



PTG BOARD POLICY 1-4

POLICY TITLE: Privacy Protection

BACKGROUND

The Peterborough Theatre Guild is committed to respecting the personal information of its patrons, members, donors, volunteers, board members, web-users (including social media) and other stakeholders and to use such personal information in a respectful way to provide information about the Guild that we believe will be useful to them.

APPLICABLE LEGISLATION

The *Personal Information Protection and Electronic Documents Act (PIPEDA)* sets out ground rules for how private sector organizations may collect, use or disclose personal information in the course of commercial activities.

POLICY

1. The Peterborough Theatre Guild collects personal information (name, address, phone number and email address) information from members, patrons, donors, supporters and others who have actively shown an interest in the organization. In addition to the collection of information identifying individuals, the Peterborough Theatre Guild may also collect composite tallies of website page views, search terms, and other information useful for improving the design and content of our website. This composite information does not identify individuals and is used for statistical purposes.
2. Personal information is stored in the PTG database(s) and in hard copy. Only authorized theatre personnel as determined by the Chair of the Board shall have access to this information.
3. The Peterborough Theatre Guild uses personal information for the purposes of better serving our patrons and expanding our community of patrons. Primarily, the uses of information for these purposes include:
 - Mailings (postal or electronic) and phone calls to provide information about tickets, memberships and donations
 - Mailings (postal or electronic) and phone calls to thank supporters and issue tax receipts
 - Mailings (postal or electronic) and phone calls to invite members, patrons, donors, supporters, and others who have actively shown or are likely to show an interest in the Guild to special events
 - Mailing of newsletters

Personal information shall be destroyed when it is no longer required for these stated purposes.

4. If an individual requests that his or her personal information not be used for one of the purposes as noted above, or for any other purpose, that request will be honoured and the information will be updated accordingly.
5. The Guild does not disclose, sell, trade, or rent personal information to other organizations or individuals.

6. The Peterborough Theatre Guild does not transfer the personal information of subscribers or donors to any third party without consent except where another organization is contracted by the Guild to process mailings or fill ticket orders. In such instances the PTG takes every step possible to ensure that the third party provides the same level of protection for the information as the Peterborough Theatre Guild.

MONITORING:

When the PTG transfer information to a third party for the purposes of membership mailout or ticket sales PTG will request in writing compliance with PIPEDA.

The Chair of the Board shall annually confirm in writing that the PTG has adhered to the Privacy Policy, that any third party has been informed of necessary compliance with PIPEDA prior to sharing information with them for membership mailing or ticket sales; and that any PTG volunteers who have been authorized access to personal information have used the information appropriately, and the information has been destroyed.

Rev #1: Approved by the Board of Directors April 11, 2006

Rev #2: Approved by the Board of Directors July 20, 2011

Rev #3: Approved by the Board of Directors May 10, 2014

Review Date: September 2017

Related Policies:

Related Documents: *The Privacy Act, 1983; Personal Information Protection and Electronic Documents Act (PIPEDA)*