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# Code for the Protection of Personal Information

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Adopted by Sandhills Credit Union Board of Directors  
(August 4, 2016)  
Reviewed May 10, 2018



## **Introduction**

**S**askatchewan Credit Union and its employees have always been committed to keeping our customer personal information accurate, confidential, secure and private. The Privacy Code that follows builds on this commitment. This code is based on the Credit Union Central of Canada Model Privacy Code and on the Model Code for the Protection of Personal Information (CAN/CSA-Q830-96) included as Schedule 1 of the federal *Personal Information Protection and Electronic Documents Act*. This Code describes how Sandhills Credit Union subscribes to the principles set out in those model codes.

# Principles

*Ten interrelated principles form the basis of the Sandhills Credit Union Code for the protection of Personal Information (“the Code”). Each principle must be read in conjunction with the accompanying commentary.*

## **1. Accountability**

Sandhills credit union is responsible for personal information under its control and shall designate a Privacy Officer who is accountable for the credit union's compliance with the principles of the Code.

## **2. Identifying Purposes**

The purposes for which personal information is collected will be identified by the credit union at or before the information is collected.

## **3. Consent**

Where clearly in the interests of the member, the knowledge and consent of the Member are required for the collection, use, or disclosure of personal information, except in specific circumstances as described within this Code.

## **4. Limiting Collection**

The collection of personal information will be limited to that which is necessary for the purposes identified by the credit union. Information shall be collected by fair and lawful means.

## **5. Limiting Use, Disclosure, and Retention**

Personal information will not be used or disclosed for purposes other than those for which it was collected, except with the consent of the Member or as required by law. Personal information will be retained only as long as necessary for the fulfilment of those purposes.

## **6. Accuracy**

Personal information shall be as accurate, complete, and up-to-date as is necessary

for the purposes for which it is to be used.

## **7. Safeguards**

Personal information shall be protected by security safeguards appropriate to the sensitivity of the information. The credit union shall apply the same standard of care as it applies to safeguard its own confidential information of a similar nature.

## **8. Openness**

The credit union shall make readily available specific, understandable information about its policies and procedures relating to the management of personal information.

## **9. Individual Access**

Upon request, a Member shall be informed of the existence, use, and disclosure of their personal information, and will be given access to that information. A Member is entitled to challenge the accuracy and completeness of the information and have it amended as appropriate. Note: In certain situations, the credit union may not be able to provide access to all the personal information it holds about a member. Exceptions to the access requirement will be limited and specific.

## **10. Compliance**

A Member shall be able to question compliance with the above principles to the credit union's Privacy Officer. The credit union will have policies and procedures to respond to the Member's questions and concerns.

## **Definitions**

*The following definitions apply in this Code:*

### **Collection**

The act of gathering, acquiring, or obtaining personal information from any source, including Third Parties, by any means.

### **Consent**

Voluntary agreement with what is being done or proposed. Consent can be either express or implied. Express consent is given explicitly, either orally or in writing. Express consent is unequivocal and does not require any inference on the part of Sandhills Credit Union. Implied consent arises where consent may reasonably be inferred from the action or inaction of the Member.

### **Disclosure**

Making personal information available to others outside Sandhills Credit Union.

### **Organization**

Includes an organization, partnership, association, business, charitable organization, club, government body, institution, professional practices and unions.

### **Privacy Officer**

The person within the credit union who is responsible for overseeing the collection, use, disclosure and protection of the members' personal information, and the credit union's day-to-day compliance with the Code.

### **Personal information**

Any information that is about or can be linked to an identifiable individual, but does not include the name, title or business address or telephone number of an employee of an organization.

### **Third Party**

Any person or organization other than Sandhills Credit Union or the Member.

### **Subsidiary**

A company or organization wholly-owned or controlled by the credit union.

### **Use**

The treatment and handling of personal information within Sandhills Credit Union.

### **Person**

Includes an individual and an entity.

### **Member**

Includes members and nonmembers that receive financial services from the credit union.

# **Principles 1: Accountability**

## **What is Personal Information?**

Sandhills Credit Union is responsible for personal information under its control and will designate a Privacy Officer who is accountable for Sandhills Credit Union's compliance with the principles of this Code.

## **Role and Duties of the Privacy Officer**

Ultimate accountability for Sandhills Credit Union's compliance with the principles rests with the Sandhills Credit Union Board of Directors, who delegate day-to-day accountability to a Privacy Officer. Other individuals within Sandhills Credit Union may be accountable for the day-to-day collection and processing of personal information, or to act on behalf of the Privacy Officer.

## **Notification Internally**

Sandhills Credit Union will identify to its members the Privacy Officer who is responsible for the day-to-day compliance with the principles.

## **What is Comparable Level of Protection**

Sandhills Credit Union is responsible for personal information in its control. Sandhills Credit Union will use contractual or other means to provide a comparable level of protection while the information is being processed by a third party.

## **Policies and Procedures to Protect Personal Information**

Sandhills Credit Union will implement policies and procedures to give effect to the principles, including:

- (a) Procedures to protect personal information;
- (b) Procedures to receive and respond to concerns and inquiries;
- (c) training staff to understand and follow Sandhills Credit Union's policies and procedures; and
- (d) Annual review of the effectiveness of the policies and procedures to ensure compliance with the Code and consideration of any revisions as deemed appropriate.

## **Principle 2 - Identifying Purposes**

### **What are the Purposes for Personal Information Use**

The purposes for which personal information is collected shall be identified by Sandhills Credit Union when or before the information is collected.

### **How Purposes must be documented**

Sandhills Credit Union will document the purposes for which personal information is collected prior to the information being collected.

### **What Constitutes a “Reasonable Effort**

Sandhills Credit Union shall make reasonable efforts to ensure that the member is aware of the purposes for which personal information is collected, including any disclosures to third parties.

### **General Identification Purposes**

Identified purposes for which personal information is being collected at or before the time of collection also defines the information needed to fulfill these purposes. The credit union will collect personal information for the following purposes:

- to understand the member’s needs;
- to determine the suitability of the products or services for the member or the eligibility of the member for products and services;
- to develop, offer and manage products and services to meet the member’s needs;
- to provide ongoing service;
- to detect and prevent fraud, and to help safeguard the financial interests of the credit union and its members;
- to meet legal and regulatory requirements; and
- to meet personnel requirements

### **Specification of Purposes to be in Writing**

The identified purposes should be specific to the individual from whom the personal information is being collected. This can be done orally, electronically or in-writing. An application form with the purposes highlighted, for example, may give notice of the purposes.

### **New Purposes**

When personal information that has been collected is to be used for a purpose not previously identified, the new purpose shall be identified prior to use. Unless the new purpose is required by law, the consent of the individual is required before information can be used for that purpose.

## **Principle 3 – Consent**

### **General Provisions**

Where clearly in the interests of the individual:

The knowledge and consent of the member are required for the collection, use, or disclosure of personal information, except in specific circumstances as described within this Code.

In certain circumstances personal information may be collected, used, or disclosed without the knowledge or consent of the member. These circumstances include, but are not limited to:

- the collection is clearly in the interests of the Member and consent cannot be obtained in a timely way;
- avoid compromising information availability or accuracy and if reasonable to investigate a breach of an agreement or a contravention of the laws of Canada or a province;
- where the information is considered by law to be publicly available;
- to act in respect of an emergency that threatens the life, health or security of a Member;
- Investigate an offence under the laws of Canada, a threat to Canada's security, to comply with a subpoena, warrant or court order, or rules of court relating to the production of records, or otherwise as required by law.
- A government institution or next of kin if the individual has been or may be the victim of financial abuse, and disclosure is made for the purpose of preventing or investigating the abuse. It must be reasonable to expect the disclosure of knowledge and consent would compromise the ability to prevent or investigate the abuse;
- communicating with next of kin;
- Identification of an injured, ill or deceased person. Note: If the individual is alive, he or she must be notified of the disclosure without delay.

Note: this is not an exhaustive list. You should always check with the Privacy Officer before disclosing personal information without consent and/or knowledge of the member

### **The Timing of Consent**

Consent is required for the collection of personal information and the subsequent use or disclosure of this information. In certain circumstances, consent may be sought after the information has been collected but before use (for example, when existing information is to be used for a purpose not previously identified).

Sandhills Credit Union may be required to collect, use, or disclose personal information without a Member's consent for certain purposes, including the collection of overdue accounts, legal or security reasons.

### **General Procedures to explain Purposes**

The principle requires "knowledge and consent". Sandhills Credit Union shall make a reasonable effort to ensure that Members are aware of the purposes for which the information will be used.

To make the consent meaningful, the purposes must be stated in such a manner that the member can reasonably understand how the information will be used or disclosed.

### **Limits on Information Collection to that required for Legitimate Purposes**

Sandhills Credit Union shall not, as a condition of the supply of a product or service, require a member to consent to the collection, use, or disclosure of information beyond that required to fulfil explicitly specified and legitimate purposes.

### **Sensitivity of Personal Information**

In determining the form of consent to use, Sandhills Credit Union shall take into account the sensitivity of the information. Although some information (for example, medical and income records) is almost always considered to be sensitive, any information can be sensitive depending on the context.

### **Reasonable Expectations of the Individual**

In obtaining consent, the reasonable expectations of the member are also relevant. For example, a member should reasonably expect Sandhills Credit Union to periodically supply information on credit union developments, products and services, and to provide ongoing services.

Similarly, further consent will not be required when personal information is supplied to agents of Sandhills Credit Union to carry out functions such as data processing. In this case, the credit union can assume that the Member's request constitutes consent for specifically related purposes.

On the other hand, a member would not reasonably expect that personal information given to Sandhills Credit Union would be given to a third party company selling insurance products, unless consent was obtained.

Consent will not be obtained through deception.



## **Ways to Obtain Consent**

The way in which Sandhills Credit Union seeks consent may vary, depending on the circumstances and the type of information collected. Sandhills Credit Union will seek express consent when the information is likely to be considered sensitive. Implied consent would generally be appropriate when the information is less sensitive.

Members can give consent:

- (a) in writing, such as when completing and signing an application;
- (b) through inaction, such as failing to check a box indicating that they do not wish their names and addresses to be used for optional purposes;
- (c) orally, such as when information is collected over the telephone or in person;
- (d) at the time they use a product or service; and
- (e) Through an authorized representative (such as a legal guardian or a person having power of attorney).

## **Withdrawing Consent**

A Member may withdraw consent at any time, subject to legal or contractual restrictions, provided that:

- (a) reasonable notice of withdrawal of consent is given to Sandhills Credit Union;
- (b) consent does not relate to a credit product requiring the collection and reporting of information after credit has been granted; and
- (c) The withdrawal of consent is in writing and includes understanding by the member that withdrawal of consent could mean that Sandhills Credit Union cannot provide the member with a related product, service or information of value.
- (d) The credit union shall inform the member of the implication of such withdrawal.

## **Principle 4 – Limiting Collection**

The collection of personal information will be limited to that which is necessary for the purposes identified by Sandhills Credit Union. Information shall be collected by fair and lawful means.

### **Specific Information Collection Requirements**

Sandhills Credit Union will not collect personal information indiscriminately. Sandhills Credit Union shall specify both the amount and the type of information collected, limited to that which is necessary to fulfill the purposes identified, in accordance with Sandhills Credit Union's policies and procedures.

### **Fair and Lawful Means**

Sandhills Credit Union shall collect personal information by fair and lawful means, and not by misleading or deceiving members about the purpose for which information is being collected.

## **Principle 5 – Limited Use, Disclosure, and Retention**

Personal information shall not be used or disclosed for purposes other than those for which it was collected, except with the consent of the member or as required by law. Personal information shall be retained only as long as necessary for the fulfillment of those purposes.

### **Documentation of New Purposes**

When Sandhills Credit Union uses personal information for a new purpose, the purpose shall be documented.

### **Procedures in Response to Subpoenas, Warrants and Court Orders**

Sandhills Credit Union shall protect the interests of members by taking reasonable steps to ensure that:

- (a) orders or demands comply with the laws under which they were issued;
- (b) only the personal information that is legally required is disclosed and nothing more; and
- (c) casual requests for personal information are denied; and
- (d) personal information disclosed to unrelated Third Party suppliers of non-financial service is strictly limited to programs endorsed by the credit union or Canadian Credit Union System

Sandhills Credit Union will make reasonable efforts to notify member that an order has been received, if not contrary to the security of Sandhills Credit Union and if the law allows it. Notification may be by telephone, or by letter to a Member's usual address.

### **Collection, Use or Disclosure of Health Records**

The member's health records at Sandhills Credit Union may be used for credit applications and related insurance purposes. These health records will not be collected from, or disclosed to, any other organization.

### **Guidelines for the Retention of Personal Information**

Sandhills Credit Union shall maintain guidelines and procedures with respect to the retention of personal information. These guidelines include minimum and maximum retention periods. Personal information that has been used to make a decision about a member will be retained long enough to allow the individual access to the information after the decision has been made. Sandhills Credit Union may be subject to legislative requirements with respect to retention of records.

### **Guidelines for the Destruction of Personal Information**

Subject to any requirement to retain records, personal information that is no longer required to fulfill the identified purposes shall be destroyed, erased, or made anonymous. Sandhills Credit Union shall develop guidelines and implement procedures to govern the destruction of personal information.

## **Principle 6 – Accuracy**

### **General Comments on Accuracy**

Personal information shall be as accurate, complete and up-to-date as is necessary for the purposes for which it is to be used.

### **Processes to Establish Limits to Accuracy**

The extent to which personal information shall be accurate, complete, and up-to-date will depend upon the uses of the information, taking into account the interests of the member. Sandhills Credit Union relies on the members to keep certain personal information, such as address information, accurate, complete and up-to-date.

Information shall be sufficiently accurate, complete, and up-to-date to minimize the possibility that inappropriate information may be used to make a decision about a member.

### **No Routine Updating**

Sandhills Credit Union shall not routinely update personal information, unless such a process is necessary to fulfill the purposes for which the information was collected.

### **Accuracy in Ongoing Use and Disclosure**

Personal information that is used on an on-going basis, including information that is disclosed to third parties, will generally be accurate and up-to-date unless limits to the requirement for accuracy are clearly set out.

## **Principle 7 – Safeguards**

### **General Comments on Safeguards**

Personal information shall be protected by security safeguards appropriate to the sensitivity of the information. Sandhills Credit Union will apply the same standard of care as it applies to safeguard its own confidential information of a similar nature.

### **Safeguards Must Protect against all Possible Threats**

The security safeguards shall protect personal information against loss or theft, as well as unauthorized access, use, copying, modification, disclosure or disposal. Sandhills Credit Union shall protect personal information regardless of the format in which it is held.

### **Safeguards Must Reflect Sensitivity**

The nature of the safeguards will vary depending on the sensitivity, amount, distribution and format of the information, and the method of storage. More sensitive information will be safeguarded by a higher level of protection.

### **Methods of Safeguards**

The methods of protection will include:

- (a) physical measures, for example, locked filing cabinets and restricted access to offices;
- (b) organizational measures, for example, controlling entry to data centres and limiting access to information to a "need-to-know" basis;
- (c) technological measures, for example, the use of passwords and encryption; and
- (d) Investigative measures, in cases where Sandhills Credit Union has reasonable grounds to believe that personal information is being inappropriately collected, used or disclosed.

### **Reminding Employees about Safeguards**

Sandhills Credit Union shall periodically remind employees, officers and directors of the importance of maintaining the confidentiality of personal information.

Employees, officers and directors are required to sign an Oath of Ethical Conduct annually, including a commitment to keep all members personal information in strict confidence.

### **Third Party Safeguards**

Third parties shall be required to safeguard personal information disclosed to them in a manner consistent with the policies of Sandhills Credit Union.

Examples include cheque printing, data processing, credit collection, credit bureaus and card production.

### **Destruction of Personal Information**

Care shall be taken in the disposal or destruction of personal information, to prevent unauthorized parties from gaining access to the information.

### **Records of Breaches of Security Safeguards**

A record of every breach of security safeguards involving personal information shall be kept and maintained.

## **Principle 8 – Openness**

### **General Comments on the Openness Principle**

Sandhills Credit Union will make readily available to members specific, understandable information about its policies and procedures relating to the management of personal information.

### **Guidelines for Openness**

Sandhills Credit Union shall be open about privacy policies and procedures with respect to the management of personal information and will make them readily available in a form that is generally understandable.

## **Information that must be Made Available**

The information made available will include:

- (a) the name or title, and the address of the Privacy Officer who is accountable for compliance with Sandhills Credit Union's policies and procedures and to whom inquiries or complaints can be forwarded;
- (b) the means of gaining access to personal information held by Sandhills Credit Union;
- (c) a description of the type of personal information held by Sandhills Credit Union, including a general account of its uses;
- (d) a copy of any brochures or other information that explains Sandhills Credit Union's policies, procedures, standards or codes; and
- (e) The types of personal information made available to related organizations such as subsidiaries or other suppliers of services.

## **Distribution of Information on Policies and Procedures**

Sandhills Credit Union may make information on its policies and procedures available in a variety of ways. The method chosen depends on the nature of its business and other considerations. For example, Sandhills Credit Union may choose to make brochures available in its place of business, mail information to members, provide on-line access, or establish a toll-free telephone number.

## **Principle 9 – Individual Access**

### **General Comments on the Individual Access Principle**

Upon request, a member shall be informed of the existence, use, and disclosure of their personal information, and shall be given access to that information. A member is entitled to challenge the accuracy and completeness of the information and have it amended as appropriate.

**Note:** In certain situations, Sandhills Credit Union may not be able to provide access to all the personal information it holds about a Member.

Exceptions to the access requirement will be limited and specific.

- providing access would likely reveal personal information about a third party, unless such information can be severed from the record or the third party consents to the disclosure, or the information is needed due to a threat to life, health or security;
- the personal information has been requested by a government institution for the purposes of enforcing any law of Canada, a province or a foreign jurisdiction, carrying out any investigation related to the enforcement of any law, the

- administration of any law, the protection of national security, the defense of Canada or the conduct of international affairs;
- the information is protected by solicitor-client privilege;
- providing access would reveal confidential commercial information, provided this information cannot be severed from the file containing other information requested by the Member;
- providing access could reasonably be expected to threaten the life or security of another person, provided this information cannot be severed from the file containing other information requested by the Member;
- the information was collected without the knowledge or consent of the Member for purposes related to investigating a breach of an agreement or a contravention of the laws of Canada or a province;
- the information was generated in the course of a formal dispute resolution process;
- As an emergency over-ride, the Privacy Officer may be required to make a discretionary decision to provide access to all information about an individual.

### **Obligation to Provide Information and Access**

Upon request, Sandhills Credit Union shall inform a member of the existence, use, disclosure, and source of personal information about the member held by Sandhills Credit Union, and will allow the member access to this information. However, Sandhills Credit Union may choose to make sensitive medical information available through a medical practitioner.

### **Information Required for Identification Purposes**

For Sandhills Credit Union to provide an account of the existence, use, and disclosure of personal information held by Sandhills Credit Union, a member may be asked to provide sufficient information to aid in the search. The additional information provided shall only be used for this purpose.

### **Specificity in Providing Information**

In providing an account of third parties to which it has, or may have, disclosed personal information about a member, Sandhills Credit Union will be as specific as possible, including a list of Third Parties.

### **Timeframe and Method of Response**

Sandhills Credit Union shall respond to a Member's request within a reasonable time and at no cost, or reasonable cost, to the member. The requested information shall be provided or made available in a form that is generally understandable. For example, if Sandhills Credit Union uses abbreviations or codes to record information, an explanation will be provided.

## **Amendment of Information**

When a member successfully demonstrates the inaccuracy or incompleteness of personal information, Sandhills Credit Union shall amend the information as required. Depending upon the nature of the information challenged, amendment involves the correction, deletion, or addition of information. Where appropriate, the amended information shall be transmitted to Third Parties having access to the information in question.

## **Dealing with Unresolved Access Challenges**

When a challenge is not resolved to the satisfaction of the member, the substance of the unresolved challenge shall be recorded by Sandhills Credit Union. When appropriate, the existence of the unresolved challenge shall be transmitted to Third Parties having access to the information in question.

## **Principle 10 – Challenging Compliance**

### **General Comments on Compliance**

A member shall be able to question compliance with the above principles to Sandhills Credit Union's Privacy Officer. Sandhills Credit Union shall have policies and procedures to respond to a member's questions and concerns.

### **Information on Contacting the Privacy Officer**

The Privacy Officer accountable for the credit union's compliance shall be known to staff and identified to members periodically.

### **Complaints Handling Process**

Sandhills Credit Union shall maintain procedures to receive and respond to inquiries or complaints about their policies and procedures relating to the handling of personal information. The complaint procedures will be easily accessible and simple to use.

### **Two Tier Complaints Handling Process**

Members who make inquiries or lodge complaints shall be informed by Sandhills Credit Union of the existence of relevant complaint procedures. If a complaint is not satisfactorily resolved by the credit union's Privacy Officer, it may be taken to the Credit Union Board of Directors. If not resolved there, procedures shall be in place to refer it to Credit Union Central of Canada, to a regulator, or to an independent mediator or arbitrator, as may be appropriate.



### **Measures to be taken when Complaints are justified**

Sandhills Credit Union shall investigate all complaints. If a complaint is found to be justified, Sandhills Credit Union shall take appropriate measures, including revision of the personal information and, if necessary, amending Sandhills Credit Union's policies and procedures.

## **Breach Notification and Reporting**

### **Report to Commissioner**

The credit union shall report to the Commissioner any breach of security safeguards that results in a real risk of significant harm.

### **Notification to Individuals**

The credit union shall notify affected individuals of any breach of security safeguards that result in a real risk of significant harm.

### **Notification to Other Organizations**

The credit union shall notify any other organization or government institution of the breach in order to reduce the risk of harm.