



Privacy Policy

Why does Whiteworks care about privacy?

Whiteworks has a legal and ethical responsibility to maintain the security, confidentiality and accuracy of all information it collects. Building trust with clients, research participants and associates is Whiteworks primary concern.

What information does Whiteworks consider private & confidential?

Personal Information - information that, by its nature or configuration, can reasonably be expected to identify an individual.

Sensitive Information - information that is not available to the general public and, if disclosed, can reasonably be expected to jeopardize the safety, security, or reputation of a family, community, government, organization or business.

Why does Whiteworks need this information?

You can visit the Whiteworks website or contact Whiteworks at any time without providing personal or sensitive information. There are other times, however, when Whiteworks may request this information from clients and research participants to help shape the results of a research project. As well, associates and business liaisons often provide sensitive information during the course of their work with Whiteworks.

How will Whiteworks protect the privacy of the information it obtains?

Non-Disclosure

Whiteworks and its associates will keep all private information in strict confidence. This applies whether the information is verbal, written, electronic, or in any other format.

Whiteworks may only disclose private information when the individual or parties affected give their consent. When required by law, Whiteworks will disclose information without consent, but only the information that it is legally required and no more.

Aggregation

Information reported by Whiteworks will first be summarized and aggregated so that no personal or sensitive information is disclosed and no person, family, community, government, organization or business is placed at risk.

Website

When you visit the Whiteworks website, no personal information is collected. Whiteworks may collect your IP address, the number, duration and frequency of visits, and the web site you came from and the site you visit next.

This information cannot be traced to a specific individual. Whiteworks uses this information to make the website easier to use and to improve Whiteworks services overall.

How is information kept secure?

Whiteworks has technical, operational, and physical measures in place to protect confidential information from misuse, loss or alteration.

This applies to confidential information collected and stored electronically and in hard copy.

Questions?

Please direct any questions about Whiteworks privacy policy by email to whiteworks@theedge.ca.