

# Detailed Privacy Policy

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## Introduction

Canada WaterPortal Society (“us,” “our,” “we”) understands that the protection of personal information is important to you, our readers. We are committed to protecting your personal information while providing you with the highest quality content.

We want you understand how we collect, use, disclose and protect your personal information, as well as how you can manage the personal information we collect from you. This Privacy Policy applies to your use of our website, products, services, programs, and features, either online or offline (collectively, the “Services”).

This Privacy Policy complements our Terms of Use, which are [accessible here](#).

Personal information means information about an identifiable individual (“personal information”) and does not include information that cannot be attributed to an identifiable individual, such as information of an aggregate or anonymous nature (collectively, “non-personal information”).

## What information do we collect?

We collect information from you when you email us or subscribe to our newsletter. When contacting us on our website you will be asked to enter your name and e-mail address so that we can reply. However you can also use the website without disclosing personal information.

We will only collect, use, and disclose the personal information that we need to provide you with our Services.

In order to help us develop better services and resources, we enable analytic software to gather general information about our users. This information is not attributed to individuals and is a very basic overview of audience demographics. We currently use Google Analytics for this purpose. If you would like more information on Google’s privacy policies and instructions on how to change your privacy settings [click here](#).

Our Services do not currently change the way they operate upon detection of a “do not track” or similar signal.

Our Services may contain links to and from social media platforms. You may choose to connect to us through a social media platform, such as Facebook, Instagram, LinkedIn, or X (formerly Twitter), and when you do, we may collect additional information from you (including personal information), such as your screen names, profile picture, contact information, contact list, and the profile pictures of your contacts, through the social media platform.

Please be advised that social media platforms may also collect personal information from you. We have no control over the collection, use and disclosure practices of social media platforms and encourage you to review their privacy policies and practices, including their data security practices, before using these platforms.

### What do we use your information for?

The information we collect from you may be used in one of the following ways:

- To personalize your experience (your information helps us to better respond to your individual needs);
- To improve our website (we continually strive to improve our offerings based on the information and feedback we receive from you);
- To respond to emails;
- If you provide an email address it may be used to send you information you have requested or respond to your questions or inquiries;
- To respond to legally binding demands from law enforcement, regulatory authorities or other third parties;
- To defend, protect, or enforce our rights or Terms of Use;
- To comply with applicable law.

We may use non-personal information for any legitimate business purpose.

### How do we protect your information?

We are concerned about ensuring the security of your personal information, and we have taken appropriate measures to ensure its security and confidentiality. We implement a variety of security measures to maintain the safety of your personal information when you enter, submit, or access your personal information.

We will only retain your personal information for the period required to fulfill the purposes for which it was collected. We may retain non-personal information for as long as we have a business need to do so.

Once we receive your personal information, it may be transferred to and maintained on or in computing systems or cloud-based servers located outside of your province or country, and in jurisdictions (in Canada and/or the U.S.A. only) where the data protection laws may differ from those of your jurisdiction. Your consent to this Privacy Policy followed by your disclosure of your personal information represents your agreement to such transfer and maintenance.

We try our best to safeguard personal information once we receive it, but please understand that no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure. If you suspect an unauthorized use or security breach of your information, please contact us as soon as possible.

### Do we use cookies?

Yes. Cookies are small files that a site or its service provider transfer to your computer's hard drive through your Web browser (if you allow it) that enable the site's or service providers' systems to recognize your browser and capture and remember certain information.

Through Google Analytics, we use cookies to compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

### Do we disclose any information to outside parties?

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. However, we may need to provide some information to trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect our or others' rights, property, or safety. Non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### Third party links

We post news, events, action alerts, job opportunities, and other information from our member groups and other third parties. These postings do not imply that we endorse the information contained therein; nor can we guarantee the accuracy of said information. Readers are advised to check with originating organization.

Furthermore, these third-party sites have separate and independent privacy policies. We have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and our content and if you have concerns about third party sites, please let us know.

### Children's Online Privacy

We do not collect personal information from anyone we know to be under 13 years of age.

### Your Consent

By using our site, you consent to our privacy policy. You can always refuse to provide your personal information, except that it may prevent you from using our Services or receiving responses to your inquiries or other information of interest.

### Access, updates, and removal

On your reasonable written request, we will provide you, not later than thirty (30) days from our receipt of your request, or such additional time as required by law, with access to or information about your personal information (if any) under our custody or control, and the names of persons to whom, and any circumstances in which, your personal information has been and is being disclosed by us. You must provide sufficient information in your request to allow us to verify your identity and identify the information you are seeking.

If you request a copy of your personal information and the personal information can be reproduced, we will provide you with a copy of the personal information, or, if applicable, we will give you reasons for any delay in providing a copy of the requested personal information. All requests may be subject to minimal costs, in accordance with applicable privacy legislation.

We reserve all rights not to disclose personal information, in whole or in part, in certain circumstances permitted or required by law, including but not limited to where:

- the personal information is protected by any legal privilege;
- the disclosure of the personal information would reveal confidential commercial information;
- the disclosure could be expected to threaten the safety or physical or mental health of an individual;

- the personal information was generated during a formal dispute resolution process; or
- the personal information was collected by us without your knowledge and consent for reasonable purposes related to investigating a breach of an agreement or a contravention of the laws of Canada or a province.

If access to your personal information is refused, in whole or in part, we will provide you with the reasons for the refusal, the provision of applicable privacy legislation on which the refusal is based, and the contact information of the Privacy Officer who can answer your questions about the refusal and will inform you that you may ask for a review of the refusal in accordance with applicable privacy legislation.

To submit a request to access your personal information or designate an authorized agent to make a request to access your personal information, please contact us. Our security procedures mean that we may request proof of identity before we disclose your personal information to you.

The accuracy of the information we have about you is important. To submit a request that we update your personal information, please contact us.

On your request, we will make every reasonable effort to correct outdated personal information, or errors or omissions in your personal information where that personal information is in our custody or control. Such request must be by email from an identifiable email address or in writing, signed by you, and include sufficient detail to enable us to identify any personal information in our custody or control in relation to the request.

We will, as soon as reasonably practical and not later than thirty (30) days from our receipt of your request, or within such additional time as permitted or required by law, either correct the personal information and, if applicable and reasonable to do so, send correction notifications to any third party to whom we disclosed the incorrect personal information, or decide not to correct the personal information, but we will annotate the personal information under our control to indicate that a correction was requested but not made.

We will inform you of the action that we have taken in response to your request for correction, the contact information of the Privacy Officer who can answer your questions about your request for correction, and that you may ask for a review of the action taken in accordance with applicable privacy legislation.

### Newsletter

We adhere to Canadian Anti-Spam Legislation ([CASL](#)). Our newsletter is only sent to those who sign up via our subscription page and provide clear consent. Upon signing up for our newsletter we will collect your name and email, but we will not disclose personal information to third parties (see Third party links section).

An unsubscribe option is included in every newsletter. Click 'Unsubscribe' if you no longer wish to receive our newsletter and we will immediately remove you from our mailing list.

### Social media

We share news, events, action alerts, job opportunities and other information from member groups and other third-parties via WaterPortal social media channels.

These are voluntary, subscription-only services. We will not disclose the information you divulge on social media to third parties or sell your information.

If you would like to stop receiving alerts from the WaterPortal on social media simply unsubscribe or unfollow. These social media websites have their own privacy policies which are available from their sites.

## Donations

We are a registered charity supported by private and public sector organizations and through individual donations. Strict controls are in place to protect your privacy. Your information will only be used for its intended purpose and only authorized individuals will have access to the information you provide.

We use CanadaHelps and Benevity to manage our online donations. The CanadaHelps Privacy Policy and Terms of Service are available on their website or via the links at the bottom of our donation form. The Benevity Privacy and related policies are available via their "About Us" page.

If you wish to make an online donation you will be prompted to enter some personal information which we use to process your payment and issue you a tax receipt.

If you would like more information about donations please contact us.

## Recaptcha

We use Google reCAPTCHA and the use of reCAPTCHA is subject to the Google Privacy Policy and Terms of Use accessible from the links below the reCAPTCHA icon.

## Changes to our Privacy Policy

If we change our privacy policy we will post those changes on this page, and update the Privacy Policy modification date below. Your use of our Services after we have made changes to our privacy policy will mean that you have accepted those changes.

## Contacting Us

If you have questions, concerns, or would like to update/change your personal information, you can always contact our Privacy Officer in the following ways:

- Email [info@waterportal.ca](mailto:info@waterportal.ca), attention: Privacy Officer; or  
Canada WaterPortal Society  
1500, 850 2nd St SW, Calgary, Alberta, T2P 0R8

## Last update/review

May 2024.