

# Climate Action For Lifelong Learners (CALL) Privacy Policy<sup>1 2</sup>

At Climate Action for Lifelong Learners (CALL) we believe that climate change is the existential crisis of our time.

Our purpose is to bring Lifelong Learners together into the fight against climate change by providing them with learning opportunities to move them from curiosity to knowledge to belief to action. We value respect for each other's personal engagement pathways,

- Individually, by reducing personal emissions;
- By strengthening our relationships with the natural world;
- Using our voices and energy to advocate with decision-makers;
- By demonstrating flexibility and nimbleness which is preferred over formality and rigid structure.

To carry out our belief, purpose and live our values, it's important to communicate with you. And we're committed to respecting our relationship with you, whether close or distant.

This privacy policy reflects our best efforts to maintain this respect while ensuring we can communicate broadly, personally and accurately in the most cost-effective way possible. It explains how we collect, use and safeguard your personal information.

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<sup>1</sup> Thanks to the David Suzuki Foundation and the Future Ground Network for providing the template for this policy. <https://futuregroundnetwork.org/privacy-policy/>

<sup>2</sup> Organizations are free to use this Policy as a template for their own with attribution to the David Suzuki Foundation, The Future Ground Network and Climate Action for Lifelong Learners (CALL)

# INFORMATION WE COLLECT AND HOW WE USE IT

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## PERSONAL INFORMATION

“Personal information” is any information that can be used to identify (or infer the identity of) a specific person, including, for example, your name, address, birth date, gender, etc. In some cases, your computer’s IP address can be considered personal information, as it may give some indication of your geographic location.

We may ask you for personal information in a variety of ways, including website forms, surveys, over the phone and in person.

There are a range of reasons why we may ask you for this information, including:

- to fulfill your subscription to CALL;
- to allow you to send letters or sign a petition via our online action platforms;
- to invite you to events; or
- to provide other information about us that might interest you.

We may also contact you by email or phone about opportunities to support our work.

To fulfill your subscription to the network we will require your first and last name, email address and country location. Providing us with your personal information beyond what is required is at your discretion. You may always elect to withhold information, like your phone number or postal code.

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## COOKIES AND DATA TECHNOLOGY

We use cookies and other technology on our website to make them easier to use and so that we can learn about how you use them. Information collected this way may include (but is not limited to) your IP address and internet service provider, the type of web browser and operating system you used and which of our website pages you visited. We use links in our

emails to track open and click-through rates to help us learn what emails appeal to you most.

In some cases, interacting with our website, social media accounts or emails provides us with “anonymous” data, such as IP address, link clicks, page visits, the time spent on a page, etc. We may use an analytics program such as Google Analytics on our website to learn where you are, when you’re using our site and what content you find most interesting. This helps us stay relevant.

We may also use third-party cookies, beacons and other storage technologies to understand what website content is most important to you so that we can measure our performance and target sponsored and unsponsored content to you on those third-party party platforms. For example, should we develop a Meta (Facebook) presence we would use Facebook’s tracking pixel to learn about what content you are interested in on our website so that we can serve only our most relevant advertising to you on Facebook. Should we develop a Meta presence you can opt out from such Facebook advertising by clicking “Why am I seeing this?” on our Facebook ads, clicking “Options” and then selecting “Hide all ads from this advertiser.”

It’s possible for us to put anonymous data together with personal information you give us to find out more about you. This helps us respect what we know about you. For example, when we have petitions that are meaningful locally, we try our best to send them to the affected communities and avoid sending irrelevant or too many emails.

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## AGGREGATE DATA

In some cases, we may aggregate your information with other peoples’ in order to report on campaigns. For example, we may count the number of people who sign a petition based on their postal code. That way, we can show where people are taking action — with the number (e.g., “116 people from Toronto have signed this campaign”) or by indicating the total on a map. We do not display your actual postal code or personal information.

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## USE OF THIRD PARTIES

In many cases, we don't actually collect and store personal information in our systems, but instead use a third party. The network uses various third-party tools to engage with and support subscribers. For example, we use Action Network to send out surveys and online registration forms, Zoom for online meetings, etc.

Such services have resources dedicated to maintaining security and confidentiality, and we ensure that any third-party partner has written policies about never sharing your information with anyone other than CALL. For more information, please refer to the specific platform privacy policies.

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## LINKS TO OTHER WEBSITES

Our website may contain links to websites owned and operated by other organizations. They may have their own privacy policies and terms and conditions and are not governed by this policy. We encourage you to carefully review the privacy policy and terms of use of each website you visit.

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## WHAT YOU NEED TO KNOW ABOUT CONSENT

By providing personal information to us, you allow "deemed" consent to the collection, use and disclosure of your information in accordance with this policy.

When you provide contact information to us for one purpose, we may contact you using that information for other areas of our work. For example, if you sign up for an Interest Group in CALL, we may email you about an upcoming event or collective action.

We respect your right to control your personal information. Please contact us immediately if you want us to stop using it in any particular way. We will fulfill your request in the timeliest way possible.

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## UPDATING YOUR CONSENT

If you would like to **stop receiving email** from us at any time, click the unsubscribe link at the bottom of any of our emails. This unsubscribes you from all or a selection of correspondence, such as removing yourself from a particular Interest Group mailing.

Upon reasonable request and notice, you may view and have corrections made to the personal information we hold about you, subject to any legal or contractual restrictions. If you are aware of any inaccuracies in the personal information we hold about you or you want to remove all of your information from our databases, please contact our privacy officer at [contact.us@climatelearners.ca](mailto:contact.us@climatelearners.ca) and mention that you are subscribed to CALL communications.

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## WAYS TO PREVENT US FROM COLLECTING “ANONYMOUS” DATA

Our website uses cookies and JavaScript-based tracking scripts to collect the anonymous data referred to above. To stop this from happening, adjust your web browser’s “cookie,” “cache” and JavaScript settings. Please note that doing so may affect the performance of our web properties, and in some cases may completely prevent you from using some of our pages and forms.

## INFORMATION WE SHARE

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### GENERAL

We do not share your personal information with other organizations.

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### EMAIL ADDRESSES

We do not sell or exchange email addresses with other organizations.

In some instances, we may promote actions or petitions on our websites in partnership with other non-profit organizations. In these cases, we give you the clear option of whether you want us to share your email with them.

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## HOW WE KEEP YOUR INFORMATION SECURE

We endeavor to maintain appropriate physical, procedural and technical safeguards for your personal information. Some information we collect may be stored and processed on servers located outside your jurisdiction of residence, including outside of Canada. As a result, this information may be subject to disclosure to governments, courts or law enforcement agencies in those areas, according to their laws, without notice to us or you.

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## POLICY UPDATES AND CHANGES

We may change this policy from time to time without notice. Changes will be reflected in this policy and when published on the web page or cloud server where this policy resides.

## **NEED MORE INFORMATION?**

For further information, please contact our privacy officer by email at [contact.us@climatelearners.ca](mailto:contact.us@climatelearners.ca) or by mail at:  
CALL, % Michael Barkley, 617-80 Front Street East, Toronto, ON, M5E1T4.

This document is available to the public and explains how we collect, use and disclose information, in accordance with this policy, the Personal Information and Electronic Documents Act, the Personal Information Protection Act and other relevant legislation.