

<b>Title:</b>	MC Policy: Privacy		
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## **MC Policy: Privacy**

Myeloma Canada recognizes that you are concerned about the privacy and security of your personal information and is committed to maintaining the accuracy, confidentiality, and security of your personal information. Myeloma Canada takes every step to ensure the confidentiality of your information is maintained.

This privacy policy describes the types of personal information that Myeloma Canada collects and manages personal information.

### **What is personal information?**

Personal information is information that can identify an individual whether directly or indirectly, such as name, address, age, credit card information, or banking information. Unless otherwise specified by applicable law, personal information does not include an individual's business title or business contact or information that cannot be associated with or tracked back to a specific individual. Information that is publicly available, such as a telephone book listing, is not considered to be personal information.

### **What personal information does Myeloma Canada collect?**

The information Myeloma Canada collects is the minimum information required to establish and maintain a service, volunteer, participant, donor, or program relationship with you. This includes:

- Contact and identification information (name, address, phone number, e-mail).
- Donation information (date of gift, amount of gift, the campaign you contributed to, name of spouse or partner if it was a joint gift).
- Financial information (payment methods and preferences, billing and banking information, credit card number and expiry date or chequing account transit numbers to process your donation).
- Other personal information used for purposes that a reasonable person would consider appropriate in the circumstances. (For example, if you have demonstrated an interest in participating in fundraising events, we may send you information regarding other fundraising programs and services).

## Cookies, Advertising and Remarketing

In order to improve our services and how we connect with our community and, where required by applicable law, with your consent, Myeloma Canada uses Google Analytics and Google advertising cookies.

Through Google Analytics, myeloma.ca uses a set of first-party cookies to collect information and report site usage statistics without personally identifying individual visitors. The cookies we use enable us to distinguish one visitor from another and last for 2 years. We use this information to identify engagement with our different webpages, campaigns and programs. This helps us to identify which programs are popular and frequently used, and which are not getting significant traction. Information gathered through our first-party cookies is accessible by Myeloma Canada and Google and is not provided to additional third-parties or sold.

Myeloma Canada uses Google Signals Data Collection. Google signals are session data from sites and apps that Google associates with users who have signed into their Google accounts, and who have turned on Ads Personalization. This enables us to identify what Myeloma Canada resources you have interacted with across multiple devices or platforms.

Myeloma Canada also use Google's granular location and device data. This is a default analytics feature that identifies what device and browser a person is using and where they are using it. In addition, we use Google advertising cookies and the Google Remarketing program to connect visitors to programs, campaigns and tools that may be useful to them. Our advertising cookies may limit the number of times an ad is shown to you, mute an ad you have chosen to block, or record which ads you have interacted with.

Through the Google Remarketing program, if you interact with a certain page, campaign or feature of the website, you may receive an ad or communication connecting you to another campaign, page or feature that may be of particular interest to you.

If you wish to opt out of Google advertising, you can access your Google ad settings to manage the Google ads you see and turn off personalized ads. Even if you turn off personalized ads, you may still see ads based on factors such as your general location derived from your IP address, your browser type, and your search terms. You can also opt out of a third-party's use of cookies by visiting the Network Advertising Initiative opt-out page. You can also manage cookies through your web browser or through the settings on your device.

## Consent

A general rule (and to the extent required by applicable law), we will seek and obtain your prior consent before collecting, using, or processing your personal information as set out in this policy. You are generally not obliged to provide your personal information when you access our website; however, please note that we may be unable to provide certain services to you if you refuse to provide certain personal information.

## How does Myeloma Canada collect your personal information?

Myeloma Canada collects personal data directly from individuals, as well as from third parties and automatically related to the use of our services or other interactions with us.

- **Personal Data Collected Directly.** Personal Data Collected Directly. The personal data we collect from you depends upon how you use our services or otherwise interact or engage with us and includes identifiers/contact information, purchase information, communications and correspondence, photos and videos, etc. If you choose to engage with certain enhanced functionalities on our website, such as our chatbot "Myca" (see Appendix A), we may also collect and process elements of your personal information if you decide to include such information in your input.

- **Personal Data from Third Parties.** We may collect personal data about you from third party sources, such as public databases, joint marketing partners, social media platforms or other third parties, as described in this section.
- **Personal Data Collected Automatically.** Where permitted by applicable law, we collect personal data related to your use of our services and interactions with us and others, including information we collect automatically (e.g., using cookies, pixel tags and other technologies, as well as information we derive about you and your use of the services offered). Such information includes device and browsing information, activities and usage, location information, etc.]

### **How does Myeloma Canada use your personal information?**

Myeloma Canada generally collects your personal information directly from you and only with your consent. Myeloma Canada uses your personal information for fundraising, to process donations and event registrations, to respond to requests for services and information, and to keep you informed about our activities.

Myeloma Canada may also use personal information collected when you engage with certain enhanced functionalities on our website, such as our chatbot "Myca", to enhance functionality and user experience and generate anonymous data for research and analytical purposes. We refer you to the "Chatbot Feature - Myca" Privacy Notice for more information on this functionality.

If the purpose for using your personal information changes from the time since such consent was obtained, Myeloma Canada will advise you of this purpose before such use or disclosure.

If you do not wish Myeloma Canada to use or disclose your personal information for purposes other than for which it was collected, or if you do not want to receive any marketing or fundraising materials from Myeloma Canada, please advise us by phone (1888 798-5771) or email ([contact@myeloma.ca](mailto:contact@myeloma.ca)).

### **How does Myeloma Canada communicate your personal information**

Personal information is only used and disclosed for the purposes for which it was originally collected. We communicate your personal information to:

- Vendors and service providers
- Affiliates
- Third party payment services providers
- Marketing, advertising and analytics providers
- Compliance, governance and legal requirements
- Security and protection of rights
- In support of business transfers

These third parties are required by us to use any Personal information received only to perform the services for which they have been hired by us and are also contractually required to comply with all applicable laws and this policy.

### **Cross-jurisdiction transfers**

Your personal information may be communicated outside of your province or territory of residence, in any country where we have facilities or in which we engage service providers. You understand that your information will be transferred to territories or countries outside of your place of residence, including the United States, which may have data protection rules that are different from those of your place of residence. Your personal information may be subject to access by local authorities in accordance with applicable law in these jurisdictions. To the extent your personal information is communicated outside of your jurisdiction of residence, such transfers will only be made in

compliance with all the requirements of applicable privacy laws, and we will ensure that adequate safeguards are in place so that your personal information will receive an adequate degree of protection in the jurisdiction of destination.

### Children's privacy

We do not knowingly collect any personal information from children under the age of 14. If we discover that a child under 14 has provided us with personal information, or a child who has not reached the age of majority for the purposes of providing consent in their jurisdiction of residence, we will endeavor to delete such personal information from our systems.

### Your rights and how can you exercise them

You may have several rights under applicable data privacy laws. Depending on your province or territory of residence, you may have the following rights regarding your personal information that we hold, subject to any conditions or limitations set out in applicable law:

- **Access.** You have the right to obtain information about our processing of your personal information and obtain access to and a copy of your personal information.
- **Rectification.** You may have the right to update, complete, or correct inaccuracies in your personal information.
- **Withdrawal of consent.** You have the right to withdraw your consent to our processing of your personal information, without affecting the lawfulness of processing up until withdrawal. Please note that we may be unable to offer you certain services, features, or functionalities of our website if you withdraw your consent. Withdrawing your consent will not affect the lawfulness of any processing which happened before such withdrawal, nor does it create an obligation for us to delete personal information which we are otherwise allowed or required to retain under applicable law.
- **Right to data portability.** You may have the right to obtain a machine-readable copy of your personal information or to have us transfer it to another third party of your choice.
- **Right to de-indexation.** You may, in certain circumstances, have the right to request that we cease disseminating your personal information or to de-index any hyperlink that allows access to that personal information by technological means, if such dissemination contravenes applicable law or a court order. Due to the nature of the personal information that we collect and the purposes for which we use your personal information, the right to de-indexation will not typically apply.

These rights may be limited, for example, if fulfilling your request would reveal personal information about another person, or if you ask us to delete information which we are required by law to keep. If you have unresolved concerns, you have the right to complain to a data protection authority where you reside, where you work or where you believe there has been an infringement of data protection or privacy laws. We will endeavor to respond to any request relating to personal information within the time limits specified in applicable law.

- **Complaints.** If you are unsatisfied with the way in which your rights are handled, you can submit a complaint with the relevant data protection authority of your habitual place of residence, your place of work or the place of the alleged infringement/violation of your rights.

### How does Myeloma Canada ensure privacy for personal information collected on the Myeloma Canada website?

This information gathered through the Myeloma Canada website is collected and stored through a secure portal.

Myeloma Canada collects personal and financial information through online donations which are processed securely through a third party, CanadaHelps.org. Myeloma Canada is committed to protecting the security of the personal information it holds. Myeloma Canada uses a variety of technical and organizational methods to secure Personal Information in accordance with applicable laws.

Namely, Myeloma Canada has implemented reasonable physical, administrative and technical measures to protect personal information in Myeloma Canada's control against unauthorized access, collection, use, disclosure, copying, modification or similar risks, and will use appropriate security measures when destroying any personal information.

### **Links to third parties**

Our website may contain links to other websites. Upon entering other sites, you are subject to the privacy and security policies of these sites. This policy identifies the privacy practices of Myeloma Canada's website only.

### **Changes to this policy**

Myeloma Canada may update or revise this policy at any time to ensure continued compliance with applicable privacy laws and otherwise when reasonably necessary. We will provide advance notice of any such updates or revisions. If the scope of the collection, use, or disclosure of personal information is modified as a result of such updates or revisions, you may be asked to confirm your consent to such revised policy.

### **Accuracy and retention of personal information**

Myeloma Canada aims to ensure that any personal information provided is accurate, complete and current as required for the purposes for which the information is used.

Myeloma Canada keeps personal information only as long as it is needed for the reasons it was collected. When your personal information is no longer required, the information is either physically destroyed or deleted. Typically, personal information is retained by Myeloma Canada for as long as there is a serious and legitimate reason for its continued retention, and for a period of up to three years thereafter, although the law may provide for longer retention periods. If a claim is filed by or against us, all relevant documents should be retained until the conclusion or resolution of the matter, including until all applicable appeal periods have expired.

## **Appendix A**

### **Chatbot Feature Myca**

By choosing to interact with the Site's chatbot or chat feature ("**Myca**") you acknowledge and agree to the terms of this Privacy Policy.

The chatbot is designed to provide general information and support related to multiple myeloma. It is not intended to replace professional medical advice, diagnosis, or treatment from qualified healthcare providers. As necessary, seek care from your clinician or contact 9-1-1 or visit your local hospital in an emergency. The information provided by the chatbot is for educational purposes only and should not be relied upon for making any medical decisions.

The information provided by the chatbot may not always be up-to-date or comprehensive, as it may take time to incorporate new developments in the field of myeloma.

While we strive to ensure the accuracy of the information provided, we cannot guarantee its completeness or applicability to your individual circumstances. If you have any concerns or questions about your health or medical condition, please consult with your doctor or healthcare team.

The chatbot does not have access to your personal medical records or data. It operates based on the information you voluntarily provide during your conversation. If you do not want the chatbot to process your personal information, we recommend you do not use this functionality.

We disclaim any liability for decisions made based solely on information obtained from the chatbot, and users are encouraged to independently verify any information provided.

Information you voluntarily share with the chatbot, including a transcript of the conversation, and non-personal information such as your device type, operating system, browser type, other usage data, etc. may be collected, recorded, and stored in accordance with the terms of this Notice and our Privacy Policy. You can download a transcript of your conversation with the chatbot by clicking on the “download” button on the chatbot during your chat

### **Data Privacy Officer**

We have designated a Data Privacy Officer overseeing data privacy compliance. If you have questions about this policy, please contact:

Muriel Ingrassia of Data Privacy Officer  
Director of Operations  
[mingrassia@myeloma.ca](mailto:mingrassia@myeloma.ca)

### **Contact us**

If you have any questions about this Notice or complaints about how we collect, use, or disclose your personal information, you can contact us at:

[contact@myeloma.ca](mailto:contact@myeloma.ca)

### **Update your information**

If your personal information has changed, please call 1-888 798-5771 or e-mail us at [contact@myeloma.ca](mailto:contact@myeloma.ca)