

This policy was last updated on June 8, 2021.

Privacy Policy

Our goal is to establish natural burial grounds throughout Ontario, and to further that goal we collect and use information about you and other users of naturalburialassociation.ca

This privacy policy will help you better understand how we collect, use, and share your personal information. It is The Natural Burial Association's policy to respect your privacy and comply with applicable laws regarding any personal information we may collect about you, including across our website, naturalburialassociation.ca. The terms "we" and "our" refer to The Natural Burial Association. (including our volunteers and other related parties) throughout this policy, and the term "website" refers to naturalburialassociation.ca.

This policy applies to users of our website and anyone who contacts us about our services, by any means. By using our website or contacting, you agree to the use, collection and disclosure of your personal information in accordance with this policy.

Personal Information We Collect

Personal information we collect about you includes personal information you knowingly and actively provide us when using or participating in any of our services and promotions. For instance, when you sign up for our e-news, or share your personal reasons for liking natural burial. The types of personal information we collect might include, depending on what you choose to provide, items such as:

- Name
- Contact details (email, phone number)
- Your reasons for contacting us

We may also collect any information automatically sent by your devices in the course of accessing our website. When you visit our website, our servers may automatically log the standard data provided by your web browser. It may include your device's Internet Protocol (IP) address, your browser type and version, the pages you visit, the time and date of your visit, the configuration of your device, the time spent on each page, other details about your visit, and technical details that occur in conjunction with any errors you may encounter. This information is not personally identifying.

Reasons for Processing Your Personal Information

We only collect use and disclose your personal information when we have a legitimate reason for doing so. In which instance, we only collect, use and disclose personal information that is reasonably necessary to provide our services to you.

These purposes may include:

- to contact and communicate with you (either individually or via our e-news, in which case your personal information is not shared)
- to promote natural burial, in which case only your initials and the first three digits of your postal code may be used (hence removing all details which could identify you).
- for analytics, market research, and business development, including to operate and improve our website, associated applications, and associated social media platforms

Please be aware that we may combine information we collect about you with general information or research data we receive from other trusted sources.

Collection, Use and Disclosure of Personal Information

We may collect personal information from you when you do any of the following on our website or in contacting us:

- Sign up to receive updates from us via email or social media channels
- Use a mobile device or web browser to access our content
- Contact us via email, social media, phone or on any similar technologies
- When you engage with us on social media

Security of Your Personal Information

When we collect and process personal information, and while we retain this information, we will protect it using commercially acceptable means to prevent loss and theft, as well as unauthorized access, disclosure, copying, use, or modification.

Although we will do our best to protect the personal information you provide to us, we advise that no method of electronic transmission or storage is 100% secure, and no one can guarantee absolute data security. We will comply with laws applicable to us in respect of any data breach.

How Long We Keep Your Personal Information

We keep your personal information only for as long as we need to. This time period may depend on what we are using your personal information for, in accordance with this privacy policy. If your personal information is no longer required, we will delete it or make it anonymous by removing all details that identify you.

Disclosure of Personal Information to Third Parties

We may disclose your personal information to:

- Mailchimp, our e-news provider

- Other volunteers, to aid you in your request for support

How we use cookies

We use cookies, web beacons, and other similar technologies, including from third-party partners such as Google and Facebook, for measurement services, better targeting advertisements, and for marketing purposes. These cookies, web beacons, and other similar technologies allow us to display our promotional material to you on other sites you visit across the Internet. We may also use cookies to ensure users receive a consistent user experience while we conduct A/B testing on certain aspects of our Sites in order to improve our product offerings. We may also use cookies to improve the performance and reliability of our site.

International Transfers of Personal Information

We are a Canadian company; however, the personal information we collect is stored and/or processed where we or our partners, affiliates, and third-party providers maintain facilities. Please be aware that the locations to which we store, process, or transfer your personal information may not have the same data protection laws as Canada, and may be subject to the disclosure rules of those countries. If we transfer your personal information to third parties in other countries: (i) we will perform those transfers in accordance with the requirements of applicable law; and (ii) we will protect the transferred personal information in accordance with this privacy policy.

Your Rights and Controlling Your Personal Information

You always retain the right to withhold personal information from us, with the understanding that your experience of our website or services may be affected. We will not discriminate against you for exercising any of your rights over your personal information. If you do provide us with personal information, you understand that we will collect, hold, use and disclose it in accordance with this privacy policy. You retain the right to request details of any personal information we hold about you.

If we receive personal information about you from a third party, we will protect it as set out in this privacy policy. If you are a third party providing personal information about somebody else, you represent and warrant that you have such person's consent to provide the personal information to us.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time. We will provide you with the ability to unsubscribe from our email-database or opt out of communications. Please be aware we may need to request specific information from you to help us confirm your identity.

If you believe that any personal information we hold about you is inaccurate, out of date, incomplete, irrelevant, or misleading, please contact us using the details provided in this

privacy policy. We will take reasonable steps to correct any personal information found to be inaccurate, incomplete, misleading, or out of date.

If you believe that we have breached a relevant data protection law and wish to make a complaint, please contact us using the details below and provide us with full details of the alleged breach. We will promptly investigate your complaint and respond to you, in writing, setting out the outcome of our investigation and the steps we will take to deal with your complaint. You also have the right to contact a regulatory body or data protection authority in relation to your complaint.

Limits of Our Policy

Our website may link to external sites that are not operated by us. Please be aware that we have no control over the content and policies of those sites, and cannot accept responsibility or liability for their respective privacy practices.

Changes to This Policy

At our discretion, we may change our privacy policy to reflect updates to our mandate, current acceptable practices, or legislative or regulatory changes. If we decide to change this privacy policy, we will post the changes here at the same link by which you are accessing this privacy policy.

If required by law, we will get your permission or give you the opportunity to opt in to or opt out of, as applicable, any new uses of your personal information.

Contact Us

For any questions or concerns regarding your privacy, you may contact us by emailing info@naturalburialassociation.ca with the subject line attn: Data Privacy Officer.