



Information About the 2021 Guelph Business Census

Privacy and Security Statement from the City of Guelph (Invest in Guelph)

The City of Guelph collects personal information, as defined by Section 2 of the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), under the authority of the Municipal Act, 2001, and in accordance with the provisions of MFIPPA.

The City of Guelph will keep individual survey responses confidential, but information provided will be subject to MFIPPA and may be released pursuant to the Act. Survey respondents should identify any confidential information that they include in their survey answers.

For questions regarding the City of Guelph's collection, use and disclosure of this information, please contact the City's Information and Access Coordinator by phone at 519-822-1260 extension 2349 or email privacy@guelph.ca.

What happens to this survey data?

Pollinate Networks Inc. uses a secured survey platform that encrypts all data collected.

Reporting occurs only in aggregate. Individual business data is not published or shared beyond that of the Chamber of Commerce and City of Guelph, except for information that appears in the Grow Guelph business directory, for which survey participants may opt out.

The Guelph Chamber of Commerce has partnered with the City of Guelph to increase efficiency and reduce engagement touchpoints with businesses.

Chamber member feedback will be used to ensure that the Guelph Chamber of Commerce database is current. This information is used to advocate on the issues of most importance to local businesses, facilitate networking, work on the right social issues, and provide relevant events and services.

Demographic information and business needs will be shared with the City of Guelph to help inform program development and service delivery related to COVID-19 recovery efforts.

Will providing my data impact my taxes?

No. The City of Guelph will use collected information to help inform business program development and service delivery related to COVID-19 recovery efforts.

Will my data be shared with other organizations beyond the City of Guelph and the Guelph Chamber of Commerce?

No. Only aggregate data will be reported on and shared beyond these two partners.

Will this data be collected again?

The City of Guelph will be conducting a formal employment survey in the spring of 2022. Both the Guelph Chamber of Commerce and the City of Guelph are required to refresh and update files over time. We are committed to keeping information accurate and are working together to ensure that the data collection process is streamlined.

Is my participation in this survey mandatory?

Your participation is voluntary.

Do I have to complete the survey in one continuous session?

If you get interrupted, you can choose to click the “Save and Continue Later” option to save your progress and return to complete the survey later.

Are accessible formats of this survey available?

Yes. Accessible formats are available by contacting measurement@pollinate.net