



## **The Lakeland Alliance Privacy and Information Policy**

### **General principles**

The Privacy and Information Policy of the Lakeland Alliance is guided by two principles: the need to share the program's materials, information and results widely and the need to protect the privacy of program participants.

### **Participant privacy**

This program is confidential, non-commercial, non-regulatory and voluntary. The objective is to provide shoreline property owners with the information and resources they need to maintain their shoreline, identify potential private stewardship activities and to seek expert advice as needed.

Information about individual program participants is required for program evaluation and reporting purposes, including follow-up contacts to determine what actions have been taken. In order to respect the privacy of program participants they must be confident that their names and other information will be used for follow-up and program evaluation purposes only.

Personal information will not be published, nor will it be sold or otherwise made available to those with a commercial interest in selling goods and services, nor will it be made available to government or regulatory agencies.

Notwithstanding the above, the Lakeland Alliance reserves the right to publish participant information in ways that do not identify individual participants. (e.g. aggregated data, or individual case studies without names and other identifying characteristics).

### **What information will be collected**

The shoreline visits *may* record detailed information about the home site, shorelines and their ecological condition, potential water issues, agreed action lists and *may* involve confidential discussions about the conditions of individual water and wastewater systems. As stated above the confidentiality of this assessment is one of the main principles of this policy.

### **The Lakeland Alliance will hold information**

All participant information and copies thereof, including copies stored electronically will be transferred to the Lakeland Alliance Coordinator. The KLCOA and the Shoreline Advisors will retain the information for program purposes only and then destroy any and all copies once transferred and will certify in writing that they have done so. This information will remain the

sole property of the Lakeland Alliance and the Alliance Coordinator will be responsible for ensuring its proper use.

Personal information made available to third parties for evaluation purposes will be subject to a contractual agreement as to its appropriate use and will be returned to the Lakeland Alliance on completion.

### **Participant notification**

A copy of this Privacy and Information Policy is available to all program participants upon request. Participants will be asked to sign the acknowledgement form giving permission for their names to be shared with a third party for program evaluation purposes only.

### **Partner Information**

Except insofar as they are also participants as private shoreline property owners is not intended that the privacy policy apply to partner organization representatives, including forum presenters, program supporters and participants in the workshops or other special events. Unless otherwise agreed, identifying information about these partners can be freely published in the interests of promoting the program and its objectives.

Sharing of program information in the interests of program success and replication, and free public access to information, information about program resources, activities and results will be shared widely.

All partner organizations will endeavour to publicize the program to the best of their ability; nature and type distribution of copies will be determined via an agreement with the funding agency.