

## Web (erinoakkids.ca) and Social Media Privacy Policy

### **INFORMATION WE COLLECT**

ErinoakKids has adopted a Privacy Policy that limits what it can do with personal information collected through its website, email, or social media. Personal information includes information about an identifiable individual (other than name, address, email, and phone number) such as demographic information, information collected through our website, or other information we may collect from you from time to time. Submitted job applications, including resumes and references, would also be personal information.

### **USE OF PERSONAL INFORMATION**

ErinoakKids may use or collect personal information about you to help us provide services to you, such as to respond to your requests, verify your identity, provide services to you, process payments, process changes or updates to your account, send you notifications, conduct satisfaction surveys, provide information regarding our products or services, develop or enhance our products and services, manage and develop our business and operations, or generally maintain our relationship with you.

### **DISCLOSING YOUR PERSONAL INFORMATION**

ErinoakKids will never sell or disclose personal information without a specific purpose.

Any disclosure of personal information to third parties is made on a confidential basis, with the information to be used only for the purposes for which it was disclosed. Your personal information may also be shared should ErinoakKids become part of a merger, amalgamation, joint venture, joint project, or otherwise sell its business or part of its business.

### **PROTECTING YOUR PERSONAL INFORMATION**

We follow industry standards to safeguard the confidentiality of your personal information. We use a variety of physical, electronic, and procedural safeguards to protect personal information. We do not warrant that the safeguards we have implemented are sufficient to protect personal information that you transmit over the Internet. Most of your personal information is stored in Canada, Iceland, or the USA. Some companies providing services to ErinoakKids may be located outside of Canada (including the USA) and your personal information may be stored in those jurisdictions. As such, your personal information may be made available to the government of one of those jurisdictions, or its agencies, under a lawful order made in that country. For further information, please contact our Health Records department at the address below.

### **USING GOOGLE ANALYTICS**

We use Google Analytics to collect information about the use of our website. Google Analytics collects information such as how often users visit this site, what pages they visit when they do so, and what other sites they used prior to coming to this site. We use the information we get from Google Analytics only to improve this site. Google Analytics collects only the IP address assigned to you on the date you visit this site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this site, the cookie cannot be used by anyone but Google. Google's ability to use and share information collected by Google Analytics about your visits to this site is restricted by the Google Analytics Terms of Service and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to this site by disabling cookies on your browser.

Google Analytics employs cookies to define user sessions, which allows for the collection of data about how visitors are using the websites. Google Analytics uses only first-party cookies for data analysis. This means that the cookies are linked to a specific website domain, and Google Analytics will only use that cookie data for statistical analysis related to your browsing behaviour on that specific website. According to Google, the data collected cannot be altered or retrieved by services from other domains.

If you choose, you can opt out by turning off cookies in the preferences settings in your web browser. For more information on Google Analytics, please visit Google Analytics.

Google Analytics Terms of Service:

<https://marketingplatform.google.com/about/analytics/terms/us/>

Google Analytics Cookie Usage on Websites:

<https://developers.google.com/analytics/devguides/collection/gajs/cookie-usage>

## **YOUR CONSENT**

By communicating with us in any way, you are consenting to the collection, use, and disclosure of your personal information by providing us, our agents or partners, or related third parties (e.g., Google Analytics) with your personal information.