



Privacy Policy

Approved: M. Patterson

September 26, 2019

Policy:

1. Purpose

This policy outlines the Alberta Museums Association (AMA)'s commitment to respecting the privacy of individuals whose personal information is shared with and collected by the AMA, and explains how we collect, use, protect, and disclose personal information. This includes the personal information of members, donors, sponsors, exhibitors, board members, volunteers, individuals who engage with us on community initiatives, and AMA staff.

2. AMA Commitment

The AMA ensures that members of the Alberta Museums Association, along with other stakeholders, are kept informed of programs, services, member benefits, and other opportunities, while the security of the personal information shared with and collected by us is maintained.

3. Types of Information We Collect

- i. We may collect personal information of various types, including, but not limited, to the following:
 - i. Name, job title, and place of work or study
 - ii. Contact information, including email address, mailing address, and phone number
 - iii. Demographic information, such as postal code
 - iv. Other information relevant to membership, program, and event surveys
 - v. References for volunteering with the AMA
 - vi. Financial details for credit card processing received by phone or email
 - vii. Dietary restrictions and other accommodation requests
- ii. We collect this information from various sources, including, but not limited, to the following:

- i. Individual Membership application information
- ii. Institutional Membership application information
- iii. Voluntary disclosure, such as through surveys of members, event participants, and program participants
- iv. Donation information
- v. Recognized Museum Program applications
- vi. Grant applications
- vii. Program and event registrations

4. What We Use Personal Information For

- i. For internal record keeping, including processing membership applications, program applications, payments, donations, and tax receipts
- ii. To deliver membership benefits, including running programs and events, and providing services
- iii. With prior consent, to periodically send emails about programs, services, member benefits, or other information of interest to the membership, sent to the email address provided to the AMA
- iv. For the development of AMA programs, events, projects, and services
- v. For museum advocacy conducted by the AMA on behalf of the membership
- vi. To ensure individual preferences and accommodation requests are met for individuals attending AMA events and programs, e.g. dietary requirements and accessibility requirements
- vii. With prior consent, to compile contact information for event attendees in order to create and share a contact sheet to enable attendees to network following the event
- viii. To contact individuals by email, phone, or mail

5. How We Protect Personal Information

The AMA employs reasonable administrative and technical measures to ensure the security of personal information. The AMA uses a secure database, and passwords are updated on a regular basis. The AMA Secretariat only sends / receives information through secure email. No information is saved or distributed through personal devices.

The AMA also protects information by following a comprehensive Membership List Policy that aligns with privacy legislation and that follows “A Donor Bill of Rights” as dictated by the Association of Fundraising Professionals, which is detailed in the AMA’s Fundraising Policy.

6. How and When We Share Personal Information

- i. We will not sell, distribute, or lease personal information to third parties.
- ii. Event delegate lists are shared with delegates that attend the AMA's annual conference or other learning opportunities. These lists, containing information collected with consent to distribute, are provided to all attendees.
- iii. Personal and demographic information collected anonymously from member surveys is used in aggregate to communicate data about the museum sector in Alberta, through the AMA's annual report, and in other formal reporting to stakeholders.
- iv. Anonymous program survey information is shared amongst the AMA Secretariat and with instructors and / or contractors in the development and redevelopment of new or ongoing programs.
- v. The AMA shares names of all donors (unless they have chosen to remain anonymous), volunteers, contractors, sponsors, and vendors in its annual report, as well as the names of select program users (e.g., users of the Grants Program and graduates of the Certificate in Museums Studies Program).

7. A Note about Our Websites

The AMA is committed to respecting the personal privacy of our website visitors. The AMA uses a secure website that does not use cookies or collect IP addresses. The Members Only portion of the AMA website, used for the purpose of updating member records, is a secure portal that is protected by member passwords. The AMA does not store credit card information provided online; it is processed securely by an external online payment processing software.

This policy applies to the AMA's websites only. We are not responsible in any way for the privacy practices of other websites, which may be provided as links on the AMA's website.

8. Policy Review

This policy shall be reviewed every two years.

9. AMA Contact Information

If you have questions about this policy, please contact communications@museums.ab.ca.

General contact information for the AMA can be found here:

<https://www.museums.ab.ca/about-us/contact-us.aspx>