

# PHARMACISTS MANITOBA MEMBER PRIVACY POLICY

## **Member Privacy Policy Summary**

Pharmacists Manitoba is the advocacy organization for pharmacists in the Province of Manitoba. The organization's mission is to enhance the recognition and compensation of professional services, while inspiring excellence in practice. The vision is to unify and advance the pharmacy profession.

## **Purpose**

The purpose of this Privacy Policy (hereinafter referred to as the "Policy") is to inform you of the measures we take to protect your personal information and the ways in which we collect, use, disclose and retain member information. Our Policy is designed to meet or exceed the requirements of Canada's privacy laws and we are constantly reviewing our practices and procedures and taking into account feedback from our members. When you become a member of Pharmacists Manitoba, or any time you interact or do business with Pharmacists Manitoba, you agree to the terms of this Policy as updated from time to time. We encourage you to periodically review our Policy. Amendments will be posted on our website and we will take reasonable steps to communicate any material changes to membership. We ask you to review our Policy below, which is in a "Question and Answer" format.

## **To whom does this Policy apply?**

Our Policy applies to all members of Pharmacists Manitoba.

## **What information is covered?**

Our Policy applies to personal information that Pharmacists Manitoba collects, uses and discloses in order to operate. Personal information is any information that can identify an individual or information about an identifiable individual, such as a member's home address, telephone number or a member's transaction activity.

This Policy does not apply to aggregate information, which is summarized statistical information that would not allow any particular individuals to be identified

## **What personal information do we collect?**

Pharmacists Manitoba collects identity and contact information, as well as information on your interactions with us through our website, mobile site, mobile application and email. The following are examples of personal information that we collect:

- When a member enrolls we collect identifying information such as the member's name, address, telephone number and email address.
- To process payments, a member may provide us with their credit card number and expiry date.
- When a member uses or views our website, mobile site or email, we may collect information such as web pages viewed, frequency of visits and time spent on the site. For more details, see Pharmacists Manitoba Website Terms of Service.
- When members fill out a survey conducted by Pharmacists Manitoba, they provide personal information.

## **How do we collect your personal information?**

Much of the personal information we collect comes from you, such as when you enroll in Pharmacists Manitoba or manage your account. This includes your interactions with Pharmacists Manitoba either via

mail, website or mobile site. We may also collect personal information through our social media pages and contests. We rely on you to ensure that your profile and contact information is accurate. We do not update the personal information we receive about you.

### **How do we use your personal information?**

We use your personal information to operate Pharmacists Manitoba, administer your membership and improve the value of your membership experience as follows:

- To contact and communicate with you, such as to verify your identity or to advise you of changes. Where we have a valid email address for you, we will generally communicate with you by email.
- To address membership concerns, such as questions that you may have about your account.
- To better understand your preferences, needs, interests and usage in order to develop, enhance and provide products and services that best meet your expectations, and to measure the success of various programs.
- To communicate offers about employment, benefits, education, products and services provided by Pharmacists Manitoba and/or partners of Pharmacists Manitoba that are most likely to be of interest to our membership.
- For quality assurance and record keeping purposes.
- To invoice you as applicable.
- To protect our interests or as required by applicable laws.

We will not collect, use or disclose personal information for other purposes without obtaining your further consent, except where authorized or required by law.

### **With whom do we share your personal information?**

Pharmacists Manitoba shares your personal information in order to administer your membership. Your personal information may be transferred to suppliers that perform work or process transactions on behalf of Pharmacists Manitoba in order to deliver all aspects of membership to you. Partners and suppliers may include insurers, banking agencies, data processing agencies or storage firms. Partners and suppliers are contractually obligated to maintain confidentiality, safeguard all information provided to them and use the information disclosed to them only for the purposes of membership services or benefits and/or fraud detection purposes

### **What are your choices when it comes to the handling of your personal information?**

You may withdraw your consent in instances that are beyond what is necessary for the administration of Pharmacists Manitoba. For example, you may withdraw consent to the use of your personal information to forward information on products, services or offers. This withdrawal will not affect or result in the loss of your membership privileges. You may modify your communication preferences (to receive or not to receive offers) by unsubscribing to an email offer at the time it is received or by contacting Pharmacists Manitoba at [info@pharmacistsmb.ca](mailto:info@pharmacistsmb.ca) You should know that even if you withdraw your consent to receive certain offers, you will continue to receive information related to your account, membership or Pharmacists Manitoba itself. You may also receive invitations to participate in surveys, at which time you may choose whether or not to participate.

**How do we protect your personal information?**

Your personal information will only be collected, used and disclosed, and will only be retained as long as required to fulfill the purposes for which it was collected, or as may be required by law. Your personal information is retained in secure facilities, such as offices and data centers with restricted access. Electronic data is protected by technological means, such as firewalls, access controls and encryption. When no longer required, personal information is destroyed, made anonymous or disposed of using secure methods. Employees are trained on the importance of maintaining the security and confidentiality of personal information. You should know that your personal information may be stored or processed outside of Canada. In this case, it will be subject to the laws of the country in which it is handled.

**How can you find out what personal information Pharmacists Manitoba has?**

You can access, verify and update your personal information directly online by logging into your account at pharmacistsmb.ca. You may also request access to this information by contacting Pharmacists Manitoba directly. You may also update the accuracy or completeness of such information, and request that corrections be made to it.

**Where can you get more information?**

If our Policy does not answer all of your questions, please contact Pharmacists Manitoba directly at info@pharmacistsmb.ca

If you require further information, or have a concern or complaint, please contact the Chief Executive Officer, either by email at ceo@pharmacistsmb.ca or in writing to:

Tanjit Nagra, Chief Executive Officer  
Pharmacists Manitoba  
PO Box 62035 Transcona  
Winnipeg, MB R2C5G2

Initial Committee Approval	November, 2014
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