

# PRIVACY POLICY

We, The Princess Margaret Cancer Foundation (the "Foundation"), are committed to protecting your privacy and maintaining the integrity of the personal information we collect, in all of areas of our mandate. This Privacy Policy sets out our privacy practices with respect to the administration, operation, management and marketing of the Princess Margaret Home Lottery (the "Home Lottery"), including, without limitation, the Princess Margaret Home Lottery website [www.princessmargaretlotto.com](http://www.princessmargaretlotto.com) (our "Website").

This Privacy Policy will inform you about how we collect your personal information, the purpose for which it is collected and used, with whom your personal information will be shared, the steps we take to safeguard your personal information, and how you may contact us should you have questions or concerns about our personal information practices, all with respect to the Home Lottery. This Privacy Policy will also inform you of your consent with respect to our privacy practices and how you may withdraw it. For information about the privacy practices of The Foundation other than with respect to the Home Lottery, visit <http://www.thepmcf.ca/Privacy-Policy.aspx>.

We encourage you to review this Privacy Policy on a periodic basis. This Privacy Policy may be updated from time-to-time and your continued use of our Website, purchase of Home Lottery tickets, or inquiry with us with respect to the Home Lottery will be your consent to the use of your Personal Information as set out in the Privacy Policy.

## **WHAT IS PERSONAL INFORMATION?**

In this Privacy Policy, the term "personal information" means information about an individual who is identifiable by use of that information alone or with some other information that is available to us, and information that we combine directly with that identifying information, subject to certain exclusions set out in applicable privacy legislation.

## **OUR COLLECTION AND USE OF PERSONAL INFORMATION**

### **a) What personal information does the Home Lottery collect and why?**

We collect personal information only as necessary for the Home Lottery's administration, operation, management, and marketing, including our Website.

We do not collect any personal information from Princess Margaret Cancer Centre or University Health Network for purposes of the Home Lottery.

We collect contact information and financial information of purchasers of Home Lottery tickets directly from them at the time of ticket order and only if they voluntarily provide this information during the ticket ordering process. This financial information is used solely to facilitate ticket purchases. The contact information is used to fulfill ticket orders, to award prizes, to publicly identify prize winners in the manner required by our lottery license, and to meet the requirements of the Alcohol and Gaming Commission of Ontario ("AGCO") as they exist from time to time.

We also use the contact information of Home Lottery ticket purchasers and the email addresses voluntarily provided by individuals in the process of inquiring about the purchase of a Home Lottery ticket or in the process of subscribing to our email updates to contact them about future Home Lottery events, the impact funds raised by the Home Lottery has on the Foundation, to keep them informed about the impact of their support, share other activities of the Foundation with them, and to ask for their further support of our charitable mission.

You may choose to stop receiving such e-mail and text message notifications by checking a box on our ticket order form, calling us at 1-866-631-1234 or by emailing us at [pmhlottery@mnpc.ca](mailto:pmhlottery@mnpc.ca).

We use software that receives and records the Internet Protocol (IP) address of each computer that contacts our Website. This information is only linked to the personal information provided through the visiting computer at the time of a ticket order for the purposes of fraud prevention. Otherwise, IP addresses are not linked to the identity of individuals visiting the Website.

### **(b) How does the Home Lottery collect personal information?**

Where it is practical to do so, we collect personal information directly from the subject individual.

During a visit to our Website, or at the physical point of sale of Home Lottery tickets, you may be asked to complete various forms for providing us personal information, such as for your entry into our contact list, or as necessary to order Home Lottery tickets. We may also collect personal information directly from you if you contact us in any other manner, or where we respond to you, to discuss our Home Lottery.

Our Website uses a feature called "cookies". A cookie is a piece of data stored on the user's hard drive containing information about the user. "Cookies" can be used to store personal information about visitors' preferences, record user-specific information on which pages the user access or visit, customize Web page content based on visitors' browser type or other information that the visitor sends via their browser. We use cookies to deliver content specific to your interests. Cookies, by themselves, cannot be used to disclose your individual identity. A cookie will identify your browser, but not you, to our servers when you visit our Website. Most browsers are initially set up to accept cookies, but you can set your browsers to refuse cookies. More detailed information about cookie management with specific web browsers can be found at the browsers' respective websites. However, if you do not accept cookies, you may be limited in some areas of our Website.

A simple counter is used to measure the overall effectiveness of our email campaigns. Similarly, links from banner advertisements are counted to measure effectiveness of the ad placement. Neither of these are linked to any personal information or IP address information in any way.

## **DISCLOSURE**

We do not rent, sell, or trade your personal information.

Information you provide in, or with respect to, your ticket request is shared with our contracted gaming services supplier, MNP LLP for the purposes of order fulfillment. Your information may also be accessed, as necessary, with our other contracted service providers for the limited purpose of allowing such service providers to assist us in the administration of the Home Lottery. We take reasonable steps to ensure such contracted service providers have agreed to

maintain the privacy of your personal information in keeping with the requirements of this Privacy Policy.

Your personal information is not shared with any other organizations, unless we otherwise have a legal duty or right. We may disclose your personal information as required by law, to enforce our policies or legal rights, or to protect anyone's rights, property or safety.

## **SECURITY AND SAFEGUARDS**

We use not less than reasonable administrative, physical and technical means to protect your personal information against unauthorized disclosure, use, alteration and destruction while in our possession or control.

The personal information we collect is stored in an encrypted format on our computer server. Transactions with the server are protected via SSL encryption. The server is secured from intrusion both physically and from the Internet.

We take reasonable steps to limit access to your personal information, while in our possession or control, to our staff and our contractors' staff who have a legitimate need to access such information for purposes of administering the Home Lottery and communicating with you for purposes of fundraising on behalf of the Foundation as outlined in this Privacy Policy.

## **DISPOSAL**

We retain your personal information until the earlier of: (a) its destruction becomes mandated by the applicable privacy legislation, and (b) you ask us to destroy it by calling 1-866-631-1234.

## **YOUR CONSENT**

By visiting the Website, purchasing or inquiring about purchasing a Home Lottery ticket or in some other manner choosing to provide us with your personal information, you are consenting to our collection, use and disclosure thereof in accordance with the principles outlined in this Privacy Policy.

By using the Website or ordering Home Lottery tickets, you represent and warrant that you are at least 18 years of age. We do not knowingly or intentionally collect personal information from individuals under the age of 18. We do not intentionally direct any advertising or sell Home Lottery tickets to individuals under the age of 18.

You may withdraw your consent at any time. Simply contact us as provided for below.

## **CONTACT US**

If you would like more information about the Foundation's personal information practices in connection with the Home Lottery, to better understand and verify what personal information we have collected about you in connection with the Home Lottery, or to withdraw your consent with respect thereto, please call 1-800-542-8813 or email [pmhlottery@cs.mnp.ca](mailto:pmhlottery@cs.mnp.ca).

If you wish to be removed from the database that is used to email or otherwise send you information about Home Lottery-related events, to keep you informed about the impact of your support, share other activities of The Princess Margaret Cancer Foundation with you and ask for

your support of our mission, you may do so by following the appropriate link included in such emails, or by calling 1-866-631-1234.

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