

Fundraising Program

Privacy & Data Disclosure Policy

Prairie Ranchers Beef is committed to protecting customer privacy and complying with Canadian privacy legislation, including the Personal Information Protection Act (PIPA) as applied in Alberta.

When a supporter uses your organization's fundraising code, we provide reporting to your organization for transparency and campaign tracking. The information shared is limited to fundraising performance data only.

What We Share With Participating Organizations

Campaign summary metrics:

- Number of orders
- Total sales dollars
- Total earnings (10% commission)
- Number of referral link clicks
- Conversion percentage

Order-level reporting:

- Order reference number
- Order date and time
- Commissionable amount or subtotal

This information allows your organization to understand campaign performance and verify earnings.

What We Do Not Share

We do not share customer personal information with participating organizations. This includes:

- Customer names
- Email addresses
- Phone numbers
- Billing or shipping addresses

- Payment information
- Any other identifying details

All customer personal information remains securely within Prairie Ranchers Beef systems.

Why We Limit Disclosure

Under Canadian privacy law, including Alberta's Personal Information Protection Act (PIPA), organizations must limit the collection, use, and disclosure of personal information to purposes that are reasonable and clearly explained. When a supporter uses a fundraising code for a school, club, or community group, it is reasonable to expect that the organization will see overall fundraising results. It would not be reasonable to expect that the supporter's personal contact details would be shared.

By limiting shared information to non-identifying transaction data and summary metrics, we ensure:

- Supporter privacy is protected
- Legal compliance is maintained
- Fundraising transparency is preserved

Privacy Policy Statement

We may share limited, non-identifying transactional information with participating fundraising organizations for the purpose of tracking campaign performance and calculating earnings. This does not include names, email addresses, mailing addresses, phone numbers, or payment details. All personal information is handled in accordance with our Privacy Policy and applicable Canadian privacy legislation.