

COLLEGE OF RESPIRATORY THERAPISTS OF ONTARIO



Title: **Electronic Media Policy**

Number: **PR-CRTO Electronic Media-101**

Date originally approved:
February 22, 2013

Date(s) revision approved:
June 2, 2017

POLICY

This policy applies to all electronic media communication by all CRTO staff, designated spokespersons, Council and Committee Members.

It is the policy of the College of Respiratory Therapists of Ontario (CRTO) to encourage clear, consistent and effective communication with all Members, stakeholders and members of the public through a variety of accepted electronic media (including but not limited to ebulletins, Twitter™ and the CRTO website). The CRTO's electronic media must meet communications standards, adhere to our privacy policy and ensure reliable information is shared.

The objectives of this policy are to:

- Encourage the safe, creative and effective use of electronic media by CRTO designated spokespersons.
- Provide a framework for the application of the policies and guidelines that oversee electronic media use, such as the Social Media Terms of Use and the Foundations and Resources for a Best Practices Approach to Social Media.
- Enable electronic media use in communicating overall CRTO themes and policy directions.
- Ensure that the use of electronic media by CRTO staff and designated spokespersons complies with all applicable laws, and all CRTO policies and procedures, including those related to protection of privacy, retention of records, security, code of conduct, confidentiality and Internet/email use.
- Ensure blogs, discussion forums or other electronic media initiated and/or created by, and within the control of the CRTO must be moderated.
- CRTO-hosted electronic media services must include Terms of Use Guidelines for users.

Disclaimer

The CRTO's electronic media policy is intended to provide information to Respiratory Therapists, its stakeholders and members of the public. The CRTO will make every effort to ensure that all information is accurate and complete, however this cannot be guaranteed.

External Links to Third-Party Sites

Whenever possible, the CRTO strives to use external links to reputable, non-profit organizations that provide healthcare information that is relevant to CRTO Members and members of the general public of Ontario. The CRTO does not accept any responsibility for the content, accuracy, reliability, or currency found on these external sites, and the linking to these external sites does not imply endorsement on the part of the CRTO of any of the organizations or information. Users accessing other sites through the CRTO electronic media should note that each organization has its own privacy policy and the CRTO's privacy policy does not apply to other organizations. Links from our electronic media to other sites are presented

as a convenience to users, and every effort will be made to ensure the use of credible sources. Users wishing to rely upon third-party information should directly contact the organization responsible for the information to verify its accuracy.

Copyright and Reproduction Permission

Information in electronic media is produced by the CRTO for the purpose of providing material relevant to the regulation of Respiratory Therapists in Ontario. The information may be reproduced for personal, non-commercial, and/or educational use, in part or in whole, without further permission from the CRTO, provided:

- Credit is given to the CRTO when any electronic media is reproduced.
- Due diligence is used to ensure that documents reproduced are accurate.
- Reproductions of electronic media are not represented as:
 - official CRTO versions;
 - being created in association with the CRTO; or
 - being created with endorsement from the CRTO.

Reproduction of information from electronic media must not be part of a published work (i.e., book, journal or website) without prior written consent from the CRTO. If permission is granted by the CRTO, users are required to notify the CRTO when the work is published or posted for verification.

The graphics, logos and videos contained in the electronic media are the property of the CRTO and may not be copied, imitated or used in whole or in part without the prior written consent of the CRTO.

For permission to reproduce or redistribute electronic media, please contact the Manager of Communications at socialmedia@crto.on.ca.

Privacy Statement

The CRTO is committed to protecting the personal privacy of individuals who access the CRTO's electronic media. As part of that commitment, below is an outline of information that may be collected, as well as why and how it will be used. The CRTO does not use the website to gather any personal information such as names, phone numbers, email addresses, etc., during visits to the CRTO website.

1. Personal Information

Use of the CRTO electronic media (excluding the Member Login area), is done anonymously. Submission of a request or form directly to the CRTO, will ask users to provide specific information such as name, email, phone number, etc. for the purposes of replying to the inquiry.

The CRTO aims to protect the security of personal information during transmission to the CRTO when using the website through the use of Secure Sockets Layers (SSL) technology, which encrypts information, entered into submission forms. For more information please see the CRTO Privacy Policy.

2. Internet Protocol (IP)

The CRTO tracks the Internet Protocol (IP) addresses of users who access the electronic media. The information is strictly used for the statistical purposes of observing general user traffic through various areas.

Information gathered from logging IP addresses may include the type of browser used, date and time of visit, pages/documents viewed. No personal information can be obtained from IP logging that could identify individual users.

3. Cookies

A cookie is a small amount of data that may be written to a user's hard drive when information is viewed. Cookies are used by websites to determine which sections are visited most often. Sites that require user names and passwords (such as the Member Login area) also use cookies to remember visitors. Every website creates a unique cookie for every visitor, so one cookie cannot be "read" by another website.

The CRTO's website stores a random string of text in a cookie to track each unique user session on the website. Cookies used by the CRTO's website do not store any personal information and expire when the Internet browser is closed. Any information obtained as a result of the website's use of "cookies" is kept confidential.