

Privacy Statement

The Canadian Hero Fund is dedicated to protecting its donors' information and privacy. The following *Privacy Statement* is provided to our donors in accordance with the *Personal Information Protection and Electronic Documents Act* and as an assurance of this commitment to our donors.

What personal information is collected?

The Canadian Hero Fund collects the following personal information from its donors:

- An individual's given name;
- An individual's surname;
- An individual's address;
- An individual's email address;
- An individual's financial information regarding their payment card. This information may include:
 - Payment card number and expiration date;
 - Card security number;
 - The financial institution which has issued the payment card;
 - The type of payment card;
 - The payment card holder's name;

In addition, the Canadian Hero Fund also collects information from individuals when they visit its website, www.herofund.ca.

How is this information used?

The Canadian Hero Fund will use personal financial information collected from its donors and personal computer information from individuals who visit its website for the purpose of:

- Facilitating a donation to the Canadian Hero Fund;
- Process an individual's payment through CanadaHelps.org;
- Deliver the donor a tax receipt in accordance with the Canadian Revenue Agency (CRA) regulations;
- Limiting the possibility of fraud when your transaction occurs;

We will limit the information we collect to what we need for these purposes, and we will use it only for these purposes. However, your information is also used in order to satisfy valid information requests from regulators and other organizations or individuals who are legally entitled to make such requests. Notwithstanding the use of CanadaHelps.org to facilitate a donation to the Canadian Hero Fund, your personal and financial information will not be shared with third parties. The

Canadian Hero Fund will obtain your consent if we wish to use your information for any other purpose.

How is this information protected?

The Canadian Hero Fund will protect your information with appropriate safeguards and security measures. We will retain your information only for the time required under Canadian law, for the purposes we explain.

PIPEDA dictates that security safeguards appropriate to the sensitivity of the information shall protect personal information. The Canadian Hero Fund will take appropriate steps to safeguard personal information as Canadian law specifies.

How is consent obtained?

Under the *PIPEDA*, the consent and knowledge of the individual are required for the collection, use, and disclosure of personal information. When a donor provides the Canadian Hero Fund (through the CanadaHelps.org portal) with personal information to complete a donation, by completing the online form and submitting the donation, the donor is thereby giving their consent to collect the information.

The Canadian Hero Fund will not disclose personal information to a third party for marketing or other purposes. However, CanadaHelps.org does collect statistical data from its donors. CanadaHelps.org will ask for your consent or provide you with an opportunity to decline the use of your information by utilizing the “opt out” selection. The “opt out” option is contained within the online donation process on CanadaHelps.org.

Obtaining further information regarding our Privacy Statement

The Canadian Hero Fund is dedicated to protecting the personal information of its donors, and is committed to answering any questions its donors or the general public may have. Should you require further information with respect to our privacy policy, or to view exactly what personal information the Canadian Hero Fund has in its records regarding you, or register a complaint, please contact:

Canadian Hero Fund
55 Bloor Street West, PO Box 19532
Toronto, Ontario
M4W 3T9
(888) 602-3071
info@herofund.ca

Individuals can also contact the Office of the Privacy Commissioner of Canada for assistance between the hours of 9 a.m. and 5 p.m., at:

Toll-free: 800.282.1376

Phone: 613.995.8210

Fax: 613.947.6850

TTY: 613.992.9190

or by mail at:

112 Kent Street

Place de Ville

Tower B, 3rd Floor

Ottawa, Ontario

K1A 1H3

or on the web at:

<http://www.privcom.gc.ca>