**LRAS Privacy Policy**

**Langford Residents Association Society** values the support and trust of our members and recognizes that maintaining this requires that we be open and accountable for how we treat personal information.

In our desire to build a more inclusive and connected community, raise funds and build a strong base of support, we gather and use personal information. We comply with – and try to exceed - the requirements of applicable law, *BC’s Personal Information Protection Act (PIPA)*.

Below we explain why and how we collect and use personal information from you. Personal information means information about an identifiable individual, such as an individual’s name, address, personal email or phone number and volunteer and donor history.

We have completed an organizational audit and self assessment of how we use and store personal information and our Directors are required to review the *Personal Information Protection Act* Guide on a yearly basis as it is applicable to our Society.

The Personal Information and Protection Act takes precedence in the event of a conflict with another BC Act or Regulations unless the Act specifically states that PIPA does not apply.

**Why do we collect and use personal information?**

Langford Residents Association Society collects and uses personal information for use in our memberships, donors, projects and volunteer activities. We do this so that we can communicate with you effectively and so that we can organize our members and volunteers and promote and fund our projects.

We will always tell you why we are collecting personal information when we are collecting it if it is not obvious from the circumstances. We collect and use personal information only for the purposes identified at the time the information is collected or for a purpose reasonably related to the purposes identified in our privacy policy.

**Consent**

PIPA provides for three types of consent: express consent; deemed consent; and, consent by not declining consent (also known as ‘opt out consent’).

Express consent signifies that an individual, knowing what personal information is being collected and for what purposes, willingly agrees to his or her personal information being collected, used and disclosed as notified.

Deemed consent happens when an individual doesn’t expressly give consent but volunteers information for an obvious purpose and a reasonable person would think that it was appropriate for the individual to volunteer that information in those circumstances. Examples of this would be providing your name and email address to apply to become a Member or Volunteer of the Society or to receive email information or newsletters or to receive email information regarding project funding requests or general donation requests.

Consent by not declining consent (‘opt out consent’) is when an organization provides an individual time to ‘opt out’ of their information being kept and used as listed in this Privacy Policy.

**How do we collect personal information?**

We collect personal information directly from you when you voluntarily provide this information, such as when you:

* Become a Member or Volunteer;
* Contact us with inquiries;
* Sign up to receive information, including emails;
* RSVP for a fundraising event;
* Make a donation.

**How do we use personal information?**

We use the personal information we collect in a variety or ways (including by combining this information) in order to:

* Communicate with you about our projects, fundraising campaigns, events and opportunities to get involved;
* Inform the messages and content we send to you or show you on social media;
* Inform our policies and messaging for the future;
* Manage our membership database.

**Langford Residents Association Society website**

While visiting [**www.lras23.com**](http://www.lras23.com), you do not have to identify yourself or provide personal information, except when you provide such information on a voluntary basis. When you contact us through our website, including when you apply for membership, subscribe to any email newsletters, RSVP to an event, or sign up to volunteer, we may ask you for your contact information and about your interests so that we can better communicate with you. This includes communicating with you about projects, nearby events and other ways to get involved with Langford Residents Association Society.

Our web site and our servers have technological and operational security measures in place to protect against the loss, misuse, alteration, or unintentional destruction of the information under our control.

Our membership list is kept on a secure server and will never be used, sold or provided to a third party.

**Donations**

When you make donations, we ask you for information to provide you with a donation receipt. We are in the process of working toward Charitable Tax Status and when we have obtained that Status, we also use this information to issue tax receipts so that you may claim same with Canada Revenue Agency. We do not share information related to your donations with any other third party.

We store other information related to your donations in secure databases with technological and operational security measures in place to protect against the loss, misuse, alteration or unintentional destruction of the information under our control.

**Membership**

We invite Westshore Residents to become a member of Langford Residents Association Society. When you apply to become a member, we collect personal information for the purposes of contacting individuals about their membership, internal party affairs and governance and for support, including volunteering and fundraising.

**Volunteers**

Langford Residents Association Society invites individuals to show their interest in volunteering by filling out the Membership forms and indicating what you may be interested in volunteering for. Contact information will be retained for the purposes of contacting you regarding current as well as future opportunities to support Langford Residents Association Society unless you specifically ask us not to contact you about these.

**Social media**

Through our website, you can choose to access certain social media sites and services that are owned and controlled by third parties (e.g. Facebook and Twitter). When you choose to access and use these social media sites, you will be sharing your information with those sites. As with other third party sites, any personal information you share with social media sites will be governed by the privacy policies of those sites, rather than ours.

While Langford Residents Association Society tracks metrics related to how often a social media post is liked or shared, at no time do we collect the personal information of individuals who are liking or sharing our posts.

**Internal research**

We may carry out research and analysis on information provided by www.lras23.com visitors and other supporters to gauge the effectiveness of our approach and messaging and to help us provide you with a better experience (for example so that you receive communications about the volunteer opportunities that you are mostly likely to be interested in). We may evaluate, categorize and profile your personal information in order to tailor communications to your preferences and/or needs and to help us to understand our base of supporters. For example, we may keep track of the amount, frequency and value of your donations, and may use this information to target and send emails. This information helps us to ensure our communications are relevant, timely and effective.

**Aggregated personal data**

In our hope to build an inclusive and connected community, raise funds and build a strong base of support, we strive to understand our visitors and other supporters better and to gauge the effectiveness of our messaging. In order to do so, we may conduct research on visitor/supporter demographics and interests based on personal information and other information provided to us. This research may be compiled and analyzed on an aggregate basis. Aggregated data may be derived from your personal information but is not considered personal information as this data does not directly or indirectly identify you. For example, we may aggregate data to calculate the percentage of users accessing a specific www.langfordnow.ca feature. However, if we combine or connect aggregated data with your personal information so that it can directly or indirectly identify you, we treat the combined data as personal information which will be used in accordance with our privacy policies.

**How can I unsubscribe or make a complaint?**

You can unsubscribe from our emails or other communications at any time by contacting us at **lras2023secretary@gmail.com**.

If you have a complaint or concern, our Privacy Officer is our Secretary of the Board, and they may be reached at **lras2023secretary@gmail.com**.

This policy may be amended by Langford Residents Association Society at any time without notice other than the posting of such amendments on our website.