



## About the Love Your Lake Privacy Statement

The Love Your Lake (“LYL”) program is jointly operated by the Canadian Wildlife Federation and Watersheds Canada (“LYL Administrators”) and is delivered by partner organizations across Canada. This Privacy Statement concerns the collection, ownership, storage, retention, usage, transfer or disclosure of data, including personal information, acquired in the delivery of the Love Your Lake program. This includes information collected during program-related activities and includes data:

- Gathered in preparation to perform field work.
- Collected through observations during field work.
- Entered into an online database after field work
- The analysis and results following completion of field work
- Information provided by individuals via the Love Your Lake websites, Values Survey submissions and Evaluation Survey submissions.

To the extent that such information includes personal information, the LYL Administrators are aware of their responsibilities to protect such information in accordance with applicable personal information protection laws. This Privacy Statement is provided to communicate how LYL administrators do so.

Questions regarding this Privacy Statement may be directed to LYL program staff at the Canadian Wildlife Federation:

CWF Privacy Officer

By email: [privacy@cwf-fcf.org](mailto:privacy@cwf-fcf.org)

By mail: CWF Privacy Officer, 350 Michael Cowpland Drive, Kanata, ON, K2M 2W1

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## 1. Program Objective

The Love Your Lake program is a packaged shoreline assessment and educational stewardship program that is administered by the Canadian Wildlife Federation (CWF) and Watersheds Canada.

Shorelines of participating lakes are assessed on a property-by-property basis by trained staff on a boat using a standardized Love Your Lake Shoreline Assessment Protocol and datasheet. Once the entire shoreline of a lake has been assessed, the information is entered into a database to generate personalized shoreline property reports. Property owners will be informed as to how to order their personalized shoreline property report online.

The personalized shoreline property report contains information about the state of a shoreline property owner's unique shoreline with suggestions of voluntary actions the shoreline property owner can take to improve the health of their shoreline and lake health. Lake organizations will receive a Values Survey and Lake Summary Report, which summarizes the data collected from the Values Surveys and individual shoreline assessments.

## 2. Responsible Commitment

The LYL Administrators recognize their responsibility for personal information under their custody or control and are strongly committed to protecting the personal information entrusted to the Love Your Lakes program.

Please note that program delivery is accomplished through regional partner organizations, which are not subject to the requirements of this Privacy Statement.

## 3. Field Data Collection

### 3.1 Pre-Field Data Collection: Property Assessment Numbers and Addresses

To perform the assessments, staff of each regional partner organization request parcel mapping Geographic Information System (GIS) files from local township offices, municipal offices, Conservation Authorities or other agencies. These maps provide regional partner organization staff with delineated property parcels to accurately confirm property boundaries when performing the assessments in field. These files contain assessment/PPID numbers or tax roll numbers for each of the property parcels. These files may or may not contain property addresses. If these files do not contain property addresses, personnel collect these addresses from township or municipal office roll books, or from other publicly accessible sources.

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### 3.2 In-Field Data Collection: Observational Data Collection and Photographs

Data collected in the field by trained Love Your Lake regional partner organization staff is limited to observational data collected from public vantage points while in a boat. Staff do not access properties or interrupt shoreline property owners. The data collected includes the following information, detailed in the datasheet in Appendix A:

- Shoreline Classification
- Riparian Zone Classification
- Building Setback
- Development, including structures and docks
- Erosion Control Structures
- Erosion
- Aquatic Vegetation
- Aquatic Substrate
- Invasive Species
- Slope
- Various recommendations and land use observations

Regional partner organization staff take photos of each property being assessed. These photos are used for reference and confirmation when entering the collected data into the database. One photo is selected by the regional partner organization staff to include in the personalized individual property reports. Some photos may be used for training purposes; however, identifiable information (such as location, address and ownership) is not included or revealed.

The collected data and photographs are used to generate property-specific reports for each shoreline property being assessed. Please note: The collected data and photographs are used to generate property-specific reports for each shoreline property being assessed. While every effort is made to restrict access and availability of individual shoreline property reports to the respective shoreline property owner, property owners may inadvertently receive information about adjacent properties. This may be a result of the nature of the parcel mapping data that is used to determine individual properties.

Further information about the storage and use of this data is detailed under items 4 and 5 below.

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## 4. Field Data Ownership, Storage and Retention

### 4.1 Pre-field Data Ownership, Storage and Retention

Pre-field data, including the GIS files, assessment numbers, property addresses and mailing addresses, are the responsibility of the regional partner organization collecting that information.

This information is kept in hardcopy form and/or on computers and servers in offices of those organizations, accessible only by regional partner organization staff. It is the responsibility of each regional partner organization to ensure data is being handled and stored securely, responsibly and in accordance with applicable law.

### 4.2 In-field Data Ownership, Storage and Retention

In-field data, including the hardcopy datasheets and photographs, are collected and stored by the regional partner organization responsible for collecting that information; however, this data is jointly owned by CWF and Watersheds Canada when it is entered online into the Love Your Lake database. More information about the Love Your Lake database is detailed under item 5 below.

This in-field data is also kept in hardcopy form and/or on computers and servers in offices of regional partner organizations, accessible only by regional partner organization staff. It is the responsibility of each regional partner organization to ensure data is being handled and stored securely, responsibly and in accordance with applicable law.

## 5. Post-Field Data Entry: Online Database

Data collected in the field by trained Love Your Lake program staff is entered into an online database, which is jointly owned by CWF and Watersheds Canada. This database will remain active and accessible to CWF and Watersheds Canada for the perpetuity of the program. Regional partner organizations with approved login credentials will have access to their regional data that is entered in the database until the regional partner organization ceases to be a partner of the Love Your Lake program, or until the regional partner organization dissolves. If the regional partner organization ceases to be a partner of the Love Your Lake program, CWF and Watersheds Canada will provide exported data to the regional partner organization, and will terminate their approved login credentials and access to the online database.

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CanadianWildlifeFederation.ca  
1.877.599.5777 | info@cwffc.org



Watersheds.ca  
613-264-1244 | info@watersheds.ca



## 6. Security

CWF endeavours to maintain appropriate physical, procedural and technical safeguards to prevent any loss, misuse, unauthorized access, disclosure, or modification of Personal Information in our custody. Our measures to keep your Personal Information secure include:

- Technical security controls, including firewalls, encryption, and anti-virus and endpoint detection and response software.
- Administrative measures to restrict access to Personal Information to only those personnel who require access for organizational reasons.
- Physical security measures to control access to our premises.
- Education and training to relevant staff to ensure they are aware of our privacy and security obligations when handling Personal Information.

We also endeavour to ensure that any Personal Information in our custody is as accurate, current and complete as necessary for our use of that information.

## 7. Provincial/Territorial, Regional and Lake Level Datasets Exported from Online Database

Data entered into the online database is analyzed at the provincial/territorial, regional, and lake levels by Watersheds Canada and CWF. This data - analyzed on a “per lake” basis - contributes to a Values Survey and Lake Summary Report written for lake associations to provide an overview of the state of the lake’s shoreline as a whole. Individual property results are not included; instead, results are presented in summary form. In addition, CWF and Watersheds Canada use the data to guide program development. The datasets exported by region are shared with the respectful regional partner organizations to perform additional analysis at their own discretion. From time to time, CWF, Watersheds Canada or regional partner organizations may share these datasets with contracted groups to perform additional analysis. Any contracted groups will be required to sign an agreement that restricts a group’s ability to share or use such data.

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## 7.1 Permissible Data Requests

Regional partner organizations may request, from time to time, permission to share such regional or lake level datasets with organizations who might or might not be part of the Love Your Lake program. If approved, CWF and Watersheds Canada would engage in a Data Sharing Agreement with the requesting party that restricts that party's ability to share or use such data.

## 7.2 Non-Permissible Usage of Data

Data or datasets in part or in whole, stemming from individual property datasheets, photographs, and shoreline property reports, or exported database datasets will not be:

1. Shared, exchanged, or disclosed with any regulatory or government body, unless required by law.
2. Used any data or datasets in whole or in part for the purposes of financial gain.

# 8. Information Provided by Individuals

## 8.1 Love Your Lake Websites

The Love Your Lake program involves two websites: LoveYourLake.ca and MyReport.LoveYourLake.ca. The LoveYourLake.ca website requests user information to access some features. Shoreline property owners ordering their shoreline property report on the website MyReport.LoveYourLake.ca must provide some personal information in order to receive their shoreline property report.

The Love Your Lake program administrators will not share any personal information collected on these websites with third parties unless it is required to enable the fulfillment of the purpose of the program for which the personal information was originally supplied (such as names, phone numbers, email addresses and mailing address); as otherwise set out in this policy or if required by law. Users will have the opportunity to read further terms and conditions to providing their information online at MyReport.LoveYourLake.ca.

### 8.1.1 Registration Forms

The registration forms require users to provide contact information that may include names, email addresses, format preferences, addresses, interests and similar information. Sensitive information from visitors, such as social security numbers, are not requested. Credit card numbers may be requested to provide a donation or payment to the program, but will not be stored.

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As a supporter, participant or registered site user of Love Your Lake websites, users may choose if they wish to hear from the Love Your Lake program and partners. Users may request to be removed from contact lists and/or delete their accounts.

#### *8.1.2 Internet Protocol Addresses*

Internet Protocol (IP) addresses are collected from all visitors to the Love Your Lake websites. An IP address is a number that is automatically assigned to a computer when the Internet is in use. The Love Your Lake program administrators use IP addresses to help diagnose problems with servers, administer websites, analyze trends, track users' movements, gather broad demographic information for aggregate use in order to improve the site and deliver customized, personalized content. IP addresses are not linked to personally identifiable information.

#### *8.1.3 Cookie Use*

The Love Your Lake websites may use cookies to enhance the user experience. Cookies are pieces of information that some websites transfer to the computer that is browsing that website and are used for record-keeping purposes. Use of Cookies makes website use easier by performing certain functions such as saving passwords, personal preferences regarding users use of the particular website.

If users would prefer not to receive cookies, they can alter the configuration of their browser to refuse cookies. If they choose to have their browser refuse cookies, it is possible that some areas of the Love Your Lake websites will not function properly when viewed.

#### *8.1.4 External Website Links*

The Love Your Lake websites contain links to external websites. When a user clicks on one of these links, they are entering another website for which the Love Your Lake program administrators have no responsibility.

### *8.2 Values Surveys*

Values Surveys are provided to shoreline property owners on lakes that are being assessed as part of the Love Your Lake program by either the regional partner organization or the participating lake organization. Shoreline property owners can also fill this survey out online at [LoveYourLake.ca](http://LoveYourLake.ca). The purpose of the Values Survey is to identify what features, activities and issues shoreline property owners perceive as important about their lake.

Hardcopies of the Values Surveys are mailed back to the CWF head office by the shoreline property owners and the data is entered into a database. The results of these Values Surveys are used in the Values Survey and Lake

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Summary Reports and to guide program development and innovation. Any publication of the survey results is based upon collective group data. Any requests from regional partners for this information will be provided without names, addresses, phone numbers and email addresses.

### 8.3 Evaluation Surveys

Evaluation Surveys can be filled out online at [LoveYourLake.ca](http://LoveYourLake.ca) by shoreline property owners after they have received their personalized shoreline property reports.

The purpose of the Evaluation Survey is to find out what shoreline property owners like or dislike about their personalized shoreline property report and what actions they may take on their shoreline property resulting from the stewardship activities recommended in their report.

The results of these Evaluation Surveys are used to guide program development and innovation. Information collected from individuals filling out the Evaluation Surveys online meet the same internet security measures as outlined above. Any publication of the survey results are based upon collective group data. Any requests from regional partners for this information will be provided without names, addresses, phone numbers and email addresses.

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1.877.599.5777 | [info@cwfcf.org](mailto:info@cwfcf.org)



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613-264-1244 | [info@watersheds.ca](mailto:info@watersheds.ca)



## Appendix A: Love Your Lake Shoreline Assessment Datasheet

<b>Lake Name:</b>					<b>Database Report #:</b>				
<b>Datasheet #:</b>					<b>Shoreline Length (m):</b>				
<b>Property Owner's Name:</b>					<b>Mailing Address:</b>				
<b>Assessment #:</b>					<b>No Report Generated</b> <input type="checkbox"/> (check reason if applicable)				
<b>Property Address:</b>					<input type="checkbox"/> Landowner Request <input type="checkbox"/> Crown/Municipal Land				
<b>Digital Photo #:</b>					<input type="checkbox"/> Vacant Land <input type="checkbox"/> Uninhabited Island				
<b>Riparian Zone (30 m setback)</b>									
<b>Riparian Zone Classification (nearest 10% and must equal 100%)</b>					<b>Erosion</b> <input type="checkbox"/> (check if present)				
Developed	Degraded	Managed	Regenerative	Natural	Surface (fill, gully, rain, exposed soil)				
					Mass Mure/Slumping (upheld veg)				
					Bank Erosion (scouring/leaving)				
					Soil Push (earth pushed into road)				
					None				
<b>Building Setback of Main Residence</b> <input type="checkbox"/> (check if present)					<b>Slope of shoreline access</b> <input type="checkbox"/>				
Can't See	No building	≤ 5 m	5-10 m	10-30 m	≥ 30 m	Gentle (<10%)			
						Moderate (10-40%)			
						Steep/Climb (>40%)			
<b>Structures (3m) (# of each type, if any)</b>									
Deck	Building	Stairs	Boat Launch	Boat House	Boat Ramp/Lift	Man-made beach	None		
<b>Shoreline (linear feature)</b>									
<b>Shoreline Classification (nearest 10% and must equal 100%)</b>					<b>Erosion control structures (ECS)</b>				
Developed	Degraded	Managed	Regenerative	Natural	<b>Percentage of shoreline as ECS (nearest 10%)</b>				
<b>Docks (# of each type, if any)</b>					<b>Other Structures (deck/dock)</b>				
Canoeer	Floating	Post	Crib						
Concrete	Raft	Unknown	None						
<b>Dock Systems</b>					<b>Other Structures (deck/dock)</b>				
<b>Aquatic zone (10 m out from shoreline)</b>									
<b>Aquatic vegetation</b> <input type="checkbox"/> (check if present)					<b>Aquatic Substrate</b> <input type="checkbox"/> (check if present)				
Emergent	Submerg-ent	Floating-leaved	Algae bloom	No veg.	No data	Percent of shoreline (nearest 10%)			
<b>Overhanging vegetation</b>					<b>Other aquatic zone observations</b> <input type="checkbox"/> (check if present)				
<b>Other aquatic zone observations</b> <input type="checkbox"/> (check if present)					<b>Littoral coarse wood</b>				
<b>General</b>									
<b>Other Observations</b>					<b>Invasive Species Observations</b> <input type="checkbox"/> (check if present)				
Commercial	Agriculture	For Sale	Island	Controlled vegetation	Construction	Eur. Mitten	Purple Loosestrife	Zebra Mussel	Eur. Frogbit
Shoreline lighting	Garden	No/low young trees	Using boat racks	Recommended boat racks	None				
<b>Other Notes</b>									
<b>Recommendations &amp; Restoration Opportunities</b>									
<b>Buffer</b>									
<input type="checkbox"/> 10 m wide difficult <input type="checkbox"/> Create buffer <input type="checkbox"/> Expand buffer <input type="checkbox"/> Great as is									
<input type="checkbox"/> Off <input type="checkbox"/> Bedrock <input type="checkbox"/> Thin soil <input type="checkbox"/> Natural sand <input type="checkbox"/> N/A									
<b>Lawn (choose 1)</b>									
<input type="checkbox"/> Mowed lawn to water/ECS <input type="checkbox"/> Mowed lawn to beach <input type="checkbox"/> Mowed lawn with buffer <input type="checkbox"/> Regenerative lawn <input type="checkbox"/> No lawn									
<b>Pathways</b>									
<input type="checkbox"/> Good path design <input type="checkbox"/> Create path <input type="checkbox"/> Thread Material <input type="checkbox"/> Good path tread <input type="checkbox"/> Muddy path tread <input type="checkbox"/> Can't see <input type="checkbox"/> N/A									
<b>Stairs</b>									
<input type="checkbox"/> Install stairs on slope <input type="checkbox"/> Stairs in retaining wall <input type="checkbox"/> Natural stone steps present <input type="checkbox"/> No stairs									
<input type="checkbox"/> In ground & closed <input type="checkbox"/> In ground & open <input type="checkbox"/> Paved & closed <input type="checkbox"/> Good - raised & open									
<b>Roof Drainage</b>									
<input type="checkbox"/> Not visible <input type="checkbox"/> No eaves <input type="checkbox"/> Eaves to surface <input type="checkbox"/> Eaves to unknown <input type="checkbox"/> Eaves to natural area <input type="checkbox"/> Eaves to rain barrel <input type="checkbox"/> Eaves to basin									
<b>Special Habitat</b>									
<input type="checkbox"/> Cavity tree <input type="checkbox"/> Dead standing tree <input type="checkbox"/> Terrestrial logs <input type="checkbox"/> Brush piles									
<input type="checkbox"/> Upland forest <input type="checkbox"/> Wetland <input type="checkbox"/> Native meadow <input type="checkbox"/> None									
<b>Surveyed By:</b>					<b>Entered By:</b>				
<b>Survey Date:</b>					<b>Entered Date:</b>				

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