



# POLICIES

Privacy Policy  
May 27, 2021

## 1. General

The Toronto Railway Museum is committed to safeguarding the personal information entrusted to us by our visitors, donors, sponsors, members and volunteers. As such, we comply with the requirements of the Freedom of Information and Protection of Privacy Act (Ontario) and the Personal Information Protection and Electronic Documents Act (Canada) and we uphold the principles of the Donor Bill of Rights developed by the Association of Fundraising Professionals. The Toronto Railway Museum employs reasonable administrative and technical measures to ensure the security of all of the personal information that we collect and our credit card processing system is Payment Card Industry compliant.

## 2. What Our Privacy Policy Covers

We value the trust of our visitors, donors, sponsors, members and volunteers, and recognize that maintaining this trust requires that we be transparent and accountable in how we treat the information that is provided to us. This privacy policy describes how the Toronto Railway Museum collects, uses and shares personal information. When we use the term “personal information” we are referring to information that is about an identifiable individual; however, “personal information” does not include business contact information or certain publicly-available information.

## 3. What We Collect

Personal information is collected when it is supplied voluntarily; for example, by purchasing tickets to an event, registering for a program, making a donation, engaging with us on social media, entering a contest or subscribing to our e-newsletter.

The following are examples of the personal information that we collect:

- Contact information (including salutation, name, professional title, home and business address, phone number and email address)
- Purchase details including the items purchased, the number and types of tickets purchased, including event tickets
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- Visiting history (including virtual events) and program participation
- Images of visitors, which may be taken by staff and/or volunteers and security cameras
- Value of any donation or sponsorship



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- Volunteer interests and availability; emergency contact information; CVs and resumés of applicants for volunteer positions
- Age, gender, marital or family status

To better understand our visitors and to improve the visitor experience on our websites, the Toronto Railway Museum's websites collect data using services including Google Analytics); no personal information is collected through these tools that would allow the Toronto Railway Museum to identify individuals. For more information about Google Analytics, please visit: [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). We also collect information about email open rates and click-through rates to determine whether the Toronto Railway Museum's electronic communications are effective.

When you visit our sites, we may store some data on your computer in the form of a "cookie". A "cookie" is a small piece of text that a website places in the cookie file of your browser that allows our site to recognize your personal computer the next time you visit. Cookies by themselves do not tell us your email address or otherwise identify you personally. Cookies cannot be used to run programs or deliver viruses to your computer. Your Web browser can be set to accept or reject cookies. Please note that disabling or deactivating cookies may result in a reduced availability of the functionality of our site or parts of our site may no longer function correctly.

The Toronto Railway Museum may use third parties to collect data from our website anonymously for marketing purposes (for example, advertisements). Users of our website will not be personally identified through this data and the Toronto Railway Museum does not see any data or contact information on an individual level. These third parties may include, but are not be limited to, Facebook and/or Twitter. You may tailor your privacy settings to limit the collection of personal information.

#### 4. How We Use Your Personal Information

We use personal information to:

- Communicate with you about our exhibits, programs, events, offers, fundraising projects and other special initiatives
- Communicate with visitors about their experience at the Toronto Railway Museum



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- Contact supporters to determine their interest in becoming Friends of the Toronto Railway Museum and inform them about membership renewals
- Contact donors in connection with fundraising efforts for the Toronto Railway Museum and processing donations and sponsorships
- Contacting volunteers and prospective volunteers in connection with opportunities to become a volunteer with the Toronto Railway Museum and enrolling any interested individuals as volunteers
- Maintain a database of current and past Friends of the Toronto Railway Museum and annual passholders
- Deliver requested information about our programs and events to stakeholders

Subscribers may opt out of our communications at any time by using the unsubscribe function in all newsletters.

## 5. How We Share Your Personal Information

In some circumstances, the Toronto Railway Museum uses third party vendors for services that would not be practical or cost-effective for us to perform ourselves. Some of the services that the Toronto Railway Museum retains a third vendor to perform include but are not limited to:

- Credit card processing

In all cases, the Toronto Railway Museum uses all best efforts to ensure that third party vendors have adequate privacy policies to protect data provided to us.

In order to provide a safe environment for visitors to the Toronto Railway Museum, as well as for the artifacts and objects in our stewardship, the Toronto Railway Museum has installed security cameras throughout the museum. We use the footage from these cameras for security and loss prevention purposes and in connection with incident investigations. In addition, we may share this footage with law enforcement in connection with a criminal investigation.

The Toronto Railway Museum does not sell or rent its list of visitors, volunteers, members, donors or sponsors to any organization.

## 6. Consent

When you provide personal information to the Toronto Railway Museum, you are consenting to the Toronto Railway Museum's collection, use and disclosure of your personal information in



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accordance with this privacy policy. You are able to refuse or withdraw your consent to the collection, use or disclosure of your personal information at any time by contacting the museum. We will act on such requests promptly.

## 7. Retention of Personal Information

The Toronto Railway Museum retains personal information only for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws. When personal information is no longer (i) necessary or relevant for the identified purposes, (ii) required to be retained by applicable laws, or (iii) required to enable the Toronto Railway Museum to maintain its database of current and past donors and members, the Toronto Railway Museum will take steps to have such personal information deleted, destroyed, erased, aggregated or made anonymous. The Toronto Railway Museum uses reasonable business practices to ensure that we have appropriate practices relating to information security and policies with respect to records retention and destruction with respect to all personal information under our control.

## 8. Accuracy and Access

The Toronto Railway Museum takes reasonable steps to ensure that personal information that it maintains about visitors, volunteers, donors and sponsors is accurate, complete, and up to date. If you become aware that any personal information under our control about you is not correct, please contact the museum.

You are entitled to a copy of the personal information that the Toronto Railway Museum has under our control about you; if you would like a copy of such information, please contact us. We will take reasonable steps to verify your identity before granting access or making corrections. In addition, your right to access or correct your personal information is subject to certain legal restrictions.

## 9. Children Under the Age of 13

Children should use the Toronto Railway Museum's websites only with the approval of a parent or guardian. In particular, a child under the age of 13 should not provide the Toronto Railway Museum with any personal information unless their parent or guardian has consented to such disclosure. The Toronto Railway Museum does not knowingly collect any personal information from children under the age of 13. If a parent or guardian learns that their child under the age of 13 has provided the Toronto Railway Museum with personal information without their consent,



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the parent or guardian should immediately contact the museum and we will remove this personal information from our database.

### 10. Contact Us

If you have any questions about our privacy or security practices, if you would like to request access to or correction of your personal information, or if you would like to opt out of receiving communications from us in the future, please contact the museum by mail, telephone or email:

Toronto Railway Museum  
255 Bremner Blvd, Stall 15  
Toronto, ON M5V 3M9

[manager@trha.ca](mailto:manager@trha.ca)  
416-214-9229

### 11. Changes to this Policy

We may revise our privacy policy from time to time. You should review our privacy policy periodically so that you keep up-to-date on our most current practices. We will note the effective date at the end of each version of our privacy policy.

Effective as of May 27, 2021