

## PRIVACY POLICY (Appendix 2)

As an organization working to raise funds to support its programs and services for Montrealers living with Alzheimer’s disease and other neurocognitive disorders, as well as their families, we collect, use and disclose information daily to provide our services involving solicitation, various forms of contributions, event participation, draws and lotteries, and information. Privacy is important to us. We follow the highest ethical standards when processing all information, especially personal information.

The purpose of this Privacy Policy is to help you understand our personal information collection, use, disclosure and retention practices. When you provide your personal information through our website or by filling out an event participation form by email, in person or by telephone, you agree that it will be processed in accordance with this Privacy Policy, and you authorize the Alzheimer Society of Montreal and its third parties and service providers to process your personal information for the purposes set out below.

This Privacy Policy does not apply to third-party websites that can be accessed by clicking links on this website, and the Alzheimer Society of Montreal may not be held liable for such third-party websites. If you click a link to a third-party website, it will have its own privacy policy that you will have to read before submitting any personal information.



## WHO WE ARE WE AND WHAT WE DO

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The Alzheimer Society of Montreal was the first Alzheimer Society founded in Quebec in 1981. Over the decades that followed, the Alzheimer Society of Montreal remained on the cutting edge of information, education and psychosocial support for people living with Alzheimer's disease or related diseases, for example by co-founding the Federation of Quebec Alzheimer Societies, advocating a person-centred approach to care in our activity centres or creating the very first support group in Canada for people living with Alzheimer's disease.

The Alzheimer Society of Montreal is still the most trusted name in Montreal for people coping with neurocognitive diseases and caregivers, healthcare professionals, organizations and individuals seeking resources and services.

### OUR MISSION

Alleviate the social and personal consequences of Alzheimer's disease and related disorders by providing leading-edge interventions, care and support services that have a long-term positive impact.

## THE PERSONAL INFORMATION THAT WE COLLECT

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We may collect and process various types of personal information in the course of our activities and when we provide services, including:

- Professional and/or personal contact information, such as your first name, last name, address(es), email address(es), date of birth and telephone number(s).
- Biographical information, such as your job title, employer name, professional and/or personal history, photos and video or audio content.
- Information relating to marketing and communication preferences and other information, such as food preferences, comments and answers to surveys.
- Information relating to donation history, participation in organization events, billing and financial information, such as your billing address, bank account information or payment data.
- Information relating to services, such as details concerning services rendered to you.
- Information about your professional history, networks, community involvement, professional affiliations and family relationships.

- Recruitment-related information, such as a resume, education and professional background, professional affiliations and other information relevant to potential hiring by the Alzheimer Society of Montreal.
- Website usage information and other technical information, such as details about visits to our websites, your interactions with our advertising and online content or information collected through cookies and other tracking technologies.
- Information provided to us by or on behalf of our clients or that we produce when we provide services and that may, where relevant, include special personal information categories, including racial or ethnic background, political opinions, religious or philosophical beliefs, trade union membership or sexual orientation.
- Information such as your community donation and investment policy, your contributions, the recipient organizations and what their missions are, where relevant, obtained recognitions, decision-making process and the persons involved in the organization and in the process.
- Any other personal information provided. Note that if you provide us with personal information about other persons, such as your clients, directors, administrators, shareholders or beneficial owners, you must ensure that you have duly notified them that you are providing us with their personal information and have obtained their consent for such communication.
- Where proof of consent is provided to us (date, time, means) in circumstances where such consent is required to process personal information.

We do not knowingly collect information from children or people under the age of 14. If you are a minor under the age of 14, please do not provide us with any personal information without the express consent of a parent or guardian. If you are a parent or guardian and are aware that your child has provided us with personal information, please contact us. Should we learn that we collected personal information from a minor child without verification of parental consent, we will take steps to remove such information from our servers.

## **HOW WE COLLECT YOUR PERSONAL INFORMATION**

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We collect your personal information from you and through our interactions with you, as follows:

- When you register for events, training courses and newsletters
- When you register for fundraising events
- When you donate to our organization, regardless of the form of your gift

- When you register as a volunteer for our organization
- When we provide services to you
- When you pay bills for services that we have provided to you
- During an assessment call by our referral service
- When opening and following up on client files

We also collect publicly available information, such as on public platforms, including our website.

## HOW WE USE YOUR PERSONAL INFORMATION

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We may use personal information in one or more of the following ways, with your consent or, where applicable, on another legal basis. In each case, we state the purposes for which we use your personal information:

- To provide our services and conduct our business, administer and perform our services, including fulfilling our obligations under any agreement between you and us.
- To make using our websites more accessible and ensure that their content is relevant and presented most effectively for you and your device.
- For marketing and business development purposes, in order to provide details on new services, information on developments in our organization and sector and invitations to seminars and events where a person has chosen to receive such information.
- For research and development purposes, including for security purposes, in order to conduct analyses to better understand our clients' service and marketing requirements and better understand our organization, and to develop our services and offers.
- For recruitment purposes, in order to process job applications and assess whether a person meets the requirements of the position at the Alzheimer Society of Montreal for which they may apply.
- To meet our legal, regulatory or risk management obligations.
- To prevent fraud or perform other background checks that may be required at any time in accordance with applicable laws or regulations and/or best practices—where false or inaccurate information is provided or fraud is found or suspected, data may be shared with fraud prevention agencies and may be recorded by us or such agencies. When we process special categories of personal information, we may also use important public interests, such as crime prevention or detection, or legal claims as a legal basis.

- To defend our rights, meet our legal or regulatory communication obligations or protect the rights of third parties.
- To ensure that we are paid, collect payments owed to us and, where appropriate, have such collections made by debt collection agencies or through other legal means, including legal proceedings.
- To reorganize or change our organization, if we proceed with a reorganization—for example, by amalgamating, consolidating or transferring part of our organization’s mission—we may need to transfer some or all personal information to an applicable third party or its advisors as part of any due diligence process or transfer to such reorganized entity or third party for the same purposes as set out in this Privacy Policy or to analyze any potential reorganization. In such a situation, we will employ every possible measure to ensure that your personal information is protected and secure.

## **WITH WHOM WE SHARE YOUR PERSONAL INFORMATION**

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The Alzheimer Society of Montreal is a non-profit organization, and the personal information that we collect may be shared with and processed by any entity within the Alzheimer Society of Montreal network. We may also share personal information with certain third parties, including:

- The Alzheimer Society of Montreal third-party service providers or partners to recruit human resources volunteers and solicit financial or other contributions.
- Third-party service providers or partners, including those who provide us with fundraising, database analytics, website, application development, hosting, maintenance and other services. These third parties may have access to or process personal information as part of the services they provide to us. We limit the information that we provide to these service providers to what is reasonably necessary for them to perform their duties, and our contracts with these service providers require them to keep such information confidential.
- Government authorities and law enforcement agencies where required by applicable law. Specifically, we may disclose personal and other information if we are required to do so by tax or other laws or if we believe in good faith that such disclosure is necessary to comply with applicable laws, in response to a court order or subpoena or search warrant, or otherwise to collaborate with such government authorities and law enforcement agencies.
- The purchaser, successor or transferee as part of any amalgamation, acquisition, debt financing, asset sale or similar transaction, as well as in the event of insolvency, bankruptcy or sequestration involving personal information transfers as a business asset to one or more third parties.

- We will only use personal information for the primary purpose and the applicable and legitimate purpose for which it was collected or for purposes consistent with that primary purpose.

The organization uses the services of third-party websites, such as Google and Facebook, to promote its content and offers.

When you visit our website, these third parties may place cookies, invisible pixels or other similar technologies on your hard drive to collect or receive information about your browsing on the website and elsewhere online. These technologies make it possible to disseminate relevant and targeted advertising based on your interests. You may view and remove cookies if you wish. Consequently, you have complete control over them. We recommend that you refer to your browser settings to make the appropriate changes.

If you want third-party websites to store cookies on your hard drive to provide targeted advertising, you may enable this setting in your browser.

For more information, we invite you to read our Cookie Policy (see p. 10).



## **HOW LONG WE RETAIN YOUR PERSONAL INFORMATION**

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We will only retain personal information for as long as necessary for the purposes set out in this Privacy Policy and to comply with our legal and regulatory obligations.

For more information on how long we retain your personal information, please contact us using the contact information provided in the “How to contact us” section below.

## **WHERE WE KEEP YOUR PERSONAL INFORMATION AND TRANSFERS OUTSIDE QUEBEC**

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The Alzheimer Society of Montreal’s personal and confidential information is stored on servers for internal community use (employees). They are saved on the Alzheimer Society of Montreal’s computer network and protected by an external vendor, One Sky, which is tasked with our server security. Drive use is limited to our employees only, which enhances our data security.

We also use firewalls on our computer systems.

## **HOW WE PROTECT YOUR PERSONAL INFORMATION**

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We follow generally accepted industry standards to protect the information that we receive, both during its transmission and after we receive it. We maintain appropriate physical, technical or administrative safeguards to protect personal information from accidental or illegal destruction, accidental loss, alteration, unauthorized disclosure or access, misuse or other unlawful means that may be used to process the personal information in our possession. We have taken steps to ensure that only personnel who need to know or whose duties reasonably require such information to be known have access to your personal information.

However, no online transmission means or electronic storage is 100% secure. As such, we cannot ensure or warrant that any information that you share with us or provide us with will be kept secure, and you do so at your own risk. We also cannot

warrant that such information will not be accessed, obtained, disclosed, altered or destroyed further to a breach of our physical, technical or administrative safeguards. If you believe that your personal information has been compromised, please contact us using the information provided in the “How to contact us” section below. Should a confidentiality breach affecting your personal information occur, we undertake to inform you as soon as possible after we learn about the incident. We will take reasonable steps to reduce the likelihood of harm being caused and prevent new incidents of the same nature from occurring.

## THE RIGHTS OF A PERSON TO THEIR PERSONAL INFORMATION

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In certain circumstances and in accordance with applicable data protection laws, a person has the following rights:

- **Access:** The right to ask whether we are processing information and, if so, to request access to personal information. Subject to applicable law and the payment of a monetary sum where required, a person may receive a copy of the personal information that we hold and certain other information about them.
- **Accuracy:** We are required to take reasonable steps to ensure that the personal information in our possession is accurate, complete, not misleading and up to date.
- **Rectification:** The right to request the rectification of any incomplete or inaccurate personal information that we hold.
- **De-indexation:** The right to request that the sharing of their personal information cease or to **de-index** any hyperlink linked to their name providing access to such information where dissemination is causing them harm or contravenes the law or a court order, also known as the right to erasure or to be forgotten.
- **Anonymization:** The fact that our organization may, rather than destroying your personal information, anonymize your personal information for its use, but only for serious and legitimate purposes, such as storing data required for potential tax audits.
- The right to be informed when you are the subject of a decision based exclusively on automated processing.
- The right to be informed about the use of identification, location or profiling technology and the means available to enable such features.

Lastly, it is also possible to file a complaint with a data protection supervisory authority, specifically in the country, province or state in which you normally reside (in Quebec, the Commission d'accès à l'information), in which we are located or in which an alleged breach of data protection laws occurred.

To exercise these rights, contact us as described in the “How to contact us” section below.

## HOW WE USE COOKIES AND SIMILAR TECHNOLOGIES

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For detailed information about the cookies we use, please refer to our Cookie Policy below, which forms part of this Privacy Policy (see page 10).

## HOW TO CONTACT US

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If you have any questions, comments or complaints about this Privacy Policy or your personal information, or if you wish to exercise your rights, file a complaint or obtain information about our policies and practices concerning our service providers outside Canada, please contact our Privacy Officer at:

THE ALZHEIMER SOCIETY OF MONTREAL

Jeane Day

4505 Notre-Dame West Street  
Montréal, Quebec H4C 1S3

Telephone: 514-369-0800 ext. 1200

[jday@alzheimermontreal.ca](mailto:jday@alzheimermontreal.ca)

## HOW WE UPDATE THIS PRIVACY POLICY

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We may change the content of our websites and how we use cookies without prior notice; therefore, our Privacy Policy and Cookie Policy may change from time to time in the future. Please review them each time you visit the website to remain informed on how we process personal information.

This Privacy Policy was last updated on September 21, 2023.

# Cookie Policy

## Consent

By using our website, <https://alzheimermontreal.ca/en/>, you consent to the use of cookies in accordance with this Cookie Policy. You will have seen a request on your first visit to this website. Although it is not generally displayed on subsequent visits, you may withdraw your consent at any time by following the instructions below.

## Disabling cookies

Where the organization that has configured a cookie provides a tool to automatically disable such cookie(s), we indicate the name of that organization, the category of cookies it configures and a link to its tool. In all other cases, we list the cookie names and their source on the date of this Cookie Policy so that you can easily find them and disable them using your browser controls.

If you do not consent to the use of these cookies, please disable them by following the instructions for your browser set out on [All About Cookies](#) or use a tool that automatically disables cookies, if you wish. However, some features will not work as well if cookies are disabled.

We may change the cookies we use after your first visit to this website. This Cookie Policy will always tell you who sets cookies, for what purpose and how to disable them if you read it from time to time.

## The types of cookies that the Alzheimer Society of Montreal uses

The cookie categories that the Alzheimer Society of Montreal and its providers use are listed below.

### Strictly necessary cookies

These cookies are required for you to browse the website and access its features.

The services that you request, such as page-to-page navigation, cannot be provided without these cookies.

## Performance cookies

We use analytics cookies to analyze how our visitors use our websites and to monitor website performance. This helps us to provide a high-quality experience by tailoring our offer and quickly identifying and correcting any issues. For example, we may use performance cookies to track which pages are most popular, determine which linking method between pages is most effective and determine why certain pages get error messages. We may also use these cookies to target articles or services on the website based on their relevance to you and your website usage. We or our providers do not link information collected by these cookies to your personal information.

## Website functionality cookies

We use cookies to provide you with certain features. For example, to remember the choices you made, such as your username, language or region, or to recognize the platform you're using to access the website and provide you with improved and customized features. These cookies are not used to track your browsing on other websites.

## Targeting cookies

Targeting cookies or advertising cookies collect information about your browsing habits and are used to better target advertising to you and your interests. They are used by services provided by third parties, such as the Like or Share buttons. The aforementioned AddThis cookies are also examples of targeting cookies. Third parties provide these services in exchange for acknowledgment that you have visited our website.

When you use LinkedIn, Twitter or other available share buttons, you will be redirected to a page controlled by these businesses, which may place cookies, including targeting cookies, and you will be subject to the respective cookie policies for LinkedIn, Twitter or another relevant website.

## Use of IP addresses and web logs

We may also use your IP address and browser type to help diagnose problems with our server, manage our website and improve the service we provide. An IP address is a series of numbers that identifies your computer online. Your IP address may also be used to gather aggregate demographic information.

We may perform IP address checks to determine the domain you came from, such as google.com, to get a clearer picture of our user demographics.

Information from these types of cookies and technology is not combined with information about you from any other source and cannot be used to establish your identity.

### **Invisible pixels in HTML and webinar emails**

Our marketing emails contain a unique, campaign-specific invisible pixel that notifies us when our emails are opened, and that, in combination with other technologies, confirms clicks on links in the email. We may use this information for various purposes, including determining which of our emails you are most interested in and asking users who do not open our emails if they wish to continue receiving them. This pixel will be deleted when you delete the email. If you do not want the pixel downloaded to your device, you should not click on the links that we send you. This information may be linked to your identity.

### **This Cookie Policy does not cover third-party websites**

Note that this Cookie Policy does not apply to the privacy practices of third-party websites that may be linked to or are accessible from this website, and that we may not be held liable for such practices.

### **Changes to the Cookie Policy**

We may update this Cookie Policy and encourage you to review it from time to time to stay informed on how we use cookies. The last update to this Cookie Policy was on September 21, 2023.

Note that this Privacy Policy will remain in effect for as long as you have a relationship with us.