



## CANADIAN BAPTISTS OF ATLANTIC CANADA (CBAC)

# *Public Social Media & Privacy Policy*

**Effective Date:** January 20, 2026

### 1. Purpose

Canadian Baptists of Atlantic Canada (CBAC) uses websites and social media platforms to share information, foster dialogue, promote programs and events, and engage with churches, partners, and the broader public. This Public Social Media & Privacy Policy outlines:

- Expectations for members of the public who engage with CBAC online;
- How CBAC moderates and manages its online spaces; and
- How personal information is collected, used, and protected in accordance with Canadian and New Brunswick privacy law.

This policy sets out how the CBAC manages its digital platforms (e.g., CBAC-managed websites, social media channels and online platforms) and content posted by users (e.g. comments, posts, messages) and how we may moderate that content.

### 2. Scope and Platforms

This policy applies to all current and future CBAC digital properties, including but not limited to:

- Websites operated by CBAC;
- Social media platforms such as Facebook, Instagram, X (formerly Twitter), LinkedIn, YouTube, Vimeo, and similar platforms; and
- Blogs, online forms, event registration tools, and digital communication channels managed by CBAC.

Third-party platforms are governed by their own terms of service and privacy practices. CBAC is not responsible for the privacy practices or content of external sites.

### 3. Terms of Use for Public Engagement

CBAC welcomes thoughtful, respectful, and constructive engagement.

#### *3.1 Respect and Integrity*

Users are expected to engage respectfully. Content must not be:

- Discriminatory, harassing, abusive, defamatory, or threatening;
- Sexist, racist, hateful, or demeaning toward individuals or groups;
- Knowingly false, misleading, or deceptive.

Disagreement is permitted and acceptable when expressed respectfully and in good faith.

### *3.2 Appropriate Content*

Users are expected not to post content that:

- Is obscene, profane, or offensive;
- Constitutes spam, unsolicited promotion, or commercial advertising;
- Infringes copyright, trademark, or intellectual property rights;
- Violates any applicable law or regulation; or
- Attempts to impersonate another individual or organization.

### *3.3 Personal Responsibility*

Users are responsible for the content they post. Users should not share personal, confidential, or sensitive information about yourself or others in public forums.

## **4. Moderation and Enforcement**

CBAC moderates its online spaces to maintain a safe and constructive environment.

- CBAC reserves the right to review, moderate, edit, hide, or remove content that does not comply with this policy.
- CBAC may limit or block users who repeatedly or seriously violate these terms.
- Moderation may occur before or after content is posted, depending on platform capabilities.
- CBAC cannot guarantee continuous monitoring of all platforms.

Where appropriate, CBAC may report unlawful activity to relevant authorities.

## **5. Interacting with Minors (Under 18)**

CBAC is committed to safeguarding children and youth.

- Inappropriate communication with minors is strictly prohibited.
- CBAC does not permit the tagging of minors in images on CBAC social media platforms.
- CBAC will make reasonable efforts to remove content involving minors if concerns are raised.

Parents and guardians are encouraged to actively supervise their children's online activities and privacy settings.

## 6. Photos, Video, and Event Media

CBAC events may be photographed, recorded, or filmed for documentation and promotional purposes.

- By attending a CBAC event, participants consent to the use of images, audio, or video in which they may appear.
- Requests to exclude individuals from media use should be submitted in advance when possible.
- CBAC will make reasonable efforts to remove content upon notification of an error or concern.

CBAC is not responsible for photos or videos taken and shared independently by event attendees.

## 7. Privacy Policy

### *7.1 Collection of Personal Information*

CBAC may collect personal information when you choose to:

- Register for events, courses, or programs;
- Subscribe to newsletters or communications;
- Submit forms, donations, or inquiries; or
- Interact with CBAC through online platforms.

Collected information may include name, contact details, organizational affiliation, and other information you voluntarily provide.

### *7.2 Use of Personal Information*

Personal information is used for purposes including:

- Communicating with you;
- Administering programs, events, and services;
- Improving CBAC communications and operations; and
- Meeting legal, regulatory, or reporting requirements.

CBAC does not sell personal information.

### *7.3 Storage and Protection*

CBAC takes reasonable steps to protect personal information against loss, misuse, unauthorized access, disclosure, or alteration. Information is retained only as long as necessary for its intended purpose or as required by law.

#### 7.4 Disclosure

Personal information may be shared with trusted service providers who assist CBAC in operations (such as registration or communication tools), subject to confidentiality and security obligations. Information may also be disclosed where required by law.

#### 7.5 Access and Correction

You may request access to or correction of your personal information by contacting CBAC. Requests will be handled in accordance with applicable privacy legislation.

### 8. Applicable Law

CBAC complies with applicable Canadian privacy legislation, including:

- The **Personal Information Protection and Electronic Documents Act (PIPEDA)**; and
- Applicable provincial privacy and access-to-information legislation, including New Brunswick legislation, where applicable.

### 9. Changes to This Policy

CBAC may update this policy from time to time. The most current version will be posted on CBAC's website with the effective date noted.

### 10. Contact Information

Questions or concerns regarding this policy, privacy practices, or CBAC's social media channels may be directed to:

**Canadian Baptists of Atlantic Canada**

Email: [communications@atlanticbaptist.ca](mailto:communications@atlanticbaptist.ca)