

providers may store or transfer Personal Information in or to countries where compliance with Canadian privacy laws cannot always be guaranteed. Please rest assured that ASPEI makes reasonable efforts to contract only with trustworthy service providers who are committed to protecting the privacy of your Personal Information.

We use a variety of secure means to store and safeguard your Personal Information. These include:

- Password protected databases with access limited to authorized staff
- All paper based information is stored in the secure, locked provincial Alzheimer Society office. The information is stored for seven years as per CRA legislative rules. After seven years, the information is shredded offsite by a company that follows strictest industry standards for safeguarding information and data security.
- All ASPEI electronic files are saved on a password protected secure network. All network traffic routes through a firewall that is regularly monitored by an IT company that follows industry standards for protecting and safeguarding information and data security.
- Building premises are secured by an alarm system that is monitored 24/7. Off hours access is limited to authorized staff.

Relevant staff members of ASPEI have access to your Personal Information as required, and only as reasonably necessary on a need-to-know basis to fulfill the purposes identified upon the collection of the information, or for the purposes stated in this Privacy Policy, for example to organize fundraising campaigns, process donations, or fulfill marketing and communication purposes.

5. Website Use

ASPEI may collect and use an individual's IP address, and date and time that the individual accessed our website, to help identify the individual, gather broad demographic information about users of the website, diagnose problems with our systems, and administer the website.

Depending on the individual's browser settings, the website may use cookies. A cookie is a tiny element of data that a website can send to an individual's browser, which may then be stored on their hard drive so the website can recognize them when the individual returns to the particular website. We use cookies to deliver content according to the individual's preferences and to save the individual's log-in information for the message board so that the individual is not required to re-enter it while the individual uses the website. If an individual's browser settings do not accept cookies from our website, they may not be able to take advantage of all of the features of the website.

We use "Google Analytics" to collect information about use of the website. Google Analytics is a web analytics service that uses cookies to track information about the use of the website such as how often users visit the sites, what pages they visit when they do so, and what other websites they used prior to coming to the website. This information is used to improve the website. Google Analytics only collects the IP addresses assigned to you on the date you visit the site, rather than your name or other identifying information about the individual. Information collected through the use of Google Analytics is not combined with personally identifiable information. Google's ability to use and share information collected by Google Analytics about your visits to the website is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. Google Analytics stores information on servers in the United States and the governments, courts or law enforcement, or regulatory agencies of the United States may be able to obtain disclosure of Personal Information through the laws of the United States. You can prevent Google Analytics from recognizing you on return visits to the website by disabling cookies on your browser. 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 <http://www.google.com/analytics/>.

6. The Model Code for the Protection of Personal Information

Alzheimer Society of PEI applies the ten principles of the Model Code for the Protection of Personal Information when collecting, using or disclosing your Personal Information.

i. Accountability

ASPEI is responsible for the Personal Information collected and maintained by it and which is under its control. In order to fulfill this responsibility we have designated a Chief Privacy Compliance Officer whose contact information is available at the bottom of this policy, to be responsible for the day-to-day care and control of Personal Information. We have taken the following measures to ensure compliance with this Privacy Policy:

- a) Developing procedures to protect Personal Information;
- b) Developing procedures to receive and respond to complaints and inquiries;
- c) Training our staff about our policies and practices respecting Personal Information; and
- d) Developing and distributing information to our staff and the general public explaining our policies and procedures respecting Personal Information.

ii. Identifying Purposes

ASOS is committed to openness to you regarding its collection and use of Personal Information, as discussed above. To demonstrate this openness, we require the consent of individuals prior to using their Personal Information for any purpose other than that for which it was originally collected or stated within this Privacy Policy. Similarly, if any individuals wish to be advised of the Personal Information we have related to them, they can contact us at the address set out below.

iii. Consent

ASOS is committed to ensuring that you are aware of how your Personal Information is used. We are dedicated to obtaining the informed consent of individuals who provide us with their Personal Information. If your Personal Information is to be used for a new purpose not previously identified at the time of collection or in this Privacy Policy, consent for that new purpose would be obtained. To this end, all our employees, personnel or agents are instructed to provide information about how Personal Information is used by us to all interested individuals who inquire, as well as obtain the informed consent of those who provide their Personal Information. As well, we may periodically request written confirmation from you to ensure that the Personal Information collected and maintained by us is up-to-date and accurate. We also may ensure that we have your continuing consent to use and retain your Personal Information. We will not disclose your Personal Information, without your consent. The Alzheimer Society will only do so if required by law or in the good faith belief that such action is necessary to:

- a) Conform to obligations imposed by law or statute;
- b) meet an emergency need; and/or
- c) As required pursuant to a criminal investigation.

You may withdraw your consent at any time, subject to legal or contractual restrictions, and reasonable notice, by contacting the Chief Privacy Compliance Officer. Please note that the withdrawal of your consent may impact on our ability to serve you and to maintain your relationship with us.

iv. Limiting Collection

ASPEI restricts the collection of Personal Information only to that information that is necessary for the limited purposes noted above. We are committed to collecting Personal Information in a fair,

open and lawful manner. For this reason, we do not indiscriminately collect Personal Information. We collect Personal Information to fulfill the above-noted purposes only, and for no other purposes.

v. Limiting Use, Disclosure and Retention

ASPEI does not use Personal Information for purposes other than those for which it was originally collected or stated in this Privacy Policy, unless it has first obtained the consent of the person from whom such information was received. We retain Personal Information only for as long as it is needed and only for the fulfillment of the purposes for which it was originally collected, or for as long as legally required. Once Personal Information is no longer needed, it is shredded and disposed of. When disposing of or destroying Personal Information which is no longer needed, we ensure the appropriate measures are taken regarding the disposal or destruction so as to prevent unauthorized parties from gaining access to the information. ASPEI ensures that any third party service providers are following our policies regarding the retention and destruction of Personal Information.

vi. Accuracy

ASOS is committed to maintain accurate, complete and up-to-date Personal Information. If you are aware of changes to the Personal Information you have given to us, simply inform us of the changes and we will update our records accordingly. You may check and correct your Personal Information by contacting the Chief Privacy Compliance Officer assigned to oversee the day-to-day care and control of Personal Information by writing or emailing your request to the address set out below.

vii. Safeguards

ASOS has developed and implemented security safeguards appropriate to the sensitivity of the Personal Information kept by us. We also ensure that any of our employees who deal with Personal Information are properly trained and are aware of the necessary and appropriate measures required to protect Personal Information. Any Personal Information kept by us is disposed of or destroyed once it is no longer needed to meet the purposes for which it was collected.

viii. Openness

ASOS makes information about its policies and practices respecting the collection and maintenance of Personal Information available to all interested parties. We are pleased to answer any questions that you may have regarding the collection and maintenance of Personal Information. Please forward any questions in writing or email to the address set out below.

ix. Individual Access

You can also request access to your Personal Information held by us. However, we reserve the right to confirm the identity of the person seeking access to Personal Information before complying with any access requests. Please forward your access request in writing or email to the address set out below.

x. Challenging Compliance

As noted above, ASPEI has designated an official who is responsible for the day-to-day care and control of Personal Information. This official will receive and respond to all information requests regarding our privacy policies or about your Personal Information under our care and control. We investigate all complaints received by us and respond in writing in a timely manner. If any

complaint is found to be justified, then we will take appropriate measures to resolve the matter to the satisfaction of the complainant.

7. Additional Information

If you would like more information about our policies, or if you would like to access or correct the Personal Information we have about you in our records, then please contact us by email or in writing, as provided below:

Alzheimer Society of PEI

166 Fitzroy St.

Charlottetown, PE

C1A 1S1

society@alzpei.ca

SCHEDULE A – FEDERATION PARTNERS

National

Alzheimer Society of Canada

Provincial Societies

Alzheimer Society of Alberta and Northwest Territories

Alzheimer Society of British Columbia

Alzheimer Society of Manitoba

Société Alzheimer Society New Brunswick / Nouveau-Brunswick

Société Alzheimer Society Newfoundland & Labrador

Alzheimer Society of Nova Scotia

Alzheimer Society of Ontario

Alzheimer Society of Prince Edward Island

Alzheimer Society of Québec Alzheimer Societies

Alzheimer Society of Saskatchewan

For Yukon and Nunavut, please contact the provincial Alzheimer Society office closest to where you live.