

## **Corporate Policy Respecting Participation in a Survey (“Survey Policy”)**

### **What Kind of Privacy Practices Apply to my Participation in a Survey?**

#### *Background and Scope*

The CMA is committed to respecting and protecting the privacy and personal information of all our survey respondents by adhering to this Survey Policy and our Corporate Privacy Policy Respecting the Collection, Use and Disclosure of Personal Information (“Privacy Policy”). This Survey Policy applies to surveys, polls and research studies<sup>1</sup>. Where the Privacy Policy refers to “website”, “site” or “cma.ca”, these terms include any programs or software used during your participation in a survey.

This policy applies to the CMA and Joule Inc. This policy does not apply to MD Financial Management Inc<sup>2</sup>.

#### *Access to Identifiable Information*

Only the following people will have access to identifiable data:

- Specifically trained staff working with the data;
- Contractually-bound, or approved by us researchers or organizations; or
- Third parties who help us administer the survey, provide software tools, or who help us analyze the information collected.

In all other circumstances, no identifiable information that is collected will be shared with third parties at any time unless it is shared in accordance with CMA’s Privacy and Survey Policies, or we clearly disclose to you in advance what identifiable information may be shared. Data collected through this survey may be processed and stored in other countries and the governments, courts or law enforcement or regulatory agencies may be able to obtain disclosure of your information under a lawful order made in that country.

#### *Use of Anonymized Aggregate Data*

We may share anonymized aggregate data with others. For example, we may use any or all ideas and comments, in anonymous aggregate form for policy development, for advocacy work and engagement efforts. For statistical accuracy purposes, CMA will not publish anonymized aggregated data where the cohort/group of interest has fewer than 30 respondents. For respondent confidentiality purposes, CMA will not publish

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<sup>1</sup> Periodic research studies are carried out with Research Ethics Board approval.

<sup>2</sup> MD Financial Management includes MD Financial Management Inc. and its subsidiaries and affiliates.

aggregate data where the cell size is less than 5, or other number which could result in the disclosure of identifiable personal information.

## **What Else Do I Need to Know About Participating In A Survey?**

### *Terms and Conditions*

In addition to the cma.ca [Terms and Conditions](#) and [Privacy Policy](#), you understand that when answering a survey, poll and/or study the following terms and conditions apply:

### *Copyright*

You agree that any answers or content that you submit grants us the non-exclusive irrevocable right to use that information in perpetuity. You waive all moral rights in your content. Subject to our Terms and Conditions, Privacy Policy and this Survey Policy, you permit us to display, copy, translate, publish, distribute, transmit, print and use this information.

### *No reproduction of information in survey*

From time to time, we may provide you with information that is confidential; you will be asked not to share or use the information in any way other than as set out.

## **What If I Have A Question or Concern?**

You may address any questions or concerns relating to the Privacy Policy or the Survey Policy or privacy practices to the Chief Privacy Officer, 1867 Alta Vista Drive, Ottawa, Ontario, K1G 5W8, [privacy@cma.ca](mailto:privacy@cma.ca) or 800 663 7336 x 8256. For more information about your personal privacy rights, you might contact the Privacy Commissioner of Canada at [www.privcom.gc.ca](http://www.privcom.gc.ca) or the applicable privacy commissioner in your province or territory.