

## Privacy policy

*Last updated July 15, 2010*

This Privacy Policy discloses the privacy practices for the Aso411.ca website (collectively, the “Website” located at [www.aso411.ca](http://www.aso411.ca)). The Ontario HIV Treatment Network, the provider of the Website (referred to as “us” or “we”), is committed to protecting your privacy online. Please read the following to learn what information we collect from you (the “User” or the “End User”) and how we use that information. If you have any questions about our privacy policy, please email us.

**PLEASE READ THIS PRIVACY POLICY CAREFULLY. BY ACCESSING OR USING OUR WEBSITE, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND, AND AGREE TO BE BOUND TO ALL THE TERMS OF THIS PRIVACY POLICY AND OUR WEBSITE TERMS OF USE. IF YOU DO NOT AGREE TO THESE TERMS, EXIT THIS PAGE AND DO NOT ACCESS OR USE THE WEBSITE.**

### 1. Changes to Privacy Policy

If we decide to change our privacy policy, we will post those changes to this privacy statement, the home page, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of notice on our home page.

### 2. Types of Information Collected and Uses of Collected Information

We collect two types of information about our Website Users: Personally Identifiable Information and Non-Personally Identifiable Information.

**Personally Identifiable Information.** Personally Identifiable Information is information that identifies a specific End User. You are not required to provide any Personally Identifiable Information to access and use the Website, however, when you engage in certain activities on the Website, such as adding your organization, filling out a survey, posting a review, sending us or our partners feedback, requesting information about our services (collectively, “Identification Activities”), we may ask you to provide certain information about yourself. It is optional for you to engage in an Identification Activity. If you elect to engage in an Identification Activity, we may ask you to provide us with certain personal information about yourself, such as your first and last name, title, email address, telephone number and age. When you search for services, you may provide us with your address information as part of the search criteria. This information is voluntary as you can use any address to search with. Depending on the activity, some of the information we ask you to provide is identified as mandatory and some is identified as voluntary.

If you do not provide the mandatory information for a particular activity that requires it, you will not be permitted to engage in that activity.

We use Personally Identifiable Information to provide services to you, enhance the operation of the Website, analyze Website use, improve our service offerings, and to tailor your experience with third parties as provided in Item 3 of this Privacy Policy. For example, if you send our customer service an email we may use your comments and feedback to tell others about our services, in research findings, or we may post your comment in our marketing materials or on our Website. We will not use your name in this material without your express consent. We may also use Personally Identifiable Information to troubleshoot, resolve disputes, accomplish administrative tasks, contact you, enforce our agreements with you, including our Website Terms of Use and this Privacy Policy, comply with applicable law, and cooperate with law enforcement activities.

**Non-Personally Identifiable Information.** Non-Personally Identifiable Information is information that does not identify a specific End User. This type of information may include things like the Uniform Resource Locator (“URL”) of the website you visited before coming to our Website, the URL of the website you visit after leaving our Website, the type of browser you are using and your Internet Protocol (“IP”) address. We may automatically collect this information when you visit our Website through the use of electronic tools like Cookies, as described in Items 4 and 8 of this Privacy Policy.

We use Non-Personally Identifiable Information to troubleshoot, administer the Website, analyze trends, gather demographic information, comply with applicable law, and cooperate with law enforcement activities.

### **3. Release of Personally Identifiable Information**

We will not share, sell, rent, or trade your Personally Identifiable Information with other parties except as provided below:

**We may share your information with Authorized Partners.** ASO411 is managed through a partnership of agencies as detailed on the About page and we provide administrative services through these partner agencies (“Partners”). These partner agencies perform functions on our behalf, like sending out and distributing our administrative and promotional emails. We may share your Personally Identifiable Information with our Partners to confirm agency details, remove repetitive information on agency lists, analyze data, provide search results and links, operate the Website, troubleshoot, and provide customer service. We may also share your information with Partners to accomplish our administrative tasks. For example, when you perform a search, we release the address information to the geocoding site to determine the coordinates and, if applicable, release your coordinates to search for services in the related area. The use of your Personally Identifiable Information by such parties is governed by the privacy policies of such parties and is not subject to our control.

**We may share your information in a Business Transfer.** As with any other organization, we could merge with, another organization. If this occurs, the successor organization would acquire

the information we maintain, including Personally Identifiable Information. However, Personally Identifiable Information would remain subject to this Privacy Policy.

**We may share your information for our Protection and the Protection of Others.** We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on our Website; enforce or apply this Privacy Policy, our Website Terms of Use or other agreements.

#### **4. Release of Non-Personally Identifiable Information**

We may disclose or share Non-Personally Identifiable Information with our Partners. For example, we may share aggregated demographic information (which does not include any Personally Identifiable Information).

We track and analyze Non-Personally Identifiable usage and volume statistical information from our Users to administer our Website and improve its quality. We may also publish this information for funding, promotional purposes or as a representative audience for statistical purposes. Please note that this is not Personally Identifiable Information, only general summaries of the activities of our Users. Such data is collected on our behalf, and is owned and used by us.

#### **5. Updating and Correcting Information**

We believe that you should have the ability to access and edit the Personally Identifiable Information you provide us. We send out emails to all contacts listed in the database periodically for updates. Or you can send us an email at [support@aso411.ca.com](mailto:support@aso411.ca.com) or write to us at 1300 Yonge St, Suite 600, Ontario M4T 1X3. Please indicate your name, email address and agency name and, and what information you would like to update when you contact us.

We encourage you to promptly update your Personally Identifiable Information if it changes. You may ask to have the information on your account deleted or removed; however, because we keep track of past transactions, you cannot delete information associated with past transactions on the Website. In addition, it may be impossible for us to completely delete all of your information because we periodically backup information.

#### **6. User Choices on Collection and Use of Information**

As discussed above, you can always choose not to provide information, although it may be required to engage in a certain activity on the Website. As a condition of submitting an agency for inclusion, we will send you administrative and promotional emails. We will send you information regarding your agency information for review and update. You cannot opt-out of Administrative Emails. "Administrative Emails" relate to agency listings on the Website.

#### **7. Security of Information**

We take security seriously and take numerous precautions to protect the security of Personally Identifiable Information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we employ commercially reasonable security measures to protect data and seek to partner with companies which do the same, we cannot guarantee the security of any information transmitted to or from the Website, and are not responsible for the actions of any third parties that may receive any such information.

## **8. Data Tracking**

**Cookies.** To facilitate and customize your experience with the Website, we store cookies on your computer. A cookie is a small text file that is stored on a User's computer for record-keeping purposes which contains information about that User. Cookies allow us to collect Non-Personally Identifiable Information from you, like which pages you visited and what links you clicked on. Use of this information helps us to create a more user-friendly experience for all visitors. Most browsers automatically accept cookies, but you may be able to modify your browser settings to decline cookies. Please note that if you decline or delete these cookies, some parts of the Website may not work properly.

## **9. Privacy Policies of Third Party Websites**

This Privacy Policy only addresses the use and disclosure of information we collect from you on [www.aso411.ca.com](http://www.aso411.ca.com). Other websites that may be accessible through this Website have their own privacy policies and data collection, use and disclosure practices. If you link to any such website, we urge you review the website's privacy policy. We are not responsible for the policies or practices of third parties.

## **10. Contacting Us**

Whether you're a new or loyal user, frontline worker, agency or AIDS Service Organization we'd like to stay connected and want to hear from you!

### **Corporate Address**

The Ontario HIV Treatment Network  
1300 Yonge St, Suite 600  
Toronto, Ontario  
M4T 1X3

[support@aso411.ca](mailto:support@aso411.ca)