Last Modified: Aug 24, 2026

Privacy Policy

Commitment to Privacy

Helicopters Without Borders ("**HWB**", "we", "us", "our") are committed to protecting the privacy of our employees, contractors, volunteers, donors, clients and customers. This privacy policy (the "**Privacy Policy**") describes how we collect, use, disclose, and safeguard personal information in accordance with applicable privacy legislation, including the *Personal Information Protection and Electronic Documents Act* and the *Personal Information Protection Act*, and with respect for the First Nations principles of ownership, control, access, and possession ("**OCAP**").

Scope of Privacy Policy

In this Privacy Policy, "personal information" means information about an identifiable individual. This includes a person's name, home address, personal telephone number and email. Not all information shared with us is considered personal information: for example, business contact information and publicly available information exempted under applicable privacy legislation are not considered personal information.

We are committed to respectful and culturally appropriate handling of information in alignment with the principles of OCAP to appropriately collect, protect and use First Nations' data and information. We support First Nations' information governance and consider OCAP in developing our privacy protection measures.

We will only collect, use, or disclose personal information that is necessary to fulfill the purpose of the collection.

What Personal Information We Collect

We may collect and process your personal information through our website, during interactions with you and in the course of our operations. We collect your personal information in various ways, including direct interactions through forms or correspondence, and through automated technologies, such as cookies, as you navigate our website. The personal information we may collect includes:

1. personal information such as first and last name;
2. contact information such as physical address, email address and telephone number;
3. biographical information such as date of birth, occupation and employer;
4. financial information such as billing address, bank account and payment information;
5. health services information such as details of the type of services we have rendered;
6. recruitment information such as education and employment history and other information relevant to potential recruitment or association to or with us; and
7. information provided to us by or on behalf of our clients or generated by us in the course of providing our services, which may, where relevant, include special categories of personal information (such as race, ancestry, sex, gender, health, etc.).

Our website may use cookies to support website functionality and analytics. You may disable cookies, though some features may not operate properly.

How We Use Personal Information

Personal information collected by us is used only for the purposes described in this Privacy Policy, or for other purposes which are disclosed to you and to which you consent.

We may use your personal information in a variety of ways, which include to:

1. provide our services and conduct our operations;
2. share information with third parties for the purpose of providing our services;
3. fulfill our legal, regulatory, or risk management obligations;
4. respond to requests for information or enquiries from visitors to our website;
5. provide details of our services for marketing and business development purposes; and
6. make changes to our business.

How We Disclose Personal Information

We may disclose your personal information, which include:

1. to third parties, where such disclosure is necessary to provide our services or where you have instructed us to disclose your personal information to such parties;
2. to anyone we reasonably believe is your agent;
3. to contractors, service providers, funders, and other third parties we use to support our business and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this Privacy Policy;
4. where you consent; and
5. where we are otherwise required or authorized by law to do so.

Retention of Personal Information

Except as otherwise permitted or required by applicable law or regulation, we only keep personal information for as long as it is necessary for us to provide our services. Personal information about an individual that is no longer required to fulfill the purposes for which it was collected is disposed of securely.

Under most circumstances we may anonymize personal information so that it can no longer be associated with you. We reserve the right to use such anonymous and de-identified data for any legitimate business purpose without further notice to you or consent from you.

Security of Personal Information

We use physical, electronic and administrative measures to protect personal information from accidental loss, unauthorized access, use, alteration, and disclosure.

No method of transmitting information is completely secure. Although we take appropriate measures to protect your personal information, there is always a risk that it may be lost, intercepted or misused and we cannot guarantee the security of personal information.

Consent and Control Over Personal Information

It is important to us that we collect, use or disclose your personal information only where we have your consent to do so or as provided in this Privacy Policy. Depending on the sensitivity of the personal information, consent may be express, implied or deemed. Express consent can be given orally, electronically or in writing. Implied consent is consent that can reasonably be inferred from your action or inaction. Deemed consent is consent we assume in the event that you do not exercise an opt-out mechanism offered to you.

If you provide any personal information to us, we assume that you consent to the collection, use and disclosure of your personal information as outlined in this Privacy Policy. If you provide personal information about another person to us, we assume you have the consent of that individual to enable us to collect, use or disclose their information as described in this Privacy Policy.

If you do not consent, please do not provide your personal information or, where applicable, exercise the opt-in or opt-out options offered.

We may also collect, use or disclose your personal information without your consent to comply with applicable laws or court orders.

You may change or withdraw your consent at any time, subject to legal or contractual restrictions and reasonable notice, by contacting our Privacy Office, below. Note that if you withdraw your consent to certain uses of your personal information, we may no longer be able to provide some or all of our services.

Under certain circumstances, and in accordance with applicable data protection laws, you have the following rights:

1. Access: you are entitled to ask if we are processing information and, if we are, request access to your personal information. Subject to applicable law and, where applicable, payment of a possible fee, this enables the individual to receive a copy of the personal information we hold and certain other information about them.
2. Accuracy: we are required to take reasonable steps to ensure that the personal information in our possession is accurate, complete, not misleading and up to date.
3. Correction: you are entitled to request that any incomplete or inaccurate personal information that we hold be corrected.

Data Sharing

1. Customer data is not shared with 3rd parties for promotional or marketing purposes.
2. Mobile opt-in and consent are never shared with anyone for any purpose. Any information sharing that may be mentioned elsewhere in this policy excludes mobile opt-in data.

Text Messaging Terms and Conditions

1. The messaging program consists of general conversational messaging to answer questions and provide support to customers.
2. You can cancel the SMS service at any time. Just text 'STOP' to the phone number from which you received messages. After you send the SMS message 'STOP' to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time and we will start sending SMS messages to you again.
3. If you are experiencing issues with the messaging program you can reply with the keyword HELP for more assistance, or you can get help directly at ositnam@helicopterswithoutborders.org.
4. Carriers are not liable for delayed or undelivered messages.
5. As always, message and data rates may apply for any messages sent to you from us and to us from you. Message frequency will vary based on communication needs. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.
6. If you have any questions regarding privacy, please read our privacy policy contained in the rest of this document/page.

Amendments and Updates to this Privacy Policy

We reserve the right to make changes to this Privacy Policy at our sole discretion at any time without notice to you. We will post a notice on our website homepage if we make material changes to how we treat our users' personal information, however we encourage you to check this Privacy Policy at the time of collection.

Privacy Officer

For additional information, inquiries and access requests, please contact our Privacy Officer at HWB@helicopterswithoutborders.org.