



OUTSIDE LOOKING IN

Effective Date: April 4, 2022



PRIVACY POLICY

50 Generations Drive,
Suite 226,
Ohsweken, ON N0A 1M0
Canada

T: +1 (855) 946-5448
E: info@olishow.com
W: www.olishow.com

Charitable Registration Number:
81551 7099 RR0001

Introduction

Outside Looking In (OLI) is committed to protecting the privacy of the personal information of its participants, donors, supporters, volunteers, mentors, and award recipients. OLI is highly mindful of the value of trust placed in us by our stakeholders and the public. In recognition of this trust, OLI strives to be transparent and accountable in how we treat the personal information you choose to share with us.

In our mission of empowering Indigenous youth, we raise funds to support youth in unlocking their full potential through the transformative power of dance. We also raise funds to provide Indigenous youth with leadership and mentorship opportunities, work placement opportunities, and access to post-secondary education programs. For these purposes, we frequently gather and use personal information. OLI complies with privacy best practices reflected in the Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable privacy laws.

Consent

By providing us with personal information for any of the reasons described in this policy, you understand that you consent to our collecting it and using it for that reason or as allowed or required under the law

Personal Data We Collect

OLI collects and maintains personal information about individuals with whom we interface. The information we collect is relevant for purposes that a reasonable person would consider appropriate for the functions and programs in which OLI engages. These include:

- Contact information for participants such as name, address, phone number(s), email address(es), references
- Academic information for participants such as academic transcripts, educational background, and attendance records.
- Employment information such as previous jobs held, job titles, duration of employment and references.
- Statistical information such as age and gender.
- Contact information such as your name, address, business address (if any), telephone number(s) and email address;
- Donor Information such as the date of the gift, amount of gift, the program of contribution (if any), partner's name if it was a joint gift, and receipt number.
- Financial information such as your payment methods and preferences, billing and banking information;

- Product related information and purchase history concerning the sale of any OLI branded merchandise;
- Other personal information used for purposes that a reasonable person would consider appropriate given the circumstances.

When you visit our website, we also automatically collect summative data to better understand how our website is used to make sure we present our information and digital content in the best possible way. This data also allows us to improve the performance of our Site for our users and contributes to our efforts toward search engine optimization. The information automatically collected on our website includes:

- IP address;
- Location;
- Hardware and software details;
- Clicked links; and
- Content viewed.

Purpose for Collecting Personal Information

OLI collects personal information to further its mission of empowering Indigenous youth through dance, leadership and mentorship opportunities, work placement opportunities, and access to post-secondary education programs. The information also ensures we can actively manage and maintain our relationship with you. Certain information is collected to satisfy the requirements of the Canada Revenue Agency.

The list below provides some of the primary reasons we collect information from you:

- To process donations and conduct fundraising activities,
- To perform program evaluations and research;
- To gain location information, feedback from programming, history of interactions, and other data collected for other areas identified herein;
- To inform you of and keep you up to date regarding our activities, programs, successes, campaigns, and initiatives;
- To maintain our relationship and provide you with information about us;
- To carry out other purposes that are disclosed to you and to which you consent;
- To carry out any other purpose permitted or required by law or regulatory requirements.

Use of Personal Information

The information we collect will not be used for any purpose other than described in this Privacy Policy, except where you have given consent to do so or where required by applicable law or regulatory requirements.

If you choose to subscribe to our electronic communications via our website (www.olishow.com), we will use your personal information to send you our newsletters, program updates, special announcements, and event details. We may also occasionally invite you to participate in surveys or contests.

Sharing of Personal Information

OLI engages third-party service providers to perform a variety of functions. These include, but are not limited to, mailing brochures, processing donations, processing merchandise orders, conducting research and providing technical services in maintaining our website and related IT infrastructure.

These third-party providers have access to personal information if needed to inform the functions for which they are retained. However, we direct that those providers may only use such personal information to perform their roles and may not use it for any other purpose or further disclose your personal information.

We may also work with third-party providers to deliver digital content and information to you on third-party websites or platforms. We may share information such as your name, address, email or other identifying information with third parties to allow them to match our records with theirs. This allows us to display better the information we think may be of interest to you on the third-party website. These providers may include social media platforms such as Facebook, Instagram, YouTube, and Twitter. We recommend that you review these providers' privacy and data policies on their respective websites.

Some of our third-party service providers could be located outside Canada and may be subject to the laws of the foreign jurisdiction in which they are located. As a result, this information may be subject to access requests from governments, courts, or law enforcement in those jurisdictions.

We reserve the right to transfer any personal information we have if we merge with or are acquired by a third party or should any such transaction be proposed. We may also use or disclose personal information to third parties if we have reason to believe that using or disclosing such information is necessary to:

- (i) conduct investigations of possible breaches of law;
- (ii) identify, contact, or bring legal action against someone who may be violating an agreement they have with us;

- (iii) investigate security breaches or cooperate with government authorities pursuant to a legal matter;
- (iv) to protect our rights, safety or property.

Privacy Practices

All personal information collected by OLI is kept in confidence. Our staff are authorized to access personal information based only on their need to deal with the information for the reason(s) it was obtained or as may be permitted or required by law or regulatory requirements. Our employees are bound by strict confidentiality agreements, and a breach of this agreement would result in the employee's termination.

We also take further measures to help ensure the integrity of this information is maintained and prevent it from being lost or destroyed. We manage all personal information we collect from our offices in Ontario.

Although we have taken measures to help protect any personal information collected from unauthorized use, access, disclosure, misuse, alteration or destruction, no security measures can provide absolute protection. We cannot ensure or warrant the security of any information you provide to us.

We collect, use and disclose personal information only for purposes that a reasonable person would consider appropriate in light of the circumstances. Our stakeholders are given opportunities to choose how often and in what way they wish to hear from us. Our supporters and other stakeholders may opt-out of receiving materials or solicitations at any time. Our supporters may also opt out of having their information used or shared for purposes beyond those for which it was collected.

Filming and Photography

By entering an OLI event or participating in an OLI program, you enter an area where photography, audio, and video recording may occur.

By entering the event premises, you consent to interview(s), photography, audio recording, video recording and its/their release, publication, exhibition, or reproduction to be used for news, webcasts, promotional purposes, telecasts, advertising, including on websites, social media, or any other purpose by OLI, its affiliates and representatives and persons acting at its instruction or for its benefit. Images, photos and/or videos may be used to promote OLI events in the future, highlight the event and exhibit the capabilities of OLI. You release OLI, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication and use of interviews, photographs, computer images,

video and/or sound recordings, including the use of your image, likeness, voice, and/or comments as may be included therein.

By entering the event premises, you waive all rights you may have to any claims for payment or royalties in connection with any use, exhibition, streaming, webcasting, televising, or other publication of these materials, regardless of the purpose or sponsoring of use, exhibiting, broadcasting, webcasting or other publication, irrespective of whether a fee for admission or sponsorship is charged. You also waive any right to inspect or approve any photo, video, or audio recording taken by OLI or the person or entity designated to do so by OLI.

You have been fully informed of your consent, waiver of liability, and release before entering the event.

Website and E-Commerce

Our website is managed and operated by OLI to benefit our participants, supporters, and other stakeholders.

All personal information, such as email addresses and financial information collected on the OLI website, is knowingly and specifically supplied by the website user.

We use password protocols and encryption software to protect the personal and other information we receive when a product or service is requested and/or paid for online. All personal information related to credit card information is encrypted using Secure Socket Layer (SSL) 128-bit encryption. Known as USA/Canada grade encryption, SSL 128-bit encryption is currently the strongest export-grade encryption available. OLI does not retain credit card information after completing an online transaction.

Minors

We do not knowingly collect or use any personal data from children under 13 years of age. If we learn that we have collected personal data from a child under 13 years of age, the personal data will be deleted as soon as possible. If a child under 13 years of age has provided us with personal data, their parent or guardian may contact our privacy officer.

For website users under the age of majority where you live, please obtain your parent or guardian's permission before you send any information about yourself (your name, address, email, address, etc.) to us or anyone else. We encourage parents to get involved with their children's online usage and be aware of the activities they are participating in. If you are the parent or guardian of a minor child that has provided us with personal information, you may contact us to ask that we delete this information.

Cookie Policy

A cookie is a small file stored on a user's hard drive by a website. Its purpose is to collect data relating to the user's browsing habits. You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies entirely in your internet browser, but this may decrease the quality of your user experience. We use the following types of cookies on our website:

- **Analytical cookies**
Analytical cookies allow us to improve the design and functionality of our Site by collecting data on how you access our Site, for example, data on the content you access, how long you stay on our Site, etc.;
- **Targeting cookies**
Targeting cookies collect data on how you use the Site and your preferences. This allows us to personalize the information you see on our Site for you; and
- **Third-Party Cookies**
Third-party cookies are created by a website other than ours. We may use third-party cookies to achieve the following purposes:
 - Monitor user preferences to tailor advertisements and marketing content around their interests.

External Links

The OLI website may contain external links that take you to other websites outside of our control. Any links provided to third party websites outside of our website are provided solely for your convenience

The operation and content of such third-party websites is beyond our control, and we do not endorse in any manner whatsoever or accept any responsibility for the content or other material that may be contained on such websites, the use of such websites, the practices of such websites, including without limitation, with respect to your personal information, or any products or services advertised on or sold through any such websites. We will not be liable under any circumstances for any damages whatsoever, direct or indirect, resulting from any use of this website or any other third-party website linked to this website.

Access, Modify, Delete, or Challenge the Information we Collect

If you would like to know if we have collected your personal information, how we have used your personal information, if we have disclosed your personal information and to who we disclosed your personal information, or if you would like your data to be deleted or modified in any way, please get in touch with our privacy officer.

Modifications

This Privacy Policy may be amended from time to time to maintain compliance with the law and reflect any changes to our data collection process. When we amend this Privacy Policy, we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

Contact Information

If you would like more information about our privacy policies, or you would like to see what personal information we have about you in our records, correct your personal information, or if you wish to opt-out of receiving communications or register a complaint, please contact:

Zohair Khan
Director of Operations / Privacy Officer
Outside Looking In

+1 (855) 946-5448
zkhan@olishow.com

You may also contact the Office of the Privacy Commissioner of Canada for assistance:

30 Victoria Street
Gatineau, Quebec K1A 1H3

Toll-free: +1 (800) 282-1376
Direct: +1 (819) 994-5444
TTY: +1 (819) 994-6591