



**MYELOMA
CANADA**
MAKING MYELOMA MATTER

Title:		Myeloma Canada Privacy Policy		
Created by:		Connor Mellegers	Date:	21/09/2023
Approved by:			Date:	
Version:		001		

MC-GOV: Privacy Policy

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 any information that can identify an individual, such as name, address, age, credit card information, or banking information. 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).



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- 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, Myeloma Canada uses Google analytics and Google advertising cookies.

Through google analytics, MyelomaCanada.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



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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.

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.

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 (1-888 798-5771) or email (contact@myeloma.ca).

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.

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.



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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.

Update your information

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