

IS YOUR BRANCH COMPLIANT?

Below are some considerations when developing policies and procedures. This is not an exhaustive list, and legal advice and review is recommended to ensure your Branch or Command is meeting all privacy and CASL requirements.

Collection of personal information

- ★ Have you clearly communicated to the individual, at or before the time of collecting their personal information, why you are collecting that information and how it will be used and/or shared if applicable?
- ★ Are you collecting only the personal information necessary for the purposes identified?
- ★ Has the individual provided their consent to collect, use and disclose their personal information for the purposes you communicated?
- ★ Are you keeping records of both consent and withdrawal of consent?
- ★ Are you retaining personal information securely?
- ★ Are you aware implied consent for members expires after 2 years, and only certain types of communications may be sent under implied consent?
- ★ Are you disposing of personal information securely?

Use of personal information

- ★ Are you using personal information only for the purposes identified when collecting the data?
- ★ Do you have consent to use the individual's personal information for this use?
- ★ Do individuals have the option to easily opt out of or unsubscribe from communications at any time?

Disclosure of personal information

- ★ Have you restricted access to the personal data only to those who require it for the purposes identified?
- ★ Are you sharing personal information with 3rd party organizations (example: external organizations offering member deals on products or services; organizations soliciting for donations or supporting a Legion initiative)? If yes, have you received express consent for that purpose?

IMPORTANT INFORMATION REGARDING 3RD PARTY ORGANIZATIONS

The Royal Canadian Legion may not give, rent or sell any member information without full disclosure and express consent from the member to share their information.

Before generating any list for a 3rd party communication, **Branches must first check with Legion National Headquarters Member Services**, as a member may have opted out of 3rd party communications through their online member profile.

UPDATE YOUR MEMBERSHIP APPLICATION FORMS

Legion National Headquarters updated the Legion Membership Application Form in July 2019 to obtain express consent for collection, use and disclosure of personal data for internal Legion member administration use. Please use the updated form available through the Legion Supply Department or by downloading the form from the Member Services Website.

★ ATTENTION BRANCHES! ★



IMPORTANT CANADIAN LEGAL REQUIREMENTS FOR BRANCHES AND COMMANDS

Get the overview inside...



Canada's Privacy Laws and Canada's Anti-Spam Legislation (CASL) have clear and direct implications for The Royal Canadian Legion.

All Branches must follow the **PIPEDA fair information principles**, including ensuring they do not collect, use or disclose personal information without the knowledge and consent of the person the information relates to.

CASL requirements are specifically related to email communications and email marketing. Organizations that send commercial electronic messages such as emails promoting a product or service, must comply with CASL's requirements to obtain consent, provide identification information, and include an unsubscribe mechanism in each message. Being a non-profit organization does not exempt The Legion from CASL.

LEARN MORE HERE:

- ★ **Federal Privacy Laws:**
<https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/>
- ★ **PIPEDA fair information principles:**
https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/p_principle/
- ★ **Canada's anti-spam legislation:**
https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/r_o_p/canadas-anti-spam-legislation/

PRIVACY LAWS AND CANADA'S ANTI-SPAM LEGISLATION

Did You Know...

Legion National Headquarters, Legion Provincial Commands and Legion Branches are each autonomous and independently operated and as such Branches and Commands are responsible for their own compliance with applicable privacy laws and with Canada's Anti Spam Legislation.

There are major financial penalties for non-compliance and a Branch or Command, as well as individual members and staff acting on behalf of the Branch or Command, can be personally liable for breaches.

Has your Branch or Command reviewed your policies and procedures?

The Royal Canadian Legion collects personal information for purposes including but not limited to processing a membership application, communicating with members, coordinating Legion programs, and assisting Veterans. Personal information is any data that can identify you as an individual and may include information such as name, address, phone number, email address, age, citizenship, medical or employment history, financial information, or identifying numbers such as driver's license or military service number... to name a few.

Best practices suggest Branches and Commands review their privacy and CASL policies and procedures annually and make them readily available to their members and the public.

Legion National Headquarters updated our privacy policy and terms of use in June 2019 and published the information at [Legion.ca/legal](https://legion.ca/legal). The statement applies only to information collected, used and shared by Legion National Headquarters.

