

# PILOT SOCIAL EQUITY LENS INVESTMENT (SELI) CODING SYSTEM ANNEX C – DATA PRIVACY NOTICE

## Privacy Notice for Collection of Personal Information under the Social Finance Fund (SFF)

When you provide your demographic information (i.e., whether you identify as belonging to one or more equity-deserving group), you are providing personal information. When this information is shared with Employment and Social Development Canada (ESDC), it is protected and managed in accordance with the [Privacy Act](#) and the [Department of Employment and Social Development Act](#), Part 4. Please contact your SFF investor for more information on their data protection and privacy practices.

ESDC is collecting personal information under the SFF indirectly via its funding recipients (i.e., the SFF wholesalers), who will collect the information from their investees. Funding recipients will share personal information with ESDC alongside other data as part of regular reporting.

**In the context of the Pilot Social Equity Lens Investment (SELI) Coding System specifically, demographic information collected and used to determine social equity lens investment (SELI) and gender lens investment (GLI) classification will not be shared with ESDC as part of annual reporting. It will only be shared with ESDC to support future possible SFF program auditing and evaluation activities.**

Please note that **the demographic information you provide to your investor will be aggregated at the organization level before being sent to ESDC.** It will not be accompanied by any identifying information except the name of the organization you work for/with.

## Why Your Information Is Collected

ESDC is collecting personal information to support performance measurement activities for the SFF and related policy analysis, research, and evaluation purposes. Assessment of the SFF's performance will support development of future policy, funding, and programming proposals related to supporting social innovation, social finance, and/or social development in Canada.

Authority to collect your information for this purpose comes from the [Department of Employment and Social Development Act](#).

Participation in this activity is voluntary. If you do not provide the personal information requested, there are no administrative consequences. The only consequence will be less complete and/or accurate information for performance measurement, policy analysis, research and evaluation activities related to the SFF.



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### How Your Information Will Be Used

Your demographic information will be used to support performance measurement activities for the SFF. It will specifically be used to support assessment of progress towards achievement of the program’s objectives related to broadening the reach of social finance and to enhancing social equity practices in the social finance market.

Demographic information that has been aggregated at the program-level (i.e., for the entire SFF) will be made publicly available alongside other aggregate program information to support public understanding of Canada’s social finance market (e.g., representation of equity-deserving groups on the management teams and boards of directors of market actors).

These uses of your personal information will never result in a decision being made about you.

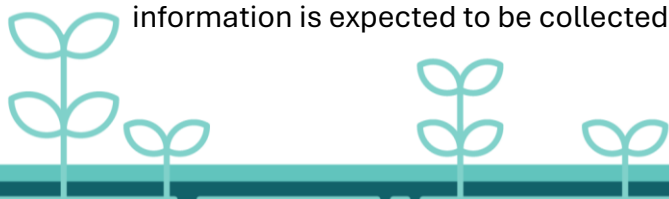
Once your personal information is received by ESDC, it will not be shared outside the Department and access within the Department will be limited to employees with the need to know for the purpose of completing their work.

Your personal information will be retained for the duration of the SFF program, which is set to end on March 31, 2039, and for three years after to give time for completion of program evaluation activities. After completion of program evaluation activities, and by March 31, 2042 at the latest, your demographic information will be disposed of according to departmental protocols.

ESDC follows data collection standards and principles established by Statistics Canada. Statistics Canada is currently developing a whole-of-government [Disaggregated Data Action Plan](#) to increase and improve statistics on diverse populations and to support more representative data collection methods. These increased and improved disaggregated statistics will give all levels of government, businesses, policy specialists, data users, non-for-profit organizations, and all Canadians the level of detail they need to make evidence-based decisions. By informing policy decisions, these data will strengthen the government's efforts to address systemic racism and gender gaps and help create a more equitable Canada.

### Accessing or Correcting Your Information

Because demographic information provided to ESDC will be aggregated at the organization level, it will not be possible for you to access or correct it. Updated demographic information is expected to be collected from organizations via wholesalers every four years



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until exit/closing of the fund. Please contact your SFF investor for more information on how you may be able to access or correct your information before it is aggregated.

### **For more information**

If you are not satisfied with our handling of your personal information, you may wish to [contact](#) or [file a complaint](#) with the Office of the Privacy Commissioner of Canada.

