

CANADIAN MENNONITE PUBLISHING SERVICE, INC.

PRIVACY POLICY

(UPDATED JULY 10, 2019)

Canadian Mennonite Publishing Service, Inc. (“**CMPS**”) is the owner, operator and publisher of Canadian Mennonite magazine (the “**magazine**”).

CMPS considers the privacy of its donors, subscribers and readership to be of paramount importance. CMPS has taken all steps reasonably necessary to ensure your privacy is maintained, including the drawing up and implementation of this Policy in full compliance with applicable legislation, notably *Personal Information Protection and Electronic Documents Act, S.C. 2000, c.5* (“**PIPEDA**”) as amended and supplemented by the *Canadian Anti-Spam Legislation, S.C. 2010, c.23* (“**CASL**”) and the various PIPEDA Regulations.

A summary of the ten privacy principles established by PIPEDA, which we must strive to comply with, is attached to this Policy as **Appendix A**. The content of this Policy is based on these principles.

1. OVERVIEW

- 1.1. What information do we collect? – personal, identification, contact, banking, password, demographic, digital content usage. See **Section 4**.
- 1.2. Why do we collect it? – deliver subscriptions, communicate with you, improve content and user experience, facilitate donations, administer employment benefits, confirm identity, undertake financial transactions. See **Section 4**.
- 1.3. Who do we share your information with? – only our mailing and publishing partners. Your data may be kept in cloud-based storage outside Canada but we will always take great care to ensure it is secure. See **Sections 8** (third parties), **9** (electronic data), and **10** (storage).
- 1.4. What are the risks of harm and how do we mitigate these? – generally the kind of data handling we undertake is low risk. But, we take precautions to ensure your information is only used where necessary and is removed from our systems as soon as possible after its purpose has expired. We are required to mandatorily report any breaches of privacy to the Privacy Commissioner. See **Sections 5** (consent), **7** (retention time), **10** (storage), and **13** (mandatory reporting).

If you are concerned about what information we have or the accuracy of such information, we have prescribed processes for addressing your concerns. See **Sections 11** (access), **12** (accuracy), and **14** (complaints).

2. WHO IS RESPONSIBLE FOR OUR PRIVACY COMPLIANCE?

If you have any concerns about how your information is collected, used, disclosed or stored by CMPS, please contact our designated Privacy Officer:

Email: publisher@canadianmennonite.org

Phone: +1 (800) 378-2524 extension 228

3. WHAT INFORMATION IS PROTECTED UNDER CANADIAN PRIVACY LAW?

- 3.1. In brief, PIPEDA applies to the collection, use and disclosure of any information “*about an identifiable individual*” in the course of a “*commercial activity*”.
- 3.2. There is no exhaustive definition in PIPEDA of the kind of information caught, but the scope is fairly wide covering anything from objective data, such as names and blood type, to subjective records of disputes or the expressed intentions of a person.
- 3.3. As a general rule, such information may only be collected, used or disclosed “*for purposes that a reasonable person would consider are appropriate in circumstances*”. As far as possible, these purposes must be decided in advance and disclosed to the individuals whose personal information is being collected.

4. WHAT INFORMATION DO WE GATHER AND WHY?

- 4.1. For the sake of transparency, the following table sets out the types of personal information CMPS typically gathers and the reasons why we collect that information:

Information Type	Reason for Collection
Personal, identification, location and contact information such as names, mailing addresses, church membership or affiliation, telephone numbers, e-mail addresses, physical locations, IP addresses, social media identifiers, reviews, comments, opinions and viewing habits of web-browsers, readers, subscribers, donors,	<ol style="list-style-type: none">1. deliver requested magazine subscriptions (by post or e-mail) and non-promotional correspondence (e.g. delivery verification, welcome, renewal or cancellation letters and correspondence regarding subscription payments) to subscribers;2. provide current congregation-specific subscriber lists to the respective congregations for updates (including additions, renewals, and cancellations). This is typically done annually;3. review, screen and upload user comments on web articles;

<p>contributors, suppliers and advertisers.</p>	<ol style="list-style-type: none"> 4. promote the magazine to potential readers, subscribers, advertisers, contributors and donors; 5. send information about the content of upcoming editions of the magazine to potential and actual subscribers; 6. send requests for donations to current and former subscribers and donors, etc.; 7. issue receipts and donation confirmations to donors; 8. communicate regarding donations (including payment processing and to express our thanks); 9. correspond with article and artwork contributors about their submission for publication and to pay for the use of published material; 10. correspond with advertisers and other suppliers in the course of our business (e.g. to ascertain details of proposed advertisements or articles); and 11. improve customer experience (e.g. by adapting content to reader location and demographics).
<p>Credit card or other banking information and transaction ID</p>	<ol style="list-style-type: none"> 1. complete purchases, sales or donations (including processing fees for subscriptions); 2. process refunds; 3. monitor purchase history and identify potential donors; and 4. improve customer and supplier payment experience.
<p>Online usernames and passwords</p>	<ol style="list-style-type: none"> 1. confirm identity of online users and allow for access to online content (e.g. CM Now).
<p>Demographic and usage information such as gender, marital status, device location, digital information collected via cookies, etc., search histories, unique device identifiers, personal interests and preferences.</p>	<ol style="list-style-type: none"> 1. provide tailored content and improve individual experience; 2. develop more suitable content, advertising and distribution; and 3. promote the magazine to potential readers, subscribers, advertisers, contributors and donors.

<p>Employment and tax information such as social security numbers, banking, next of kin, and employment history.</p>	<ol style="list-style-type: none"> 1. to administer pension, salary, insurance and other benefits to current and former employees; and 2. for general business management, including regulatory, legal, accounting, tax reporting, security and insurance requirements.
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collectively we will refer to this as “**Personal Information**”.

- 4.2. Not all types of Personal Information are collected for each subscriber or donor to Canadian Mennonite magazine and related publications.
- 4.3. Sensitive information is not collected indiscriminately and is only obtained with the knowledge and direct consent of the person concerned.

5. HOW DO WE OBTAIN YOUR CONSENT?

- 5.1. Your consent is only valid, if it is reasonable for us to expect that you understand what, why and how we will use your Personal Information. The table above is intended to inform this understanding. But, your consent does not have to be explicit (i.e. in certain cases, we may assume your consent from the way you act).
- 5.2. The vast majority of the Personal Information we collect is given to us by you personally (either directly or via your church representative). For example, you may provide us with your name, address and banking information when you take out a subscription for the print version of the magazine. Where this is the case, you have explicitly given your consent by asking us to use your information to give effect to the subscription. But, it is reasonable for us to assume that you have also implied your consent to the specifically delineated activities listed above (as they form part of our ordinary and expected activities).
- 5.3. Where the use of your information goes beyond what would normally be expected or could cause you harm, we obtain explicit consent. For example, if a reader requests any Personal Information of a literary or artistic contributor we will not provide this information without first getting the permission of the person whose information is requested. This acts as a safeguard against harmful misuse of Personal Information.
- 5.4. We provide both general and specific opportunities for you to withdraw your consent. An example of the specific withdrawal would be the ‘unsubscribe’ button located on the CMNow page of our website. If you wish to withdraw your consent generally, please contact our Privacy Officer using the details at the beginning of this Policy.
- 5.5. The magazine and associated online content are not generally aimed at children. However, if a person below the legal age of majority wishes to provide Personal Information to us, we will first seek the permission of that minor’s legal parent or guardian wherever possible.
- 5.6. In the case of electronic communication (e.g. email), we are required to comply with the prohibition against unsolicited ‘commercial electronic messages’ contained in CASL. Unsolicited means any message that the recipient has not consented to receive. Again, we may rely on your implied consent where reasonable but must provide an accessible

unsubscribe mechanism (which we do). There are exceptions to the CASL prohibition for communications which: confirm or facilitate a transaction you have previously agreed to; provide factual information about ongoing subscriptions to subscribers; or are sent by a registered charity (which CMPS is) with the primary purpose of raising funds for CMPS.

Please contact our Privacy Officer if you are receiving electronic communications that you do not wish to receive.

6. WHAT INFORMATION CAN WE COLLECT, USE AND DISCLOSE WITHOUT YOUR CONSENT?

Not all information is covered by Canadian privacy law. Accordingly, we can collect, use and disclose the following information without your consent:

- 6.1. Journalistic, artistic or literary purposes. Any Personal Information that we use solely for journalistic, artistic or literary purposes is exempt from the protections under PIPEDA. Clearly any restrictions on the use of a notable person's name or personal attributes in current affairs coverage, for example, would prevent legitimate journalistic activities. Likewise, the views of article authors in opinion pieces must be disclosable to fulfil their literary justification. Therefore, we may responsibly collect, use and disclose Personal Information, that would otherwise be protected, wherever it genuinely falls within the scope of journalistic, artistic or literary purposes.

Personal Information can also be used for statistical or scholarly research where the Office of the Privacy Commissioner of Canada is notified in advance.

- 6.2. Non-personal and publicly-available information. Information that cannot be identified with a specific person (e.g. the demographic statistics of our reader-base) is also outside the scope of Canadian privacy laws. Similarly, Personal Information made available to us from a publicly available directory is exempt from PIPEDA.
- 6.3. General and public-interest. It probably goes without saying, but your Personal Information may be used to inform a criminal or other government investigation, in a life-threatening emergency, for insurance claim purposes and to assist the collection of debts. It may also be disclosed to our lawyers. These categories do not require your consent.

7. HOW LONG DO WE KEEP YOUR INFORMATION?

- 7.1. As a general rule, we will only retain Personal Information as long as we are using it for the activities set out in **Section 4** of this Policy.
- 7.2. If subscribers cancel their subscription or tell us they do not wish to receive any further contact from us, they will receive no further contact from CMPS (except to confirm receipt and acknowledgement of their request).
- 7.3. Individual subscribers will have their Personal Information removed from our records (physical and digital) SIX (6) months after their cancellation confirmation message has been sent.

- 7.4. If cancelling subscribers were subscribed through a group- or church-sponsored subscription plan, their Personal Information will be kept for EIGHTEEN (18) months to ensure this information is included in upcoming subscription reports to their subscription plan administrator, and will then be removed from our records.
- 7.5. If subscribers do not cancel their subscription but are unreachable for a period of EIGHTEEN (18) consecutive months, their Personal Information will be removed from our records.
- 7.6. In all cases, there is an exception for any Personal Information that needs to be retained by law (for example, donation records must be kept for the time period required by Canada Revenue Agency regulations). In these instances, such Personal Information will be kept for the period specified by the applicable law, and will then be removed from our records.
- 7.7. When your Personal Information is removed from our records, this is done securely. Paper documents are shredded, and electronic files are deleted (and then erased from the ‘recycle bin’).
- 7.8. See **Sections 8 and 10** regarding secure use and storage of your Personal Information by third parties.

8. TO WHOM MAY WE PROVIDE YOUR PERSONAL INFORMATION?

- 8.1. Except as otherwise stated in this Policy, your CMPS-held information is only accessed by our staff and directors.
- 8.2. We will provide current subscriber mailing list information to third-parties in the following instances:
 - 8.2.1. CMPS’s mailing and publishing business partners (e.g. our printer or mailing agency) are provided with Personal Information (e.g. names and mailing addresses of subscribers) on the condition that they:
 - 8.2.1.1. use such information for the limited purpose we prescribe only (e.g. sending the magazine to the subscriber’s address); and
 - 8.2.1.2. do not retain it afterwards.
 - 8.2.2. We will provide author contact information to other publications or websites seeking re-print rights unless the author has requested otherwise.
- 8.3. The online-donation portal on our website is operated by CanadaHelps. Collection, use and disclosure of Personal Information by CanadaHelps is governed by their own privacy policy, currently accessible via <https://www.canadahelps.org/en/privacy-policy/>.
- 8.4. We are not responsible for collection, use or disclosure of your Personal Information, related to your decision to re-post any of our content on FaceBook, Twitter or other social media networks.

9. HOW DO WE COLLECT YOUR ELECTRONIC DATA / USE COOKIES?

- 9.1. When you access the magazine's website we may automatically collect digital information about you (such as your device-type, IP address, search behaviours, etc.) using cookies, pixels and other similar technologies. Our cookies may allow us to access information about the site you visited immediately prior to accessing ours. Likewise, other organizations' cookies may identify that you visited our site before visiting theirs (this will be covered by that organization's privacy policy). Under CASL, we are permitted to rely on implied consent to install cookies, java scripts, etc. if it is reasonable to believe that you have consented based on your conduct.
- 9.2. We may also (or as an alternative) use third-party service providers (notably Google Analytics) to track and collect data about your interactions on our website. For example, we can establish who has watched a given video or read a certain article. This allows us to assess popularity, amongst other things.
- 9.3. Use of cookies in this way helps us to understand your preferences and tailor our content to meet demands. We also use them to assess the effectiveness of advertising.

10. WHERE DO WE STORE YOUR INFORMATION?

- 10.1. Within our organization, we store your Personal Information securely by:
 - 10.1.1. maintaining firewalls, password-protection, etc. on electronic files;
 - 10.1.2. keeping paperwork containing Personal Information in fastened cabinets; and
 - 10.1.3. ensuring a 'need-to-know' / 'need-to-use' basis for access to Personal Information.
- 10.2. Personal Information collected by CMPS may be stored or processed in or outside Canada (e.g. due to the use of cloud-based electronic data storage). CMPS will ensure that such information is protected with appropriate safeguards (e.g. CMPS uses only reputable providers of data storage) but CMPS may be required to disclose or use your information to comply with laws in the relevant jurisdiction.
- 10.3. Although transfer of your Personal Information is considered to be 'use' under Canadian privacy law, additional consent is not required if the recipient is using that information for the same purpose it was collected. However, the transferring party is still liable for the use of your Personal Information by that recipient. So, CMPS may transfer your Personal Information to third parties (e.g. its cloud-based storage provider) under the same consent discussed in **Section 5** above but will remain invested in protecting that data from mis-use.

11. HOW CAN YOU ACCESS YOUR INFORMATION?

- 11.1. You can request details of your Personal Information held by CMPS at any time by contacting our Privacy Officer. Please make sure that your request is clear to allow us to respond quickly and fully.

- 11.2. We are required to respond to you within THIRTY (30) days of receiving your request unless it would interfere with our operational activities. If additional time is needed, we are permitted an additional THIRTY (30) days. Accordingly, you can expect a response from us within SIXTY (60) days regardless.

12. WHAT CAN YOU DO IF YOU DISAGREE WITH THE ACCURACY OF YOUR INFORMATION WE HAVE COLLECTED?

- 12.1. Generally, it is your responsibility to ensure that we have accurate Personal Information about you.
- 12.2. Any subscriber may access their electronic information via our website and make corrections where there are inaccuracies, at their discretion.
- 12.3. You may request that we update your Personal Information in our physical or electronic records at any time. Please just let us know which information has changed and the required corrections. We would be happy to make the relevant amendment(s).

13. MANDATORY REPORTING

Whilst we must emphasise that such breaches are incredibly rare, under PIPEDA we are required to report any data breach that creates “*a real risk of significant harm*” both to the individuals concerned and to the Office of the Privacy Commissioner of Canada (“**Privacy Commissioner**”). Such significant harm includes bodily harm, humiliation, damage to reputation or relationships, loss of employment, business or professional opportunities, financial loss, identity theft, negative effects on credit record and damage to or loss of property. To fall within this reporting requirement, the risk must be more than merely speculative. We must also keep records of any such breaches.

14. COMPLAINTS PROCEDURE

- 14.1. We will always endeavour to resolve privacy disputes quickly and to the satisfaction of all parties.
- 14.2. If you have a privacy concern please contact our Privacy Officer in the first instance with clear and full details of the issue. We will investigate your complaint and look to respond within the same time limits applied to access (set out in **Section 11** of this Policy).
- 14.3. If a resolution cannot be reached you may contact the Privacy Commissioner using the details below.

15. HOW CAN YOU LEARN MORE ABOUT CANADA’S PRIVACY LAWS?

- 15.1. The Privacy Commissioner oversees CMPS’ handling of your personal information and is the independent ombudsman for privacy matters in Canada.

15.2. If your privacy concerns have not been satisfactorily addressed by CMPS or you wish to seek additional information about Canada’s privacy laws you may contact the Privacy Commissioner:

Address: Office of the Privacy Commissioner of Canada
30, Victoria Street
Gatineau, QC K1A 1H3

Website: www.priv.gc.ca/en

Phone: +1 (800) 282-1376 or (819) 994-5444

Fax: +1 (819) 994-5424

TTY: +1 (819) 994-6561

Any description of the law contained in this Policy is for general information and background purposes only, it does not constitute legal or other professional advice, and should not be relied upon. CMPS and its advisors are not responsible for the consequences of any actions taken as a result of such reliance.

This Version of CMPS’ Privacy Policy was approved by CMPS’ Executive Board on March 8, 2019

APPENDIX A: PIPEDA PRINCIPLES

Principle 1 - Accountability: an organization is responsible for personal information under its control and shall designate an individual or individuals who are accountable for the organization's compliance with the following principles.

Principle 2 - Identifying Purposes: the purposes for which personal information is collected shall be identified by the organization at or before the time information is collected.

Principle 3 - Consent: the knowledge and consent of the individual are required for the collection, use, or disclosure of personal information, except where inappropriate.

Principle 4 - Limiting Collection: the collection of personal information shall be limited to that which is necessary for the purposes identified by the organization. Information shall be collected by fair and lawful means.

Principle 5 - Limiting Use, Disclosure, and Retention: personal information shall not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual or as required by law. Personal information shall be retained only as long as necessary for the fulfilment of those purposes.

Principle 6 - Accuracy: personal information shall be as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used.

Principle 7 - Safeguards: personal information shall be protected by security safeguards appropriate to the sensitivity of the information.

Principle 8 - Openness: an organization shall make readily available specific information about its policies and practices relating to the management of personal information.

Principle 9 - Individual Access: upon request, an individual shall be informed of the existence, use, and disclosure of his or her personal information and shall be given access to that information. An individual shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.

Principle 10 - Challenging Compliance: an individual shall be able to address a challenge concerning compliance with the above principles to the designated individual or individuals accountable for the organization's compliance.