

## **LEVEL 2 – Purpose and General Principles**

Your privacy is important to us

Market, survey and opinion research serves an important function in society. Businesses and governments make better decisions through survey research. As a survey participant, your opinions help companies develop new products, make existing ones better, and improve customer service.

When you participate in research conducted by us, you can be assured that we will protect your privacy. Occasionally, we may re-contact you to validate your responses. We will never misrepresent ourselves or what we are doing.

We have developed rigorous privacy standards that are set out in our detailed privacy policy. If you have any privacy questions or concerns, please contact our Access to Information and Privacy Coordinator:

Access to Information and Privacy Coordinator  
Public Service Health Care Plan Administration Authority  
P.O. Box 2245, Station D  
Ottawa, Ontario K1P 5W4  
[atip-aiprp@pshcp.ca](mailto:atip-aiprp@pshcp.ca)

### **The information that we collect**

When we conduct online research, our invitations and questionnaires clearly identify us and explain the purpose(s) of our contact.

When we contact you, we generally do so for one of the following purposes:

1. To invite you to participate in survey research;
2. To conduct a survey research interview with you;
3. To validate answers you gave in a recent survey we conducted;
4. To update and to ensure that our records of your personal information are correct  
*(applicable only to research panels)*

When you participate in our research, we may ask you for your personal opinions, as well as demographic information, such as your age and household composition. You may refuse to answer certain questions or discontinue participation in a study at any time. If you join our internet research panel, you may rescind your membership at any time by following the opt-out instructions that we include in every email that we send.

We never knowingly invite children under the age of (*insert age depending on pertinent laws*) to participate in research studies without taking measures to ensure appropriate parental consent.

### **Confidentiality of survey responses and contact information**

We combine your survey responses in a given survey with the responses of all others who participate and analyze and report only on those combined responses. We will never intentionally report your individual survey responses.

In addition to keeping your survey responses confidential, we will never sell, share, rent or otherwise transfer your name, address, telephone number or email address to other market research companies, direct marketing companies or anyone else.

### **Use of cookies, log files and other technologies on our website**

Cookies are small text files stored on your computer by a website that assigns a numerical user ID and stores certain information about your online browsing. We use cookies on our survey site to help us provide you a better experience and to provide quality control and validation functions. No personal information is stored on any cookie that we use.

**(May be applicable to panels)** Some of the cookies that we use on this site are required because they identify you as a valid member of our panel, and they protect access to your profile and account information. The privacy settings of your browser must be configured to allow cookies from (*PSHCP website URL*) or you will not be able to register on the (*PSHCP website URL*) panel or access the Members Area of this site. If you wish, you can adjust your browser's settings to delete cookies upon exiting web sites or when you close your browser.

### **Security of personal information**

We inform our employees about our policies and procedures regarding confidentiality, security and privacy, and we emphasize the importance of complying with them. Our security procedures are consistent with generally accepted commercial standards used to protect personal information.

### **Accuracy of personal information**

**(insert company name)** makes reasonable efforts to keep personal information in its possession or control, which is used on an ongoing basis, accurate, complete, current and relevant, based on the most recent information available to us. We rely on you to help us keep your personal information accurate, complete and current by answering our questions honestly.

## **Notification of material changes to this policy**

If we make a material change to this policy or our privacy practices, we will post a prominent notice on this site for 30 calendar days prior to the implementation of the material change and describe how individuals may exercise any applicable choice. Following the implementation of the material change, we will record at the introduction of this policy when the policy was last revised.

## **How to contact us**

Questions regarding this policy, complaints about our practices and access requests should be directed to the Public Service Health Care Plan Administration Authority (PSHCP-AA) Access to Information and Privacy Coordinator via email at [atip-aiprp@pshcp.ca](mailto:atip-aiprp@pshcp.ca) or by mail at

Public Service Health Care Plan Administration Authority  
P.O. Box 2245, Station D  
Ottawa, Ontario K1P 5W4

Attention: Access to Information and Privacy Coordinator

We will investigate all complaints and attempt to resolve those that we find are justified. If necessary, we will amend our policies and procedures to ensure that other individuals do not experience the same problem.