

Keats Camps - Privacy Policy

Statement of Policy

Keats Camps recognizes the importance of privacy and the sensitivity of personal information, and is committed to protecting all personal information in our custody or control.

This Privacy Policy describes in general terms the principles we apply when protecting personal information about past, current and prospective campers, their families, donors and other identifiable individuals.

Personal Information

The *Personal Information Protection Act* (the "Act") regulates the way in which private sector organizations within British Columbia collect, use, secure and disclose personal information. These obligations extend to organizations like Keats Camps.

"Personal information" includes any kind of information which identifies you as an individual, but does not include business contact information such as an individual's name, business telephone number, e-mail address etc.

Collection, Use and Disclosure

In the course of our business, we collect personal information about current, past and prospective campers and their families as well as donors. This includes:

- Emergency contact and medical information collected for health and safety purposes;
- Photographs, videos and other images collected for marketing and promotional purposes;
- Personal preferences to determine suitability and compatibility with other campers;
- Billing information to maintain our accounts; and
- Information related to charitable donations.

Keats Camps limits the collection of personal information to that which is necessary for the purposes we have identified and as permitted by law. Whenever possible, we will try to collect personal information directly from the person to whom it pertains. However, if necessary, we may collect personal information from other sources. When we collect

personal information from campers or their families, or from donors, we will explain the purpose for collecting the information, and provide contact information for someone who can answer any questions about the collection.

Keats Camps does not use or disclose personal information for purposes other than those for which it was collected, except with the consent of the individual or as required or permitted by law.

Consent

By enrolling your child with Keats Camps, you consent to our collection, use and disclosure of personal information relating your child and family, to the extent necessary for us to deliver our programs and services. If you refuse to consent or withdraw your consent, we may not be able to continue to providing services to you.

By donating to Keats Camps, you consent to our collection, use and disclosure of personal information relating to you to the extent necessary for us to administer donations and raise funds. If you refuse to consent or withdraw your consent, we may not be able to provide you with charitable donation receipts for tax purposes.

Security, Retention and Disposal

We recognize our obligation to keep confidential information within our custody and control safe. To that end, we have implemented physical, technological and administrative measures to protect such information from unauthorized access, copying, modification, disposal or destruction.

Keats Camps retains personal information only as long as it is necessary to fulfill the purpose for which it was collected, or as required or permitted by law.

Requests for Access and Correction

The Act permits you to submit a written request to us for access to your personal information in our custody or control, information about how this information is being used by us and to whom the information has been disclosed. Not all personal information is accessible. We will respond to requests in compliance with the Act.

The Act also permits you to submit a written request to us to correct errors or omissions in personal information. We will correct or annotate personal information if it is reasonable to do so in compliance with the Act.

Contacting Us

We invite you to direct any questions you may have about your personal information or about this policy to our Privacy Officer, Hilary Blair at: 604-432-6799