

Appendix 1

AOM Privacy Statement

We collect personal information in the regular course of doing business. This document answers some of your most frequently asked questions, and lets you know exactly how we're protecting the information you entrust to us.

What personal information do you collect about me?

We collect the following information about you:

- Name
- Address
- Postal Code
- Phone Number
- Email Address
- Payment card number
- Payment card expiry date
- Purchase history
- Member satisfaction info & opinions about member services
- Identity-based data
- Claims information as provided by the insurer
- Social insurance number

When you visit our web site, we also collect:

- information about your computer, including your IP address, the type of operating system and browser you use, and your computer's location
- what pages you visit on our site and what links you click on

Also, information collected on the online event registration form, with the exception of credit card information which is not retained, is stored briefly on the Web server before it is transferred to our internal membership database when your event registration is processed. The online registration form is SSL encrypted to protect your confidential information.

How do you use this information?

The main reasons we collect personal information from you are:

- To process membership & professional liability insurance applications
- Because it is required by law (to issue T4A's for Professional Development funding)
- To inform equity work at the AOM (see the Ontario Human Rights Commission's document, "[Count Me In](#)")
- To complete a sale/transaction for an event or product
- To manage the AOM professional liability insurance policy

If it's a necessary part of any of these transactions, we may disclose your information to another company. For example, when you provide a credit card payment, we pass on your credit card information to a credit card processing company so we can complete the credit card transaction. Or for example, when you provide your contact information, we pass this along to HIROC so they can process your professional liability insurance information, or to the College of Midwives of Ontario so they can process your Ontario registration, or to the Canadian Association of Midwives so they can process your CAM membership. We also might pass on your name and address to a courier company to complete a delivery.

Use of Personal Information for Secondary Reasons

We also may use your personal information for other, secondary reasons, including:

Member Services e.g. AOM On Call

- Name
- Address
- Postal Code
- Phone Number
- Email Address
- Details needed to provide the service requested

With your consent, we may disclose information about you to suppliers who are providing the member service; for example to legal counsel or HIROC if the AOM On Call line is accessed.

Member Opinions & Complaints

Name
 Address
 Postal Code
 Phone Number
 Email Address
 Member satisfaction info
 Opinions about services

We may disclose your opinions about services or about your satisfaction with AOM activities to the AOM Board of Directors, a relevant AOM committee (for example, all ESW evaluation forms are shared with the ESW Working Group), or to a supplier if the opinion is about the supplier's products or services.

Because it is required by law

- Social insurance number Because it is required by law, we will disclose your information to the Canada Revenue Agency and the auditing firm contracted by AOM to prepare T4A statements when you have received funds from the AOM Professional Development Fund.

Sharing of Personal Information with Third Parties

Sometimes, we share your personal information with other companies, including:

Midwifery related organizations: the AOM Benefits Trust (your contact information and your membership status); your practice group (your membership status e.g. if you are no longer in good standing), HIROC (your professional liability insurance application form), the College of Midwives of Ontario (your membership status), the Canadian Association of Midwives (your contact information and membership status).

Third party contractors: such as a courier company, database development consultant, learning solutions consultant

Other: Auditor, Canada Revenue Agency; Credit card processing firm (Moneris)
We will also disclose your personal information if we are required by law to do so.

How do you get my consent?

When you provide us with personal information to apply for/renew membership, complete a transaction, verify your credit card, place an order, arrange for a delivery of a courier package, we assume you consent to our collecting it and using it for that specific reason only.

If we ask you for personal information for a secondary reason, like satisfaction surveys, we will either ask you directly for your consent or provide you with an opportunity to say no. Saying no is called "opting out". By opting out, you can tell us not to collect the information and/or not to share it with other companies.

How do I opt out?

When we send out surveys and evaluation forms we will inform you that they are voluntary. You can opt out by not submitting these evaluation forms and surveys.

How long do you keep information you have collected about me?

All documents and records are kept in accordance with the AOM Record Retention policy which is available by contacting the AOM.

How do I get more information?

Our staff will be happy to answer any questions you may have about your personal information. If you would like more information about our policies, or you would like to see exactly what personal information we have about you in our records, or you wish to register a complaint, please contact:

Name: Kelly Stadelbauer

Address: 365 Bloor Street East, Suite 800, Toronto ON M4L 3W5

Phone: 416-425-9974

Email: kelly.stadelbauer@aom.on.ca

You can also contact the Privacy Commissioner of Canada for assistance between the hours of 9 am and 5 pm EST, at:

Toll-free: 1-800-282-1376; Phone: (613)995-8210 Fax: (613)947-6850; TTY: (613)992-9190

or by mail at:

112 Kent Street

Place de Ville, Tower B, 3rd Floor, Ottawa, Ontario, K1A 1H3

or on the web at <http://www.priv.gc.ca>

You can also contact your Provincial Commissioner's office for more information:

Office of the Information and Privacy Commissioner of Ontario

2 Bloor Street East, Suite 1400, Toronto, Ontario M4W 1A8

Phone: (416) 326-3333; Toll-free: 1 (800) 387-0073 (free within Ontario)

Email: info@ipc.on.ca; Web Site: <http://www.ipc.on.ca/>

Appendix 2

The AOM is committed to creating and maintaining both an office space and an online experience that is accessible to the widest possible audience, regardless of technology or ability.

This website endeavours to conform to Level AA of the World Wide Web Consortium (W3C) [Web Content Accessibility Guidelines 2.0](#). This site has been built using code compliant with W3C standards for HTML and CSS. The site displays correctly in current browsers and using standards compliant HTML/CSS code means any future browsers will also display it correctly.

Read our [customer service plan](#) for more details about AOM accessibility online and in our office.

Website User Privacy Statement

The AOM is committed to protecting the privacy of all those who use our website. We will only collect personal information that is necessary to fulfill a service that you request. We will take all reasonable measures to protect the personal information collected by the AOM website. We will not disclose personal information collected by the AOM to any organization or agency without your prior consent. We will never sell, rent or trade your personal information to another organization or agency.

Personal Information Collected

When you visit our website, you may voluntarily provide us with personal contact information in order to be put on our mailing list or to receive educational materials. In order to register for an AOM event you may choose to provide us with contact and credit card information. The online registration system is SSL encrypted to protect your personal information.

Non Personal Information Collected

When you visit our website, information on your IP address, the type of operating system and browser that you use and your computer's location will automatically be collected. We will also collect information on what pages you visit on our website and what links you click on. The AOM may use this information to improve our website and we may disclose aggregate data based on this information to our affinity program suppliers for statistical purposes. This tracking system does not record personal information.

Links and Privacy

The AOM Privacy Statement for Website Users applies only to the AOM website. When you leave this site by clicking on a link, the policies of the site you are visiting apply and the AOM assumes no responsibility for the content or operation of that site.

If you would like more information regarding AOM privacy policies and procedures, please contact: [Kelly Stadelbauer](#), Executive Director.