



# Canadian Veterinary Medical Association (CVMA) Privacy Policy

## 1. Introduction

The CVMA is the national body representing and serving the interests of the veterinary profession in Canada. In the course of providing our services, CVMA may collect Personal Information and we have prepared this policy to inform you about our ongoing commitment to ensuring that the Personal Information obtained during the course of our activities remains accurate and confidential.

We have built our association on a foundation of integrity, honesty, and trust. These values are reflected in our longstanding commitment to protect your privacy. As well, it is the CVMA's intention to maintain strict compliance with all federal and provincial laws relating to the collection, use and distribution of any personal information regarding its members.

CVMA is responsible for all Personal Information under its control. CVMA has designated a Chief Privacy Officer who is accountable for the overall compliance of the CVMA with the privacy principles in this Policy. At the same time, because many individuals within the CVMA have responsibility for the day-to-day collection and processing of Personal Information, all departments will comply with this Privacy Policy as it may apply to their work.

## 2. What is Personal Information?

We consider "Personal Information" to mean any information, recorded in any form, about an identified individual or an individual whose identity may be inferred or determined from such information, other than business contact information (e.g. business name, title, business address, telephone and fax numbers).

## 3. Why CVMA May Collect Personal Information?

The CVMA collects information about members in order to fulfill the objectives and mandate of the Association, which involves:

- Determine an individual's eligibility for membership in the CVMA;
- Process membership applications;

- Process payments for Association products and services;
- Communicating with and determining the needs of its membership;
- Conduct aggregate research on trends in veterinary medicine, and report our findings;
- Provide members and other relevant parties with information about our products and services (including by means of direct marketing);
- Provide reference materials and other information to our members and others who request such information;
- Permit affiliated organizations and preferred suppliers to provide products, services and information to members and other relevant parties after having determined that such products, services and information is likely to be beneficial to CVMA members;
- Publish and distribute our various Association communications;
- Organize conferences and other programs/events of interest to our members and other relevant parties;
- Providing the Canadian Veterinary Journal and other information or media containing information of interest to all veterinarians in Canada;
- Managing our relationship with members;
- Respond to inquiries or comments;
- Update the contact information in the CVMA database;
- Such other purposes consistent with these purposes.

#### **4. How CVMA Collects and Uses Personal Information**

The CVMA collects information about members through registration forms for a variety of programs, including, but not limited to, the membership application form, professional development/convention registration forms and activities, journal subscriptions and educational programs. It does so to fulfill its objectives and mandate. In providing these programs, the CVMA is supported by preferred suppliers, sponsors and exhibitors, to whom a member's name, address, email address and telephone number ("membership information") may be made available, provided we have received the member's consent during any registration process.

CVMA only collects, uses and discloses Personal Information for purposes that would be considered reasonable in the circumstances and only such information as is required for the purposes of providing services or information to our members and others. CVMA uses only fair and lawful methods to collect Personal Information.

#### **5. When CVMA May Disclose Your Personal Information**

CVMA may disclose your Personal Information only for purposes for which it has consent, or as permitted or required by law.

Where CVMA discloses Personal Information to organizations that perform services on

its behalf, we will require those service providers to use such information solely for the purposes of providing services to the CVMA, its members or the person concerned and to have appropriate safeguards for the protection of that Personal Information.

CVMA will make a reasonable effort to specify the identified purpose, orally or in writing, to the individual from whom the Personal Information is collected at the time of collection or after collection but before use.

CVMA collects and uses Personal Information concerning its employees to provide them with information which is relevant to their work or terms of employment or other employment related activities. CVMA does not disclose Personal Information of employees for non-employment related activities.

## **6. Consent**

Personal Information will only be collected, used, or disclosed with the knowledge and consent, actual or implied, of the individual. However, we will seek consent to use and disclose Personal Information after it has been collected in those cases where we wish to use the information for a new or different purpose and the individual concerned has not yet consented to such a use of their personal information.

**By providing Personal Information to the CVMA you agree and consent that we may collect, use and disclose your Personal Information in accordance with this Policy.** In addition, where appropriate, specific authorization or consents may be obtained from time to time.

If a member wishes to withdraw his/her consent to have his/her CVMA membership information disclosed to affiliated organizations, preferred suppliers and other reputable organizations, he/she is free to do so upon reasonable, advance notice. It should be noted that in certain circumstances, such as Membership, services can only be offered if you provide Personal Information to the CVMA. Consequently, if you choose not to provide us with any required Personal Information, we may not be able to offer you the services requested. We will inform you of the consequences of the withdrawal of consent.

## **7. The Accuracy and Retention of Personal Information**

CVMA will use its best efforts to maintain the accuracy of Personal Information about members in its possession for the purposes for which the CVMA uses that information. If we become aware that Personal Information is inaccurate, incomplete or out of date, CVMA will revise the Personal Information and, if necessary, use its best efforts to inform third parties which were provided with inaccurate information so that third parties may also correct their records. Information about a former member is not actively maintained and, for so long as it is held by the CVMA, the CVMA cannot assure the

accuracy of such information.

We keep your Personal Information only as long as it is required for the reasons it was collected. The length of time we retain information varies, depending on the service and the nature of the information. This period may extend beyond the end of a person's relationship with the CVMA but it will be only for so long as it is necessary for us to have sufficient information to respond to any issues that may arise at a later date.

When your Personal Information is no longer required for CVMA's purposes, we have procedures to destroy, delete, erase or convert it into an anonymous form.

Financial information is kept for a period of 7 years.

## **8. Protection of Personal Information**

CVMA endeavours to maintain appropriate physical, procedural and technical security with respect to its office and information storage facility so as to prevent any loss, misuse, unauthorized access, disclosure, or modification of Personal Information. This also applies to our disposal or destruction of Personal Information.

CVMA further protects Personal Information by restricting access to it to those employees that the management of the CVMA has determined need to know that information in order that we may provide our services. Only a limited number of staff members have access to such sensitive information such as credit card numbers and candidate scores.

Moreover, the CVMA will make its employees aware of the importance of maintaining the confidentiality of Personal Information, and will exercise care in the disposal or destruction of Personal Information to prevent unauthorized parties from gaining access to the information.

Depending on the format of the Personal Information, security measures may include physical precautions such as locking file cabinets and restricting access to cabinets, offices and files, security system, limiting access on a need-to-know basis and technological measures such as passwords and restricted access to server hard drives.

If any individual or organization misuses Personal Information - provided for the purposes of providing services to or for the CVMA - this will be considered a serious issue for which action may be taken, up to and including termination of any agreement between CVMA and that individual or organization.

## **9. Access to Your Personal Information**

CVMA permits the reasonable right of access and review of Personal Information held by us about a member and will endeavour to provide the information in question within a

reasonable time and no later than 30 days following the request. To guard against fraudulent requests for access, we may require sufficient information to allow us to confirm that the person making the request is authorized to do so before granting access or making corrections.

CVMA will not charge you for verifying or correcting your information, however, CVMA reserves the right to impose a minimal charge if you need a copy of records.

## **10. Resolving Your Privacy Concerns**

You may address any questions or concerns relating to this Privacy Policy to CVMA's Chief Privacy Officer at:

Canadian Veterinary Medical Association  
339 Booth Street  
Ottawa, ON, Canada K1R 7K1  
Attention: Chief Privacy Officer  
Fax: (613) 236-9681  
Tel: 1-800-567-CVMA (2862)

***May 2005***