



Prostate Cancer Centre Privacy Policy

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This privacy policy (“**Privacy Policy**”) sets out how the Prostate Cancer Centre (“**PCC**”, “**we**”, “**us**” and “**our**”) manages, collects, uses, discloses and holds personal information about you via our website <https://www.prostatecancercentre.ca/> (“**Website**”) and other interactions with us. The expressions “you” and “your” refer to individuals whose personal information we may handle from time to time.

By submitting personal information to us, you are providing implied consent for us to collect, use and disclose such personal information in accordance with this Privacy Policy. Subject to legal and contractual requirements, you may refuse or withdraw your consent to our collection, use, storage, transfer, disclosure, or communication (collectively, “**processing**” or “**process**”) of your personal information at any time by contacting our Privacy Officer, whose contact information is set out below. If you refuse or withdraw your consent, we may not be able to provide or continue to provide you with products, services or information which may be of value to you.

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1. **COLLECTION OF PERSONAL INFORMATION**

Personal information means any information which relates to a natural person and allows that person to be identified directly, or indirectly in combination with other information. It does not include personal information where all references to the identity of the relevant individual have been removed.

We may collect the following categories of personal information:

- **Identity personal information**, including first name, last name, preferred name, title .



- **Contact personal information**, including email, address, postal code, and telephone numbers.
- **Technical personal information**, including internet protocol (IP) address and geolocation information, cookies and other technology on the devices you use to access the Website.
- **Internet activity information**, including browsing history, search history, and interactions with our Website and online advertisements. In addition, we may collect information about your browsing behaviour, such as the date and time you visit the Website, the areas or pages of the Website that you visit, the amount of time you spend viewing the Website, the number of times you return to the Website, the websites that you visit before or after you visit our Website and other click-stream data.

If you provide PCC with the personal information of another individual, you represent that you have obtained all necessary consents from such person to enable us to collect and process such personal information for the purposes set out in this Privacy Policy.

We use different methods to collect personal information from and about you, including through:

Direct interactions.

You may give us your personal information by corresponding with us. This includes personal information you provide when you:

- Contact us through a form on our Website or by email;
- Make a donation to us;
- Apply to become a volunteer with us;
- Provide feedback or request information; and
- Voluntarily provide us with your personal information electronically, in person or over the telephone.

Automated technologies or interactions.

As you interact with our Website, we will automatically collect technical personal information and internet activity information about your equipment, browsing actions and patterns. We collect this information by using cookies, pixels, server logs and other similar technologies. We may also receive technical personal information about you if you visit other websites employing our cookies.

Cookies are small pieces of text stored by your web browser. You may set your browser to notify you when you receive a cookie or to not accept certain cookies. However, if you decide not to accept cookies from our Website, you may not be able to take advantage of all of the Website's features.

In addition to this, we also use Google Analytics as part of the analytics cookies on our Website. Google Analytics is Google's analytical tool that helps us to understand how users engage with our Website. The information we collect through Google Analytics is page views, time spent through the Network Services, number of visitors, the source they come from, the pages they have visited, session

and Website usage, the whole in an anonymous form. It uses a set of cookies to collect such information and reports site usage statistics without allowing us to identify individual visitors.

You can opt out of having your activity on the Website available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>.

2. USING PERSONAL INFORMATION

We use your personal information for the following purposes, as well as for any other purpose you have consented to or otherwise permitted by law:

Purpose	Type of personal information
Provide you with access to our Website	<ul style="list-style-type: none"> • Internet activity information • Technical personal information
Respond to any communication we receive from you	<ul style="list-style-type: none"> • Identity personal information • Contact personal information
Help us conduct marketing activities	<ul style="list-style-type: none"> • Identity personal information • Contact personal information • Internet activity information
Processing volunteer applications	<ul style="list-style-type: none"> • Identity personal information • Contact personal information
Continuing to improve your experience with our Website	<ul style="list-style-type: none"> • Internet activity information • Technical personal information
Protect against error or fraud	<ul style="list-style-type: none"> • All categories of information
Comply with legal and auditing requirements	<ul style="list-style-type: none"> • All categories of information
Investigate breaches of the Website terms and conditions or the Privacy Policy	<ul style="list-style-type: none"> • All categories of information

3. COMMUNICATIONS OF PERSONAL INFORMATION TO THIRD PARTIES

We may transfer your personal information to our service providers for the purposes as described above. This may include transferring your information to our donation processor, hosting provider and marketing agencies. We require our service providers to respect the security of your personal information and to treat it in accordance with the law. We do not allow our our service providers to use your personal information for their own purposes; we only permit them to process your personal information for specified purposes and in accordance with our instructions.

We may disclose your personal information to third parties for the purposes as described above. This may include disclosing information to:

- to comply with our obligations under any law or regulation, investigation, subpoena or order of a court, tribunal or other administrative or governmental authority; and
- with law enforcement or a government institution in order to investigate fraud or potential fraud, as well as any other violation of a law, regulation, or the Website terms and conditions, or in order to protect the rights, property, or safety of PCC, our customers, users, or our partners.

4. CROSS-JURISDICTIONAL TRANSFERS

Your personal information may be transferred to other jurisdictions for processing and storage, including in servers located across Canada, the United States or elsewhere in the world, where laws regarding the protection of personal information may be less stringent than the laws in your jurisdiction. Further, your personal information may be accessible to law enforcement, national security authorities, and the courts of such jurisdictions. Where necessary to make such transfers, we will comply with our legal and regulatory obligations in relation to the personal information.

5. SAFEGUARDS

To prevent unauthorized access or disclosure, maintain data accuracy and facilitate the appropriate use of data, PCC uses physical, technological and administrative procedures to attempt to protect the integrity of its Website and the confidentiality of personal information that it processes. Nevertheless, Internet transmissions are never completely private or secure. PCC cannot be liable for any breaches of confidentiality due to system failures or unauthorized access by third parties.

6. HOW LONG WILL WE RETAIN YOUR PERSONAL INFORMATION?

PCC only keeps personal information for as long as necessary and for the purposes it was collected, or for as long as required to comply with any applicable legal obligation and its documents retention policies. The length of time personal information is kept varies according to the nature of the information.

When the personal information collected is no longer required by PCC, the necessary procedures for destroying, deleting, erasing, or converting it into an anonymous form are applied.



In some circumstances, we may anonymise your personal information (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

7. PROTECTION OF CHILDREN'S PERSONAL INFORMATION

The Website and our volunteering program are targeted to, and intended to be used by, adults. We do not knowingly collect any information from persons under the age of 14. If we become aware that we have collected any personal information from a child under the age of 14, we will delete that information. We ask parents and other guardians to monitor their children's Internet usage in order to protect them.

8. YOUR LEGAL RIGHTS

Subject to certain exceptions, as permitted by law, you have the following rights in relation to the personal information we hold about you:

Your right of access

You have the right to access the personal information we hold about you and to receive a general account of our uses of that personal information. Upon receipt of a written request from you, we will provide you with a copy of your personal information, although in certain limited circumstances, we may not be able to make all relevant personal information available to you, for example, where that personal information also relates to another individual. In such circumstances, we will, upon request, provide you with the reasons for such refusal. We will endeavour to deal with all requests for access of personal information in a timely manner.

Your right to rectification

If the personal information we hold about you is inaccurate or incomplete, you are entitled to have it rectified. Where appropriate, such amended personal information will be provided to the parties to whom we are authorized to disclose your personal information. We will endeavour to deal with all requests for rectification of personal information in a timely manner.

Your right to withdraw consent

If we rely on your implicit or explicit consent as our legal basis for processing your personal information, you have the right to withdraw that consent at any time. However, this will not affect the lawfulness of any processing carried out before you withdrew your consent. If you withdraw your consent, we may not be able to provide certain products, services, and information to you. We will advise you if this is the case at the time you withdraw your consent. We may still use your information to send you important notices or communications regarding your inquiries or a contract with you.

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9. LINKS TO OTHER WEBSITES AND ADVERTISING

The Website may occasionally contain links to other sites not operated by PCC. PCC is not responsible for the privacy practices or the content of those websites. Please be sure to review the privacy policies of those sites.

The Website may display advertisements or links to third party sites. These advertisements or links may contain cookies placed by those third parties. PCC is not responsible for those advertisements, the websites to which they are linked, or how any other linked sites may use their own cookies or information. For example, cookies received with banner ads may be collected by the company posting the ad on our Website. Please refer to that company's privacy policy for further information.

10. WHAT DO YOU DO IF YOU HAVE A COMPLAINT OR A QUESTION?

If you would like further information about how we manage your personal information, have any queries or feedback relating to this Privacy Policy, or wish to lodge a complaint, you may contact the office of our Privacy Officer at privacy@prostatecancercentre.ca

Our Privacy Officer is accountable for compliance with applicable privacy laws and is responsible for coordinating the investigation of any complaints and resolving privacy-related issues. The Privacy Officer will manage any complaints received in a timely manner and provide you with a response to your complaint.

You have the right to make a complaint at any time to the relevant privacy regulator. We would, however, appreciate the chance to deal with your concerns before you approach the relevant privacy regulator so please contact us in the first instance. In Canada, you can contact the Office of the Privacy Commissioner of Canada or the relevant provincial privacy commissioner for your province of residence.