

## SIDEWALK TORONTO PRIVACY POLICY

Last Updated: March 19, 2018

This Privacy Policy explains how your personal information is collected and used by Sidewalk Toronto Limited Partnership (“Sidewalk Toronto”) when you visit its websites, when you interact with Sidewalk Toronto directly or through our contractors.

### **Collection of Information**

#### **Information You Provide to Us**

We only collect personal information you provide directly to us, including through our websites or when you contact us with respect to our programs or initiatives. This may include your name, email address, phone number, online profile, resume and other job application information and any other information you choose to provide.

#### **Information We Collect Automatically**

When you use our websites, we automatically collect personal information, such as the type of browser you use, your access times, your IP address and the page you visited before navigating to our website. You can opt out through your browser.

#### **Information collected by our contractors**

We use contractors to provide us with services. When contractors are collecting personal information on behalf of Sidewalk Toronto, we put in place measures to protect the privacy and security of that information. In some cases, we put in place additional measures to limit the personal information provided by the contractor to Sidewalk Toronto. For example, we may hire a survey company to carry out surveys on our behalf, and will instruct the contractor to only provide us with aggregate, non-identifying information.

#### **Analytics Services Provided by Others**

In connection with the use of our websites, we may allow others to provide analytics services, such as Google Analytics. These entities may use cookies, web beacons, and other technologies to collect information about your use of our websites and other websites and online services, including your IP address, web browser, pages viewed, time spent on pages, links clicked and conversion information. This information may be used by us and others to, among other things, analyze and track data, determine the popularity of certain content and better understand your online activity. More information about Google Analytics and Privacy is available here:

<https://support.google.com/analytics/answer/6004245?hl=en>.

**Use of Information**

We may use this information to:

- Provide and improve our websites;
- Evaluate your job application and consider you for employment;
- Respond to your comments, questions or requests;
- Communicate with you about news and information we think will be of interest to you; and
- Monitor and analyze trends, usage and activities in connection with use of our websites.

When we solicit information, such as in connection with employment opportunities or community engagement, we will provide information to you at the time about the purposes for which information is being collected, used or disclosed.

**Sharing of Information**

We do not disclose your personal information to third parties unless we have your consent or we are required by law. We use reasonable measures to keep your personal information safe.

We may share your personal information with our affiliates strictly to provide you our services. We require that they protect your personal information at the same high level as we do.

**Transfer of Information to Other Countries**

Your personal information may be held outside of Canada and subject to foreign laws. Still, we require guarantees from our partners that it will be kept safe.

**Your Access and Correction Rights**

You can request access to your personal information by contacting [privacy@sidewalktoronto.ca](mailto:privacy@sidewalktoronto.ca). We will promptly respond to your request unless we are prohibited to do so by law. In that case we will justify our refusal.

**Contact Us**

If you have any questions about this Privacy Policy, please contact us at: [privacy@sidewalktoronto.ca](mailto:privacy@sidewalktoronto.ca).

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