

Privacy Policy

Our privacy policy is based upon the Canadian Standards Association (CSA) Model Code.

The Canadian Pulmonary Fibrosis Foundation (CPFF) adopts the 10 Privacy Principles contained within the Canadian Standards Association (CSA) Model Code for the Protection of Personal Information, which is the national standard of Canada.

CPFF respects your privacy. If you visit our website, contact us, participate in one of our programs, or make a donation to support our activities, we are committed to protecting your privacy rights and your personal information. The CSA Model Code incorporates the principles that every element of personal information should only be used for purposes that are defined and explained in advance to the individual, and that use or disclosure for any other purposes requires further knowledge and consent (CSA Privacy Code).

The 10 Privacy Principles of the CSA Model Code:

- 1. Our responsibility is to protect your personal information.**
- 2. Our obligation is to identify the purposes for collecting personal information.**
- 3. The requirement for knowledge and consent.** We will only collect personal information with your knowledge and consent, except in limited situations as permitted by law.
- 4. Limiting information collection.** We only collect personal information relevant to the purposes that have been identified. We collect information fairly and lawfully, and directly from individuals wherever possible. You have the right to provide as much, or as little personal information as you wish.
- 5. Limiting use, disclosure and retention of your information.** We only use or disclose your personal information for the purposes we have identified to you.
- 6. Our responsibility is to ensure the accuracy of your personal information.** Virtually all of the personal information that we collect comes directly from individuals themselves. We generally assume this information to be accurate and complete, unless we are informed otherwise.
- 7. Our responsibility is to safeguard your personal information.**
- 8. Our obligation is to be open about our privacy policy and practices.**
- 9. Your right to access your personal information.** You have a right to update any personal information that we hold on you. Should you wish to do so, contact us at: sharon@cpff.ca

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- 10. Your right to challenge our compliance with our privacy policy**

If, for any reason, you are concerned about our compliance with our privacy policy, please contact us.

Usage tracking

Our websites may automatically record some general information about your visit in order for CPFF to engage in web statistical analysis using Google Analytics. We want to make sure our sites are useful to visitors and make the most efficient use of funding in our marketing efforts through targeted advertising. This information may include the:

- Internet domain for your internet service provider, such as “company.com” or “service.ca” and the IP address of the computer you are using to access CPFF’s website;
- Type of browser you are using, such as Internet Explorer, Firefox or Chrome;
- Type of operating system you are using such as Windows or Macintosh;
- Date and time of the visit to our site, the pages of our site that were visited, and the address of the previous website you were visiting if you linked to us from another website;
- Age category, gender, and affinity interests as determined by demographic and interest reports available through Google Analytics.

We make no effort to personally identify you based on your visit to our site. If you wish, you may opt out of being tracked by Google Analytics by disabling or refusing the cookies; by disabling JavaScript within your browser; or by using the [Google Analytics Opt-Out Browser Add-On](#).

Data collected for web analytics purposes may be processed in any country where Google operates servers, and thus may be subject to the governing legislation of that country.

Targeted advertising

As you interact with CPFF’s websites, third party advertising partners may use cookies that we place on your computer, tracking pixels, web beacons and similar technologies to identify you as a visitor to our websites, and present you with targeted ads to help us promote CPFF. You can opt-out of the use of your information for select ad targeting by visiting this site:

<http://youradchoices.ca/choices>, and also by setting up “Do Not Track” options available through your browser. We also occasionally provide your personal information to trusted advertising partners for the purpose of presenting you with targeted ads on behalf of CPFF. You can request that your personal information not be shared with our advertising partners by contacting sharon@cpff.ca.