



Privacy Principles

Purpose	<p>The personal information collected for the Lifesaving Society by affiliate members and leadership volunteers is required for the administration and delivery of the Society's programs and services. We collect personal information for the following purposes:</p> <ul style="list-style-type: none">• To establish and maintain a relationship with members and to provide members with information about Society events, programs, services and policies;• To maintain a record of the member's Lifesaving Society Awards; and• To meet with legal and regulatory requirements.
Our Promise	<p>The personal information collected will not be used for any purpose other than the administration and delivery of the Society's programs and services. The personal information collected will not be released to third parties unless authorized by the member.</p>
Your Consent	<p>By participating in any Lifesaving Society program or by accessing any of the Society's services, there is an implied consent to the Society collecting personal information.</p>
Collecting the Essentials	<p>Certain information is requested from members to provide them with on-going service. For example:</p> <ul style="list-style-type: none">• Private information such as date of birth will be asked to confirm fulfillment of prerequisites to an award.• Public information such as address, phone number, and email are collected so that we can correspond with members about their awards, program revisions, and send notices to members.
Accuracy of Records	<p>The Society strives to keep member personal information accurate and up to date through its daily business practices. Members are ultimately responsible for contacting the Society if their personal information changes.</p>
Records are Kept Indefinitely	<p>The Society keeps a member's information on file indefinitely. This is done so that:</p> <ul style="list-style-type: none">• The member's certification records are maintained• Inactive members can easily become reinstated• The Society can generate accurate statistical records
Limitations of Use and Disclosure	<p>The personal information collected will not be released to third parties unless authorized by the member. There are some circumstances where we may disclose personal information about our members, examples are:</p> <ul style="list-style-type: none">• We disclose a member's contact information if they are a Lifesaving Instructor• Trainer, NLS and/or LSFA/AEC Instructor to Annual and Seasonal Affiliates who are looking to recruit trainers that will teach Lifesaving Society programs at their facility. Leadership volunteers can limit the type of information shared by contacting the office and completing the Right to Privacy form.

Limitations of Use and Disclosure (cont.)	<ul style="list-style-type: none"> • We may disclose member award information to an affiliate who, in the reasonable judgment of the Society is seeking the information to verify minimum regulatory requirements. • Subject to member permission and Society requirements, member information may be shared among other Lifesaving Society Branches to help us service the member’s needs.
Records are Secure	The Society protects member data with appropriate security safeguards that store electronic data, microfilm and/or hard copy versions of a member’s personal information.
Access to Information About Yourself	The Society will honour a member’s request for access to their personal information by providing them with an award transcript. The general rule is to allow access to all information at minimal cost, within 30 days of the request.
Personal Information Management Policies	The Lifesaving Society Privacy Principles are published on our website (www.lifesaving.org) and are available through the office.
Privacy Officer	<p>The Society takes measures to ensure the privacy, accuracy and confidentiality of member information. For more information or to file a concern, members can contact the Privacy Officer directly.</p> <p>Privacy Officer Lifesaving Society 13123 - 156 Street NW Edmonton, AB T5V 1V2 Phone: 780-415-1755 Fax: 780-427-9334 Email: experts@lifesaving.org Website: www.lifesaving.org</p>
Using Our Website	<p>The Society does not share or disclose our website visitors’ e-mail addresses, nor any other information submitted by a user when accessing our website, with any third parties. Our privacy practice is strictly to protect online information in the same manner in which we protect our member’s personal information obtained through other means.</p> <p>Our web servers automatically recognize domain names when an individual visits our website. This information may be aggregated and used to measure statistics regarding the use of our site, such as the number of visitors, average time spent on the site, pages viewed and similar information. Likewise, this information is not distributed to or shared with third parties.</p> <p>We may use the information we gather for our own internal purposes. Our goal in collecting personal information online is to continually improve the content of our website and to offer consumers products that best meet their preferences and desires. We may use the personal data provided online to send our customers information about new products or information that we feel may be of interest to them.</p>
Society’s Right to Change Policy	The Society reserves the right to change our privacy principles and practices at any time and without notice. This statement and the principles outlined herein are not intended to and do not create any contractual or other legal rights in or on behalf of any party.
Expectations of Leadership Volunteers	The Society’s leadership volunteers are provided guidelines for professional behavior related to their role within the Lifesaving Society. This Code of Conduct commits the leadership volunteer to ethical, businesslike and lawful conduct, including proper use of authority and appropriate decorum when acting as representatives of the Society.
Expectations of Suppliers	The Society expects that its suppliers will meet all applicable privacy legislation. The supplier will not share the Society’s contact information to other business interests without authorization from the Society.