

## Data Policy for Subscribers

Last updated: January 2021

### Purpose

This policy ensures all non-profit organizations that access Volunteer Toronto services and products understand how their data will be collected, stored, and used.

### Policy Statement

Volunteer Toronto is committed to collecting, storing and using data in accordance with the federal [Personal Information Protection and Electronic Documents Act](#) (PIPEDA). Volunteer Toronto commits to collecting expressed and implicit consent for contacting organizations as indicated in [Canada's Anti-Spam Legislation](#) and will store data in password-protected software with access only provided to staff and volunteers based on bona fide responsibilities and analysis.

### Volunteer Toronto's Commitment

Volunteer Toronto collects the following data from Subscribers:

- Basic organization data (address, revenue tier, sector, etc.)
- Contact information (Volunteer Resource Manager/Executive Director/Program Staff)
- Information on volunteer contributions to organization (number of volunteers, volunteer hours, etc.)

Volunteer Toronto will use this data to:

- Promote volunteerism in the city
- Direct prospective volunteers and corporate volunteers to Subscribers
- Keep subscribers updated and connected to the latest events, networks and research on volunteerism, including through digital marketing
- Develop a knowledge base on the state of volunteering to share with our network of non-profits, governments and researchers.

Volunteer Toronto will store the data and protect its integrity by:

- Storing data in digital password-protected systems, such as a Customer Relationship Management or email marketing software

- Limiting the number of data exports by staff members and volunteers, and the access permitted to export data from data storage systems
- Anonymizing data exported for research purposes
- Making a commitment to never sell data to third parties
- Conducting periodic audits to verify policy compliance
- Ensuring all staff agree to Volunteer Toronto's Privacy Policy as a term to their employment

In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, organizations and/or personal data, Volunteer Toronto will assess the risk and, if appropriate, report this breach to required authorities complying with relevant legislative acts.

Upon request, organizations have the right to access the information collected during their subscription period.

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