



## Survey Acknowledgements

I understand that if chosen at the time of registration, my survey subscription will be for a fixed term of 3 years, the duration of the subscription has been indicated at the time of purchase and is reflected on my confirmation of purchase.

I may cancel my subscription at any time. I also understand that if I choose to cancel a 3 year term, subscription discounts that have been applied will be charged at the time of cancellation. I can refer to this document for cancellation terms.

I acknowledge that at the end of my annual survey subscription period, my subscription will auto-renew on the same terms. If I would like to cancel any such automatic renewal, I can refer to this document for cancellation terms.

I understand that a \$600 administrative fee will be applied if I cancel or withdraw my purchase after payment has been made or invoice has been issued.

I certify that I will do everything possible to ensure a truly random selection of employees.

I understand that I am responsible for ensuring the accuracy of employee email addresses before the survey begins. I further understand that once the survey has commenced, modifying/deleting existing email addresses or adding new email addresses will incur a fee.

I acknowledge and agree that our organization may not utilize survey statements that infringe on any patent, trademark, trade secret, copyright or other proprietary rights of any party.

I accept responsibility for our organization ensuring that any customized statements are legally ours to use, and release Great Place to Work® from any potential liability pertaining to this.

I acknowledge that if I require both English and French surveys, I must provide the customized statements in both languages. All customized statements must be consistent with the Trust Index survey format, i.e., positively phrased statements that are answered on a 5-point response scale that ranges from "almost always true" to "almost always untrue". For example: "People here are treated fairly regardless of their age."

I understand that it will be my responsibility to populate the Employee Survey Spreadsheet with the correct demographic information required for accurate subgroup analyses.



## Privacy of Employee Information

### **About Our Company**

Great Place to Work® Canada is an independent research and consulting firm located in Toronto, Ontario. In our consulting practice, we work with organizations of all different sizes and industries to help them assess their workplace culture and develop the vision, strategy and practices that will make their companies great places to work.

Our ability to gather accurate and reliable data that can provide management with recommendations for developing and enhancing the levels of trust within their organization depends on our ability to survey a random survey sample of your workforce. We are committed to protecting the privacy of each individual survey respondent.

For this reason, we will be collecting information that will include an employee's first and last name, department, language preference, and email address (if you have selected an online survey).

To protect the privacy of your employees, the Great Place to Work® Institute Canada adheres to the following 10 principles set out in the **Model Code for the Protection of Personal Information** as established by the Canadian Standards Association (CSA):

### **Accountability:**

The Great Place to Work® Canada has appointed a List Manager who is responsible for ensuring compliance with these principles. Should you have any questions regarding this policy or concerns with respect to the Institute's adherence to these standards, you may contact Brenda Fleming at (866) 712-0630.

### **Identifying Purposes:**

Great Place to Work® Canada certifies great workplaces nationally and produces an annual list of the "Best Workplaces in Canada". To ensure the selection process is both fair and transparent, two-thirds of your final score will be derived from an employee survey. Our ability to gather accurate and reliable data in this process relies on a system in which employees are able to communicate directly with the Institute. Consequently, we will collect information that includes the employee's first and last name, department, language preference, and email address (if you have selected an online survey).

### **Consent:**

By confirming your registration for our Certification and Best Workplaces Programs, you have provided Great Place to Work® Canada with your implied consent to collect your employee information in order to assess your organization for eligibility for our certification and list programs. To ensure that your employees understand how we will be using this information, please review the associated "confidentiality" document. This provides a communication template for your employees.

**Limiting Collection:**

Great Place to Work® will limit the collection of personal information to what is necessary to fulfill the purpose for which it was collected. The personal data collected to create the survey samples stays at the Great Place to Work® Institute Canada. We collect and store all of the data we receive in a secure server located at our Institute. Research and survey data is reported back to participating organizations as aggregated data with no reference to individual employees.

**Limiting Use, Disclosure and Retention:**

Great Place to Work® will use employees' personal information to determine the random survey sample, to send the survey to these selected employees, and to send survey reminders. At no time will any personal contact information be sold to a third party or used for the purpose of solicitation. Personal contact information shall be retained only as long as necessary for the fulfillment of these purposes. All records of personal contact information will then be destroyed by the Institute. At no time will we use or disclose employees' personal contact information for purposes other than those for which it was collected.

**Accuracy:**

Personal information shall be as accurate, complete and up-to-date as necessary for the purposes for which it is used.

**Safeguards:**

Personal information will be held on a secure server at the Institute. For online surveys, each employee will use an individually assigned user name and password to ensure confidentiality in data collection.

**Openness:**

In an effort to ensure this information is readily available, we request that our primary contact at each organization review this document as part of the selection process.

**Individual Access:**

If an individual's personal contact information should change during the list selection process (i.e. name or email address) please contact Brenda Fleming (List Manager) and she will ensure it is amended as appropriate.

**Challenging Compliance:**

If an individual wishes to address a challenge concerning compliance with the above principles, please contact Brenda Fleming at the address given below:

Brenda Fleming, Director of Customer Success  
Great Place to Work® Institute Canada  
Brenda.fleming@greatplacetowork.com  
Ph: 1-866-712-0630



## Survey Confidentiality

### **Great Place to Work®**

Canada is an independent research and consulting firm located in Toronto, Ontario. We work with companies of all different sizes & industries to help them assess their workplace culture and develop the vision, strategy and practices that will make their companies great places to work.

We are committed to protecting the confidentiality of each individual respondent. At no time will any employee's individual demographic profile be linked with their specific set of individual responses. Our ability to provide senior management with recommendations for developing and enhancing the level of trust within your organization is dependent on our receipt of open and honest responses from employees. Therefore your comfort with the confidentiality of the data you provide is of the utmost importance to us.

The following is an example of how to communicate with employees about the steps we take to insure the confidentiality of data received from survey respondents.

### ***How We Protect Your Identity***

1. No one at your company ever sees your survey. All surveys go directly to the Great Place to Work® Canada. No one at your company ever sees individual surveys once you have completed them.

Online surveys are sent directly to us. Paper surveys are placed in an individual envelope that is sealed and then sent directly to us.

2. The raw data from your surveys stay with Great Place to Work® Canada. We collect and store all of the data we receive in a secure server located at our Institute. You are not asked to put any personal identification information on the survey.

3. Data is only reported for demographic groups containing 5 or more responses. If there are fewer than 5 respondents in a single demographic category, we will either combine data into a larger demographic group, or will not report the data as a separate category. For example, if there are four responses for the demographic option indicating that a person has worked for the company for >20 years, we will not report that data by itself.

We would merge that data into the next reasonable tenure option (say the 16-20 years category) or include it in the total for the organization as a whole if there is no other category to merge it into.

4. Written comments are not linked to any demographic data. Responses to the two open-ended questions will be typed up and shared with the organization but will not be linked to any personal information that could identify you as the respondent. Positive comments may be selected for use in the promotion of Best Workplaces but, again, will never be associated with you as an individual.