



## Privacy and protection of personal information policy

At Ecojustice, we respect your privacy. We are committed to keeping the personal information you share with us - whether over the Internet, on the telephone, through the mail or in discussions with our staff or volunteers - confidential.

This Privacy Policy explains how Ecojustice collects, uses, discloses and protects the personal information of our donors, supporters, and people who submit new case inquiries. It also explains our process for securing your consent to use your information and how you can raise a privacy concern, update or correct personal information, and withdraw your consent.

Ecojustice is compliant with the privacy laws in Canada, as well as Canada's [Anti-Spam Legislation](#) which came into effect July 1, 2014.

### What is personal information?

Personal information is any information about you as an identifiable individual. This includes your name, address, email addresses, [digital identity](#), age, gender, income, marital status, finances, employment, donation history, together with any bank account and/or credit card information and identification number (such as a social insurance number). Personal information does not include your workplace contact information.

### Why does Ecojustice collect personal information?

Ecojustice gathers and uses personal information for three main reasons:

- 1) To provide tax receipts and other relevant correspondence related to a specific donation or request for information or legal support.
- 2) To keep supporters and donors informed and up-to-date about our work and news related to environmental law in Canada.
- 3) To solicit donations in order to ensure that we can continue to do our important environmental protection work.

### How Ecojustice protects personal information

At Ecojustice, we take the protection of your personal information very seriously. All personal information is kept in an electronic database with controlled access limited to authorized staff, or individuals under their direct supervision. Paper copies of that information are kept in a separate office with a door that is locked when the office is not occupied by authorized staff or in a locked filing cabinet. If the information includes financial details such as bank account or credit card numbers, it is kept in a locked filing cabinet or storage facility.

Personal information provided by individuals or organizations seeking our assistance with a legal matter is kept in a central electronic database accessible to and managed by our legal and administrative staff. Paper records are kept in separate files, as required by the circumstances of each inquiry. If an Ecojustice lawyer is retained to provide legal advice, or to act in his or her capacity as legal counsel, the communications between that Ecojustice lawyer and the client become subject to solicitor-client privilege. This protects those communications from disclosure, unless the client chooses to disclose the communications, or the law requires those communications to be disclosed. Ecojustice retains your



personal information only as long as it is required for the reasons it was collected or as required by law. When your personal information is no longer needed or required, we have procedures to destroy, delete, erase or convert it to an anonymous form.

### How we obtain your consent for using your personal information

Ecojustice obtains consent to use personal information in three ways:

#### Implied consent

Implied consent is when we use personal information in a way that is directly and obviously related to the reason the information was originally provided to us. For example, when someone makes a donation, we will use their personal information to send them a thank you letter and tax receipt, as well as our newsletters and annual reports to show the impact that their gift is making. Similarly, when someone contacts us with an environmental concern, we will use that person's personal information to communicate with them and prepare research or work on their behalf.

#### Opt-in or express consent to receive electronic communications

By signing up for electronic communications, a person has opted-in to email, mobile phone, and online community (social media) updates if applicable, which include breaking news, newsletters, fundraising solicitations, and commercial materials. There is no expiry on the consent, unless an individual opts-out, or unsubscribes.

#### Opt-out consent

In order to raise awareness and gather new support for our case work, we may from time to time exchange the names of donors with other like-minded organizations (as described below, "Sharing Personal Information"). Before we share personal information, we inform donors of our practice on tax receipts and/or in a welcome letter and provide them with the opportunity to "opt-out" having their name shared by informing us of this either verbally, in writing by letter or email, or by simply returning a form with an opt-out check box completed.

### Sharing personal information

#### Mailing addresses

Where Ecojustice has obtained your consent (see opt-out consent above), we sometimes make our supporters' names and mailing addresses available to other non-profit organizations whose work may be of interest to them. Personal information is never provided directly to another non-profit organization. Instead, information is provided to an independent contractor, which holds and maintains the personal information and sends a communication on behalf of the organization. Personal Information is only known when the supporter reaches out to the non-profit organization – i.e. replies to the solicitation, requests not to be contacted, etc. We ensure that any contractor we work with in this regard, has an established privacy policy and information management system that meets our standards and conforms to applicable legislation.

#### Email addresses

We do not sell or trade email addresses with other organizations. We sometimes run actions or petitions on our website in collaboration with other non-profit organizations and/or our clients on specific cases. When we do so, we may ask whether you would like to subscribe to their electronic communications



(see opt-in consent above). If you opt-in to receive their materials, we will share your personal information (name and email address) with them through a secure file transfer system. The partner organization's privacy policies will then apply to their communications with you, and you will need to contact them directly to update your personal information or communications preferences.

### Withdrawing consent

All of Ecojustice's electronic messages have an unsubscribe function allowing you to unsubscribe from our electronic communications directly.

You can also withdraw or change your consent to receiving information from us at any time by informing either our Donor Relations staff directly at 1-800-926-7744 ext. 295 or [donor@ecojustice.ca](mailto:donor@ecojustice.ca) or contacting Jineane Payne Eason at 1-800-926-7744 ext. 251 or [jpayne@ecojustice.ca](mailto:jpayne@ecojustice.ca).

### Keeping your information accurate

We will make every reasonable effort to keep your personal information accurate and up-to-date. Having accurate information about you enables us to give you the best possible service. You can help by keeping us informed of any changes such as if you move or change telephone numbers or email addresses.

If you find any errors in our information about you, let us know and we will make the corrections as soon as reasonably possible and make sure corrections are conveyed to anyone we may have misinformed.

Each mailing or communication that you receive from Ecojustice provides you with an opportunity to advise us of any inaccuracies in your personal information. If mail that we send to you is returned as "no longer at this address," we will try and contact you to obtain updated contact information.

### Online analytics and security

Ecojustice collects data and uses analytic technology across all of our websites and electronic communications in order to create a meaningful experience for our online audience. The data we collect is generally anonymous, but in some cases it is possible to put data together in an effort to communicate meaningfully and strategically to our audience. Our donation pages and main website pages are secured using Secure Sockets Layer (SSL), a security protocol that provides communications and transactional privacy over the Internet. We may also disclose and provide access to analytic data for our vendors and contractors who are performing services on our behalf. However, such vendors and contractors are not permitted to use your information for any purpose other than providing services to us.

### If you have questions or concerns about your personal information

If you have questions or concerns about how Ecojustice is managing or using your personal information, please contact Jineane Payne Eason at 1-800-926-7744 ext. 251 or [jpayne@ecojustice.ca](mailto:jpayne@ecojustice.ca). She will respond to your concerns in writing within 14 days.

If your concerns are not resolved, under the relevant privacy laws, you can ask for a review or file a complaint with the appropriate Privacy Commissioner.