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**Intent/Purpose** To provide a clear statement of how the ACE manages member information and protects members' privacy.

**Definitions**

**Personal Information** Information about an identifiable individual, but does not include the name, position title, business address or telephone number of an employee of an organization. (Part 1, section 2 of the Personal Information Protection and Electronic Documents Act).

**Member Information** Information pertaining to an identifiable individual who is an applicant for or is a current or past member of ACE.

**Mandatory Information** Member information that must be collected in order for the basic services of the ACE to be administered and provided to the individual, including:

- Name (First and Last)
- Mailing Address (Street address, city, postal code)
- Methods of Payment
- Credit Card Account Number when this method of payment is selected.

**Voluntary Information** Member information that is collected to facilitate the provision of current services and that may be collected in the development of additional services on behalf of the organization. This includes:

- Business Name
- Telephone Number (home or alternatively, business)
- Cellular telephone number (home or alternatively, business)
- Facsimile Number (home or alternatively, business)
- E-mail Address (home or alternatively, business)
- Professional Designations
- Languages Spoken
- User name (for Web site)
- Password (for Web site)
- Age (date of birth)
- Educational information (Certification Program)
- Work history (Certification Program)
- Certification evaluation reports
- Salary/Earnings range
- Home addresses, home telephone/facsimile numbers or home e-mail accounts, when members specifically request home correspondence.

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	Personnel	Individuals retained by ACE to provide services to the Council, Committees and members of the organization.
Policy	Privacy Principles	ACE follows the principles of privacy in all relationships with its members, its clients and their data. ACE's Privacy Policy conforms to the principles outlined in the <b><i>Personal Information Protection and Electronic Documents Act</i></b> .
	General Privacy Statement	ACE uses member information only for the purposes stated at the time of collection and neither uses it for any other purpose nor discloses the information to any other organization except where the member has consented to the alternate use or disclosure.
	Tenets of ACE Privacy	<p>ACE adheres to the following privacy principles:</p> <ul style="list-style-type: none"> <li>➤ ACE collects data for specifically identified purposes and does not use data collected for one purpose for any other. ACE will obtain members' consent if data is used for other purposes</li> <li>➤ ACE maintains data on members and clients in strict confidence and shares those data only for stated purposes</li> <li>➤ No more than the minimum amount of personal information will be collected in the course of providing any service</li> <li>➤ Members have the right to abstain from providing certain information recognizing that in that case, the purpose may then not be fulfilled or the organization may not be able to provide some services to the Member</li> <li>➤ Members have the right to access their own information (Procedures for accessing information can be found in the Related Procedures section).</li> </ul>
	Sources of Collection	ACE collects member information through membership applications and renewals, conference or professional development registrations, product, publication and subscription orders.
	Method of Collection	Member information may be collected via direct telephone contact, through the Internet or on a prescribed form provided by the organization.
	ACE Website	<p>ACE tracks visitors to their public Website for statistical purposes. The site captures limited information about visits. No personally identifiable information is collected, only aggregate data - such as the number of hits per page.</p> <p>For members only Web pages accessible by authorized members, names of the members, e-mail addresses and passwords are captured to authenticate levels of access and track the number of times members have visited the site.</p>

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ACE is not responsible for the content or privacy practices of any linked site.

Data uses      ACE uses information submitted from members, conference registrants, and other customers in the following ways:

- To improve its own Web content; to respond to members' and visitors' interests, needs and preferences; to develop new products and services; and to provide individuals and their companies with information about complimentary ACE services, promotions or special offers.
- For routine system maintenance and security administration such as tracking of authorized access. Aggregate data collected from the Web site are only used for internal and marketing purposes and do not provide any personally identifying information. Aggregate data are used only to analyze general traffic patterns (e.g. what pages are most/least popular) and to perform routine system maintenance.

Data sharing      ACE Member data is never disclosed beyond the organization without the consent of the Member and it is shared internally only when it is required as a part of the performance of the duties of the individual seeking access.

ACE does not make members' contact information available through the ACE Membership Directory to third parties or visitors to its Internet site but does make it available, with consent, to other members of ACE.

The ACE operates a Consultants' Directory based on information provided by and authorized by the member for the use of the general public. No member data is included in the system without the authorization of the member.

ACE may elect to send mailings from other organizations to its members, with the approval of the Executive Director of ACE, but the mailings will always originate with ACE.

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If a member chooses to contact ACE by mail, fax, telephone or e-mail, and provides personally identifiable information, ACE does not use the information for any purpose other than to respond to the member inquiries.

ACE does not disclose credit card account information provided by its members and customers, except to the appropriate banking institutions and/or clearinghouses in order to obtain debit authorization and payment.

Compliance ACE is committed to ensuring its privacy policy is understood and respected by all of its personnel. ACE has taken the following steps to ensure compliance:

- All data collected by ACE is stored in a secured manner
- Only authorized personnel of ACE have access to membership information
- Regular audits including network audits ensure that only ACE authorized personnel who have a business need to access personally identifying information have such network privileges
- Access to ACE network resources is limited to ACE personnel
- Access to data collected from visitors to its Website is granted on an as-needed basis and is limited to full-time ACE management staff
- ACE personnel receive appropriate training in protection of personal information.

Concerns or Complaints Individuals have the right to review their personal information to ensure its accuracy and to confirm ACE's compliance with this policy. Anyone with concerns regarding the treatment of their member data or personal information or who wish to review their data should contact the Executive Director of the ACE.

Related Procedures Authentication Members contacting the ACE Office to seek the provision of services or to amend or seek access to their data will be asked for information designed to authenticate that they are the individual to whom the information belongs. This authentication process will include asking for their ACE Member number and two additional pieces of information from their recorded information.

Informing the Members ACE will advise all members of its Privacy Policy:

- At the time they apply for Membership
- At the time they renew their Membership
- On the Website in the form of a Website Privacy Statement
- On the Website for members by way of a download copy of this and other ACE policies.

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*This policy has been based on a policy developed by COACH – Canada’s Health Informatics Association and its use has been authorized by COACH. The ACE Council extends its thanks and appreciation to the Board of Directors of COACH for their assistance in this regard.*

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