



WDMH FOUNDATION PRIVACY STATEMENT

At the Winchester District Memorial Hospital Foundation we are committed to protecting all personal information that is shared with us, including the details of donations to our charitable campaigns.

As part of our ongoing commitment to you, we want to clarify why we ask for certain information, how we use the information, and how we safeguard personal information.

What Personal Information Do We Collect?

The term “personal information” refers to information that specifically identifies you as an individual, community group or business, and is collected by us at the time that you make a donation to the WDMH Foundation. The information we collect includes your name, address, phone numbers, email address, and when appropriate, marital status and name of spouse, or business or group name and contact.

We offer donors the opportunity to pay for donations through major credit card or pre-authorized payment, as well as by cash or cheque. For the purpose of processing these donations we collect credit card information or banking information. It is important to note that we only receive the information we collect from the donor directly. We do not purchase donor lists from any organization, nor do we make our donor information available to any other organization for any reason. We do not have access to any personal data from Winchester District Memorial Hospital records.

Why Do We Ask for Your Personal Information?

You give the information we gather on you to the Foundation at the time you make a donation or pledge to the Winchester District Memorial Hospital Foundation. The primary reason for recording your name and address is to ensure that we can accurately issue a receipt for income tax or business accounting purposes. Your telephone number and email address will allow us to contact you when necessary.

We also maintain the history of your donations to the Foundation. Our Foundation has a donor recognition program that tracks giving levels so that once a donor has given \$10,000 in cumulative gifts, the donor is asked if he or she wishes to be recognized on our donor wall located in the Hospital. *No amounts are recorded publically without specific permission and donors reserve the right to request that their names remain completely anonymous.*

We also ask for personal information for a number of reasons:

- To verify your identity to ensure that the right gift is recorded to the rightful donor
- To process your gift in the manner of your choice
- To satisfy the requirements of Canada Customs Revenue Agency in receipting of donations
- To enable us to communicate directly with you

Direct Marketing

The purpose of the WDMH Foundation is to raise funds, primarily from within our community, to help meet equipment, training and capital development needs of the Winchester District Memorial Hospital. From time to time the Foundation will undertake a direct marketing initiative to help us meet those objectives. Direct marketing initiatives are directed to the name and address in our donor database, and may include information updates about the state of the hospital and the success of special campaigns, and direct appeals for funds. Our current practice is to deliver direct marketing materials through the mail. However we can also provide the option of delivering direct marketing materials via electronic mail, should a donor so choose.

Donors are given the option to receive no direct marketing initiatives from our Foundation.

Sharing Your Personal Information

The Winchester District Memorial Hospital Foundation does not share your personal information with any other charitable or non-profit organization. From time to time the Foundation may use the services of a qualified mailing house to assist in the preparation and distribution of specialized fundraising or information appeals. The Foundation enters into a formal agreement with the mailing house that strictly limits the use of the data for distribution purposes only. Following the conclusion of the transaction, the mailing house purges the data, rendering it unavailable for any other application.

Storing Your Personal Data

We only keep your personal data for as long as needed to meet the normal operational requirements of our business.

We ensure the physical, organizational and electronic security of your personal information through the use of secure locks on filing cabinets and doors, limited access to our information processing and storage areas, limited access to relative information to authorized personnel only, and the use of passwords and firewalls on our computers.

If you have any questions about protecting your personal privacy or our privacy policy, please feel free to contact:

Managing Director
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Approved by the Foundation Board of Directors on:

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Anne Van Delst, Chair WDMH Foundation

Kristen Casselman, Managing Director, WDMH Foundation