

Zendesk® Privacy Notice

Privacy Notice Statement

The Alberta Municipal Health and Safety Association (AMHSA) is an organization committed to protecting the personal information of our members and other interested parties who engage with AMHSA. We support a general policy of openness about how we collect, use, disclose and protect the personal information of our members.

As a not-for-profit organization established in Alberta, we comply with Alberta's *Personal Information Protection Act* (PIPA). It is AMHSA's intent to also comply with privacy legislation within each jurisdiction in which AMHSA operates across Canada.

Purpose

This Notice serves to outline AMHSA's privacy practices and standards for the collection, use and disclosure of personal information when using Zendesk®, a customer service platform that supports AMHSA to manage customer interactions, provide support, and improve customer experiences.

This Notice is intended to be read alongside and complement our Corporate [Privacy Policy](#), which considers AMHSA's portfolio of privacy practices and controls that apply to personal information collected under this Privacy Notice (e.g., access and correction of personal information, responding to privacy breaches).

Scope

This Notice applies to all personal information collected, used, and disclosed by AMHSA when interacting with any individuals through its Zendesk® instance, which includes Zendesk®'s customer service platform, ticketing system and live chat functionality provided on the AMHSA website.

This Notice does not apply to any personal information collected, used and disclosed directly or indirectly by Zendesk® for its own business purposes. Additional information about Zendesk®'s privacy practices can be found [here](#); important considerations related to Zendesk®'s collection, use and disclosure of personal information are highlighted in this Notice.

Collection of Personal Information

When you contact AMHSA via telephone, email or our website's live chat, certain elements of personal information are collected to provide you with customer service support and improve our services. This includes:

- **User Information:** We collect information about you such as your first and last name, email address, and other contact details to identify and communicate with you.
- **Message Content:** We collect the content of your email and live chat messages, including text, images, and attachments to facilitate communication and support.
- **Usage Data:** We gather information on how you interact with us, including timestamps, message frequency, and other usage metrics to enhance user experience and service performance.

Purpose for Collection and Use

The personal information is collected and used by AMHSA for the following purposes:

- **Customer Support:** To identify and assist you with inquiries, troubleshoot issues, and provide customer support.
- **Analytics:** To analyze usage patterns and improve the functionality and performance of our services.

In addition to AMHSA's collection and use of the information, Zendesk® also collects and uses your personal information to perform certain activities, including but not limited to:

- **Service Delivery:** To provide, maintain, and improve the Zendesk® platform and supporting services.
- **Security:** To ensure the security and integrity of Zendesk®'s platform and protect against unauthorized access or misuse.
- **Customer Support:** To assist you with inquiries, troubleshoot issues, and provide customer support.
- **Analytics:** To analyze usage patterns and improve the functionality and performance of Zendesk®'s services.
- **Automated Responses:** To provide automated responses with the support of Artificial Intelligence (AI) to common inquiries when using the live chat functionality.
 - The AI is used to process the content of the live chat messages and generate relevant responses.
 - Please note that Zendesk®'s AI does not train on any of the information you provide when using the live chat and the AI responses may not always be accurate.

For further clarity, use of the AMHSA website's live chat functionality that leverages Zendesk®'s AI functionalities is completely optional for receiving customer support services from AMHSA. Where individuals would prefer to not utilize the live chat functionality and/or engage in interactions with AI to receive customer support, ask questions, or request further assistance, they can contact AMHSA's Client Success team at safety@amhsa.net or call 1-800-267-9764.

Please refer to Zendesk®'s [Privacy Notice](#) for additional information about how it collects and uses your information, and its use of AI.

Consent

Unless the purposes for collecting personal information are obvious and you voluntarily provide your personal information for those purposes, AMHSA will communicate the purposes for which personal information is being collected, either orally or in writing, before or at the time of collection.

Where you intend to use the live chat functionality, you will be directed to review AMHSA's Zendesk® Privacy Notice and Zendesk®'s Privacy Notice prior to initiating the chat. If you do not agree with how we or Zendesk® collect, use or disclose your personal information, we recommend that you do not use the live chat functionality and follow-up directly with our Client Success Team.

Disclosure of Personal Information

AMHSA does not disclose any personal information collected in the course of providing customer service and support outside of the commitments outlined in our Corporate [Privacy Policy](#).

Please refer to Zendesk®'s [Privacy Notice](#) for additional information about how and to whom it disclose your personal information.

Safeguards

AMHSA endeavors to maintain physical, technical, and procedural safeguards that are appropriate to the sensitivity of the personal information in question. These safeguards are designed to prevent personal information from loss and unauthorized access, copying, use, modification, or disclosure. Please review our Corporate [Privacy Policy](#) for additional information about our organizational safeguards.

Please note that all information collected by email, telephone, or live chat to facilitate customer services requests is stored on secure Zendesk® servers located in US-based data centers. Zendesk® implements robust security measures to safeguard information against unauthorized access, alteration, disclosure, or destruction. Zendesk®'s information protection practices comply with applicable laws and regulations. For more details on Zendesk® Security and Privacy safeguards, please visit the Zendesk® Trust Center: [Security, Privacy and Legal | Zendesk® Trust Center](#).

Retention and Deletion of Information

AMHSA will retain personal information stored in Zendesk® for long as necessary to fulfill the identified purposes or as required by law. AMHSA will implement the appropriate controls within Zendesk® to securely destroy or render the information anonymous where no legitimate purpose exists to justify the retention of the personal information or as required by law.

Additional requirements for retention and destruction of information controlled by Zendesk® outside of AMHSA's Zendesk® platform and control environment can be found in its [Privacy Notice](#).

Additional Information

If you have any questions or concerns, please contact AMHSA's Privacy Officer at privacyofficer@amhsa.net.