

Privacy Policy

1. Intent

- 1.1. Workforce WindsorEssex is committed to protecting the privacy, confidentiality, and security of personal information collected through our Websites and related digital services. This policy explains what information we collect, how we use it, how it is protected, and the choices available to you.

2. Scope

- 2.1. This Privacy Policy applies to all websites owned and operated by Workforce WindsorEssex, including any current or future Workforce WindsorEssex websites and web properties (collectively, the “Websites”).

3. Who We Are

- 3.1. Workforce WindsorEssex is a not-for-profit organization that supports workforce planning, research, system coordination, digital workforce tools, and community partnerships.
- 3.2. If you have questions about this Privacy Policy or our privacy practices, please contact:
Justin Falconer
Workforce WindsorEssex
Email: info@workforcewindsoressex.com
Phone: 226-674-3220

4. Definitions

- 4.1. **Personal Information:** Information about an identifiable individual, including but not limited to name, contact information, identifiers, employment information, images, online identifiers, and system activity logs.
- 4.2. **Third Party / Vendor:** Any external organization that provides hosting, software, analytics, communications, or operational services on behalf of Workforce WindsorEssex.

5. Policy

5.1. What Personal Information We Collect

5.1.1. Information You Provide Voluntarily

- 5.1.1.1. You may choose to provide personal information when you:
- Submit a contact form or inquiry
 - Register for an event or webinar
 - Subscribe to newsletters or email updates
 - Complete surveys or feedback forms
 - Participate in consultations or engagement activities

- Create or manage a user account on a Workforce WindsorEssex-operated platform

5.1.1.2. This information may include your name, email address, organization, job title, phone number, and any information you include in your message or submission.

5.1.2. Automatically Collected Website Information

5.1.2.1. When you visit our Websites, certain technical information may be collected automatically, including:

- IP address
- Browser type, device type, and operating system
- Pages visited, time spent on pages, and navigation patterns
- Referring website, campaign source, or link (including tagged campaign URLs)
- Cookies, pixels, and similar technologies

5.1.2.2. We use analytics and measurement tools, including Google Analytics 4, and may use advertising or marketing pixels and similar technologies (for example, pixels provided by platforms such as Meta, Google, LinkedIn, Spotify, Reddit, or comparable services) to:

- Understand how visitors use our Websites
- Measure the effectiveness of communications and campaigns
- Improve website performance and user experience
- Support outreach, awareness, and marketing activities

5.1.2.3. Campaign URLs and tracking parameters may also be used to understand how visitors arrive at our Websites (for example, from email campaigns, social media, or partner links).

5.1.2.4. These tools may place cookies or collect usage data in accordance with their own privacy practices.

5.1.3. Platform and Account Information

5.1.3.1. If you access a Workforce WindsorEssex-operated digital platform or tool through our Websites, we may collect account information such as your name, email address, role, login history, and system usage information.

5.1.3.2. Passwords are not visible to Workforce WindsorEssex staff.

5.2. How We Use Personal Information

5.2.1. We use personal information for the following purposes:

- Responding to inquiries and requests
- Delivering newsletters, updates, and communications you have requested
- Registering and managing event participation
- Conducting surveys, research, and engagement activities
- Operating and improving our Websites and digital tools
- Monitoring system performance, reliability, and security
- Meeting legal, regulatory, and contractual obligations

5.2.2. We collect only the information necessary for these purposes.

5.3. Consent

5.3.1. By providing personal information through our Websites, you consent to its collection, use, and disclosure in accordance with this Privacy Policy, unless otherwise permitted or required by law. If you do not consent to the terms of the Policy, you should immediately discontinue any use of this website.

5.3.2. You may withdraw consent at any time, subject to legal or contractual restrictions, by contacting us.

5.4. How We Share Information

5.4.1. We do not sell personal information.

5.4.2. We may share personal information:

- With authorized Workforce WindsorEssex staff for operational purposes
- With trusted service providers that support website hosting, analytics, email distribution, event management, survey tools, and technical services
- Where required by law or regulatory authority

5.4.3. Service providers are expected to safeguard personal information and use it only for the services they provide.

5.4.4. Some service providers may store or process information outside of Canada, which may be subject to the laws of those jurisdictions.

5.5. Cookies and Tracking Technologies

5.5.1. Our Websites use cookies, pixels, tracking parameters, and similar technologies to:

- Enable website functionality
- Analyze website traffic and usage patterns
- Measure the effectiveness of communications and campaigns
- Support outreach and marketing activities

- Improve user experience and website performance

- 5.5.2. This may include the use of analytics tools (such as Google Analytics 4) and advertising or marketing pixels provided by third party platforms (for example, Meta, Google, LinkedIn, Spotify, Reddit, or similar services).
- 5.5.3. Campaign URLs and tracking parameters may be used to understand how visitors arrive at our Websites and how campaigns perform.
- 5.5.4. Some third-party technologies may collect information directly through cookies or pixels in accordance with their own privacy policies.
- 5.5.5. You can manage or disable cookies through your browser settings. Disabling cookies may affect certain website features.

5.6. Safeguards and Security

- 5.6.1. Workforce WindsorEssex uses reasonable administrative, technical, and organizational safeguards to protect personal information against loss, theft, unauthorized access, disclosure, or misuse.
- 5.6.2. Access to personal information is limited to authorized staff based on job responsibilities. Systems use secure hosting environments, access controls, and password management practices.
- 5.6.3. No system can be guaranteed to be completely secure. Individuals share information at their own risk.

5.7. Retention

- 5.7.1. Our website is hosted in Canada.
- 5.7.2. Personal information is retained only as long as necessary to fulfill the purposes for which it was collected and to meet legal, contractual, and operational requirements. Information is securely destroyed or anonymized when no longer required.

5.8. Access and Correction

- 5.8.1. You may request access to the personal information we hold about you and request corrections where appropriate, subject to legal limitations.
- 5.8.2. Requests should be directed to the Privacy Contact listed above.

5.9. External Links

- 5.9.1. Our Websites may contain links to external websites. Workforce WindsorEssex is not responsible for the privacy practices or content

of external sites. Users are encouraged to review the privacy policies of any external websites they visit.

5.10. Children's Privacy

- 5.10.1. Our Websites are not intended for children under the age of 13, and we do not knowingly collect personal information from children through our Websites.

6. Review

- 6.1. This Privacy Policy may be updated from time to time to reflect changes in our practices, technology, or legal requirements. The most current version will be posted on our Websites with the effective date.
- 6.2. CEO shall be responsible for conducting the policy review and making updates or revisions as necessary.
- 6.3. The Board of Directors may review this policy.

7. Copyright

- 7.1. Workforce WindsorEssex maintains the copyright for all original material on our Websites, including all text, graphics, images, HTML code, multimedia clips, icons, the selection and compilation of the contents of the Websites (collectively the "Contents").
- 7.2. The Contents on Workforce WindsorEssex Websites and its compilations are protected by Canadian and international copyright laws. Unauthorized use of the Contents may violate copyright and other laws. You may make a single copy of the Contents on this Website for non-commercial, personal or educational use only. Copying, repackaging, redistributing or modifying the Contents provided by this Website, in whole or in part, in printed or electronic format, is strictly prohibited.