

Making Art Making Change

Privacy Policy

Last updated: Oct. 15, 2023

Making Art Making Change (MAMC) is a non-profit registered charity based in Toronto, committed to giving voice to communities through the use of visual arts, and storytelling.

We rely on the support of individuals, volunteers and donors, in order to provide our services.

This Privacy Policy will explain how MAMC uses any personal data we collect from you when you use our website, makingartmakingchange.com, as well as from email, text, forms or other electronic messages between you and MAMC.

Topics:

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1. What data do we collect?

When you visit our website, upon your consent we may collect the following information, for the following purposes:

NEWSLETTERS

If you choose to subscribe to our email newsletter, our service provider, Mailchimp.com will collect and process the following information on our behalf. (Mailchimp is a subsidiary of Intuit.com, and is located in the United States):

- Your email address
- Your consent to email you

DONATIONS

If you choose to make a donation via our website, our service provider, CanadaHelps.org will collect and process the following information on our behalf:

- Your name
- Your billing address.
- Your email address
- Your payment information (such as credit card details)
- The amount of the donation
- Your consent to email you: your donation receipt, if there is an issue with your donation, and to inquire about future donations.

AUTOMATIC DATA COLLECTION

If you visit our website, or the websites of our service providers, or our social media channels, the websites may automatically log information such as: your IP address, the type of web browser used (aka “user agent string”), and may set browser cookies. (See section 8 for information about cookies).

2. How do we collect your data?

You directly provide MAMC with most of the data we collect:

If you choose to subscribe to our email newsletter, you provide your email address, and your consent to email you, via a web form on our website, which is processed by Mailchimp.com on our behalf.

If you choose to make a donation, by clicking on the “Donate” button on our website, your web browser will load our donation page on CanadaHelps.org. This web form will collect the information you provide, and will be processed by CanadaHelps.org on our behalf.

If you email or contact us directly, or fill out a form, post a comment, or contact us via one of our social media channels, such as Instagram, Facebook, or Twitter, we will have whatever personal contact information you provide to us.

3. How will we use your data?

MAMC only collects data on the basis of consent. We collect the minimum amount of information required to:

- Deliver our programs and services
- Deliver our newsletters
- Process your donations
- Account for donations
- Answer your inquiries
- Contact you periodically about our programs or about donations.
- And to analyse our website traffic

When you subscribe to our newsletter, the web form is processed by Mailchimp.com.

The web form collects your email address and your consent to be emailed, so that we may deliver our newsletters. All emails sent by us will be in compliance with Canadian Anti-Spam Legislation (CASL), with clear information about us as the sender, and how to remove your information from our mailing list if you wish to do so.

When you make a donation, the web form is processed by CanadaHelps.org. The web form collects your personal and payment information in order to process your donation, to issue a receipt to you, and to maintain required financial records. Your information may be automatically shared with the service providers of CanadaHelps.org in order to verify your identity, verify your credit, and to protect against fraud.

When you make a donation, the transaction information is retained for accounting purposes as required by law, and shared with our accounting firm.

We may disclose your personal information to our service providers for the purpose of providing our services to you.

We may disclose your personal information to a third party, such as a lawyer, when necessary to enforce our terms of service or any other agreement between you and MAMC.

We may provide your information to any successor or assign in the event of a merger, divestiture, restructuring, re-organization, dissolution, or other transfer of some or all of MAMC's assets.

We may disclose information when legally compelled to do so when we, in good faith, believe that the law requires it, or for the protection of our legal rights, or when compelled by a court or other governmental entity to do so.

MAMC is a non-profit organization, and your data is not used for any purposes beyond what is stated in this policy. We will not share your personal information with any third parties beyond what is stated in this Policy, except as permitted or required by law. Your information can be removed upon your withdrawal of consent, or upon your request to terminate the above services.

4. How do we store and safeguard your data?

When you subscribe to our newsletter, your email address is stored by our service provider, Mailchimp.com. We are notified of subscriptions, but do not independently store this information. Please note, Mailchimp is a subsidiary of Intuit.com, and is based in the United States. Your email address and consent to receive our newsletter may be stored and processed in the United States.

When you make a donation via our website, your personal and payment information is processed by our service provider, CanadaHelps.org. We are notified of donations, and the required financial transaction information is saved as required by our accounting firm.

Direct electronic communication (for example, emails, texts, forms, comments) you have with MAMC are stored locally on MAMC's personal computing devices, which are encrypted. And in the case of email, on our email service provider's servers.

In order to safeguard your data and privacy, we rely on the expertise, security, and best-practices recommendations of our suppliers: including Mailchimp.com, CanadaHelps.org, web hosting, email hosting, accounting firm, and IT consultant.

We have implemented IT security policies and technical practices that are intended to protect your data from:

- Unauthorized access
- Unauthorized use or disclosure
- Unauthorized modification
- Accidental loss
- Unlawful destruction

All of MAMC's staff, volunteers, members, suppliers and contractors who have access to your data are obliged to keep your data private.

5. How long do we keep your data?

MAMC will only keep the data we need to provide our services, for the time required to provide those services.

In the case of our email newsletter, your email address and consent to receive email will be stored with Mailchimp.com until you choose to unsubscribe, or, if we decide to stop the newsletter service.

In the case of donations, CanadaHelps.org will retain your personal and payment information for as long as they are required to by law, in accordance with their Privacy Policy and Terms of Use. We (MAMC and MAMC's accounting firm) will receive information about your donation, which we must also retain as required by law.

In the case of any communication you have directly with us, such as email or documents sent to us, we retain and archive them until they are no longer needed. Our IT Policy includes a periodic review to decide what data we retain, and what we should delete if it is no longer needed. You have the right to request to know what data we have, and the right to request we delete your data, as outlined below.

6. Marketing

MAMC will only contact you if we have obtained your consent.

We would like to email you our newsletter if you have signed up to receive it. And to email you occasionally about any programming, events, volunteer or donation opportunities we think you might be interested in.

You have the right at any time to stop receiving our newsletter and other emails from MAMC, as outlined in the next section. You can click the "unsubscribe" button at the bottom of any of our newsletter emails, or contact us directly by email, phone, or by mail.

7. What are your data protection rights?

MAMC is located in Toronto, Ontario, Canada. Your data protection rights are governed by several overlapping jurisdictions and standards, including:

CSA Model Code

Canadian Standards Association

Model Code for the Protection of Personal Information

<https://www.scc.ca/en/standards/work-programs/csa/model-code-for-protection-personal-information>

PIPEDA

Personal Information Protection and Electronic Documents Act of Canada

<https://www.priv.gc.ca/en/>

GDPR

General Data Protection Regulation

Adopted by the European Union in 2018, GDPR is considered to be a gold standard of privacy protection for the public, so we do our best to adhere to GDPR standards as well.

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to be informed

You have the right to know what data we collect, how we collect and use it.

The right to access

You have the right to request MAMC provide copies of your personal data. We may charge you a small fee for this service.

The right to rectification

You have the right to request that MAMC correct any information you believe is inaccurate. You also have the right to request MAMC to complete the information you believe is incomplete.

The right to erasure

You have the right to request that MAMC erase your personal data, except any information we might be required by law to keep. For example, for accounting purposes.

The right to restrict processing

You have the right to request that MAMC restrict the processing of your personal data, under certain conditions.

The right to object to processing

You have the right to object to MAMC's processing of your personal data, under certain conditions.

The right to data portability

You have the right to request that MAMC transfer the data that we have collected to another organization, or directly to you, under certain conditions.

Rights in relation to automated decision making and profiling

The GDPR data protection law establishes that you have the right not to be subject to a decision based solely on automated means, if the decision produces legal effects concerning you or significantly affects you in a similar way.

The right to withdraw consent

You have the right to withdraw consent for MAMC to retain and use your personal data. Please note that MAMC may be obligated by law to retain some accounting information related to donations made.

The right to lodge a complaint

You have the right to make a complaint about our privacy practices to the Privacy Commissioner (see below)

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at the address below.

8. What are Cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. For example, a cookie might be set for security while making a donation, or for functionality of remembering what page you have visited. For further information, visit:

<https://allaboutcookies.org>

https://en.wikipedia.org/wiki/HTTP_cookie

9. How do we use cookies?

When you visit our website, we may collect information from you automatically through cookies or similar technology. Currently our website does not set cookies directly, but the websites of our service providers, Mailchimp.com and CanadaHelps.org, may set cookies in order to complete your request to sign up for our newsletters, or to make a donation.

Any information we collect from cookies or web logs is used solely to understand how you use our website. We do not use advertising cookies.

10. How to manage cookies

You can easily clear cookies from your own web browser.

You can also set your browser not to accept cookies. We don't believe there would be any negative side effect or loss of functionality on our own website, but some of our website features may not function as a result.

For further information on how to manage, clear, or disable cookies, please refer to the documentation for your web browser:

Apple Safari

<https://support.apple.com/en-ca/guide/safari/welcome/mac>

<https://support.apple.com/en-ca/HT201265>

Google Chrome

<https://support.google.com/chrome/>

Microsoft Edge

<https://support.microsoft.com/en-us/microsoft-edge>

Mozilla Firefox

<https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>

11. Privacy policies of other websites

Our website contains links to other websites. Our privacy policy applies only to our website and the data we collect.

If you choose to subscribe to our newsletter, your request is processed by our service provider Mailchimp.com. You can find their Privacy Policy, and Terms of Use, here (Mailchimp is a subsidiary of Intuit.com):

<https://www.intuit.com/privacy/statement/>

<https://mailchimp.com/legal/terms/>

If you choose to make a donation via our website, your donation is processed by our service provider Canadahelps.org. You can find their Privacy Policy, and Terms of Use, here:

<https://www.canadahelps.org/en/privacy-policy/>

<https://www.canadahelps.org/en/terms-of-use/>

12. Changes to our privacy policy

From time to time, MAMC reviews and updates this privacy policy, and places any updates on this web page. This privacy policy was last updated on May 28, 2023.

13. How to contact us

If you have any questions about MAMC's privacy policy, or you would like to exercise one of your data protection rights, please do not hesitate to contact us, by telephone, email, or mail at the address below:

Making Art Making Change
Attn: Artistic Director
Email: info@makingartmakingchange.com

14. How to contact the appropriate authority

Should you wish to report a complaint or if you feel that MAMC has not addressed your concern in a satisfactory manner, you may contact the following authorities:

The Office of the Privacy Commissioner of Canada
<https://www.priv.gc.ca/en/>