
Methods

This website was designed by young people for young people. Its purpose is to make voting more accessible to young Canadians.

About Future Majority

Future Majority is a national non-partisan, non-profit founded in 2018. Future Majority's mission is to amplify the concerns of young Canadians so that every candidate, politician, and party is an advocate for youth priorities.

Process

Issues (climate change, mental health, student debt, and indigenous reconciliation) were selected for Vote Tube through the analysis of external, publicly available survey data on issues that matter to young Canadians as well as internal surveys of Future Majority members. Future Majority then designed the questions you see on the website.

We reached out to each of the major parties that currently have elected Members of Parliament. We gave each leader the same set of questions and guidelines. How they chose to answer them, and what they included in their video submission, was up to the leader and their team.

Polling data was sourced from 338 Canada, a non-partisan polling prediction website. For more information on how the 338 projections works, click [here](#).

Methods for Youth Have Power

Our you_have_power page is a thought experiment to show how important young people are in this election.

Using Statistics Canada's [Table 1 Annual population estimates by age \(18-35\), April 1, 2021](#), we calculated the determined percentage of 18-35-year-old voters in each province. Statistics Canada does not publish this data at the riding level. We then estimated the number of young people per riding by multiplying the percentage of young voters by the total number of voters.

To determine the increase or decrease in youth voters per riding, for each party in each riding, we multiplied the difference between 54% and the user's number of likely voters by the vote share of each party. We then added or subtracted these numbers from the polling predictions and tallied the winner for each riding.

If you have any questions or concerns about our tools, please email tyler@futuremajority.ca

Anti Spam

Future Majority does not send unsolicited emails, and we make every effort to safeguard the integrity of our mailing list.

We only send emails to people who have joined the Future Majority community: by taking action on an online action such as pledging to vote, donating, signing up with one of our volunteers or organizers, or who have otherwise opted into receiving our communications.

If you are no longer interested in our communications, you can unsubscribe at any time. All our emails include an unsubscribe link in the footer, and requests are honored and processed within 24 hours. You will not receive any more emails from us unless you sign up again. If you unsubscribe but continue receiving emails, please check the "To" address on the emails and ensure the correct email(s) are unsubscribed - sometimes people have multiple email addresses on our list.

We do not rent, sell, or share our list with other organizations.

Canada's Anti-Spam Legislation (CASL) From the government's website on anti-spam legislation:

"CASL does not apply to non-commercial activity. Insofar as not-for-profit organizations do not engage in commercial activity, CASL won't apply. This means that messages sent by not-for-profit organizations that strictly seek a donation, ask for volunteers or invite neighbors to a free community event are not covered under the scope of the Act.

CASL will apply to not-for-profit organizations sending commercial electronic messages, which are essentially messages that advertise, market or promote a product, good or service or messages that solicit participation in a commercial activity."

futuremajority.ca is committed to continued compliance with Canada's anti-spam legislation; however, we are confident that our electronic communications are not considered commercial electronic messages (CEM) according to the FAQ from the Government of Canada website, and therefore are exempt from Canada's Anti-Spam Legislation.

The CRTC has also updated its FAQ page with examples of what is considered a CEM and what is not.

Privacy policy

Future Majority works hard to embolden the voice of young Canadians throughout Canada. We are committed to safeguarding the privacy of our community, including volunteers, online members and donors. We do not rent or sell your personal data to any individuals, or other organizations and any member of our community may unsubscribe from our communications at any time.

This privacy statement encompasses the principles of privacy established by the Canadian Standards Association (CSA). Below is a description of our commitment and methods of subscribing to the CSA Model Code.

Purpose

Future Majority recognizes the privacy rights of individuals, including the protection of their personal information and the need for information management practices that adhere to national standards. Future Majority will ensure that its policies and operational guidelines, directed by the principles of the CSA Code, govern the management of personal information of its members, donors, staff and volunteers.

Scope

This policy will be applied to all personal information collected, used or disclosed, about any identifiable individual during the course of Future Majority's financial and campaign activities. We will ensure that any third parties that have been approved, designated or contracted to act on our behalf are aware of and in compliance with the principles set forth in our Privacy Policy.

If you have questions or concerns about Future Majority's privacy policy, please direct all inquiries to aaron@futuremajority.ca using the subject line "privacy policy."

Definitions

Personal Information

Includes factual or subjective information, recorded or not. Information that can be used to identify, distinguish or contact a specific individual including, but not limited to: age, name, addresses, email addresses, donation history, financial information, opinions, beliefs, comments, and other identifying data but does not include the name, title or business address or telephone number of an employee of an organization.

Consent

Voluntary agreement with what is being done or proposed. Consent can be either express or implied. Express consent is given explicitly, either orally, electronically, or in

writing. Express consent is unequivocal and does not require any inference on the part of the organization seeking consent. Implied consent arises where consent may reasonably be inferred from the action or inaction of the individual.

Disclosure

Making personal information available to a third party.

Third-Party

An individual or organization external to Future Majority.

10 Principles of Privacy

1. Accountability:

Future Majority recognizes that it is responsible for all personal information under its control.

This includes, but is not limited to, information in any form: verbal, print or electronic document; such as age, name, address, telephone numbers, email addresses, identification numbers, income, opinions, evaluations, social status, and recordings of disputes between the organization and a donor or supporter.

Future Majority will ensure that a privacy protection clause be included in contracts with individuals/organizations both inside and outside the scope of the organization. The organization will be guided by the principles outlined in its Privacy Code in the daily development, administration, management and evaluation of personal information under its care.

The Futuremajority.ca website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites that we have not contracted professional services from. Please review the privacy policy on any linked third party website to ensure you are comfortable with their compliance to Canada's Privacy Commissioner.

2. Identifying Purposes:

Future Majority and those designated or contracted to act for or on its behalf, will identify the purposes for which personal information is collected at or before the time the information is collected.

Future Majority collects volunteer, donor and activist information to embolden the collective voice of young Canadians. We use this information to contact supporters for

purposes including but not limited to designing and delivering campaigns; sharing organizing, volunteering, and educational opportunities; connecting supporters with elected representatives via online, email, phone, and/or *in person*; fundraising; and *sharing other events we believe supporters may be interested in*. This contact may occur by email, text message, phone, and/or in person.

Future Majority collects donor information to process and administer donations, provide effective support to donors, to connect with donors about campaigns and fundraising requests they may wish to participate in, to conduct analysis to inform our fundraising efforts, to maintain records as required by applicable regulations, and to report as required by applicable regulations.

Any other uses of information by the organization will be identified and individuals will be provided with an opportunity to reject such uses.

Future Majority will make all reasonable efforts to ensure that supporters and donors may review this privacy policy and receive information about the information collected about them.

Data that Future Majority collects We may collect, store, and use the following kinds of personal data:

- a. Information about your computer and about your visits to and use of Future Majority's websites, including your IP address, geographical location, browser type, referral source, length of visit and number of page views. Much of this data is analysed using Google Analytics (see below).
- b. Data relating to any transactions, such as signing a campaign petition, carried out between you and us including information relating to any contribution you make to us.
- c. Information that you provide to us for the purpose of registering with us e.g. your email address and other personal information when you sign up.
- d. Information that you provide to us for the purpose of subscribing to our website services, email notifications and/or newsletters; and any other information that you choose to send to us.

Cookies Future Majority's websites may use "cookies" to help personalise your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that

issued the cookie to you. They are widely used by most websites, to help personalize and simplify your experience. One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page, so you do not need to re-enter your personal information.

By default, most browsers accept cookies, but you have the ability to decline them by adjusting your browser settings.

Google Analytics We use Google Analytics to analyze the use of Future Majority's websites. Google Analytics generates statistical and other information about website traffic. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>

3. Consent:

Future Majority and those designated or contracted to act for it or on its behalf, will ensure that the knowledge and consent of the individual are obtained for the collection, use, or disclosure of personal information, except where inappropriate.

Future Majority has a responsibility to provide explanations in clear, simple and understandable language of the intended uses and impacts and to obtain consent before the information is used. The organization will provide this explanation on all appropriate forms, contracts and publicly available forms.

We will not sell or rent your personal data to any 3rd party organizations or individuals.

4. Limiting Collection:

The collection of personal information will be limited to the purposes we have identified to you. Personal information will be collected by fair and lawful means.

Future Majority will not collect information in an indiscriminate manner. Information will not be collected from other individuals associated with the person such as family members or friends without the consent and knowledge of the individual and only in situations that are deemed to be most compelling.

5. Limiting Use, Disclosure and Retention:

Future Majority will only use or disclose your personal information with your consent (or as required by law) for the purposes for which it was collected.

Future Majority will ensure that consent for personal information use is applied only to purposes agreed to initially by the individual. Future Majority will only keep your information as long as needed for its identified purposes or as required by law.

The following is a list, though not exhaustive, of how Future Majority may use your personal information:

- To administer the futuremajority.ca website
- To improve your browsing experience by personalising the website
- To enable your use of the services available on the website
- To send statements and receipts to you, and collect payments from you
- To send you general communications
- To send an electronic communication on your behalf when you sign one of our e-petitions, e.g. sending your email message to your local Member of Parliament
- To send you email notifications which you have specifically requested
- To send you communications concerning campaigns of partner organizations which we believe may be of interest to you in
- To deal with enquiries and complaints made by or about you relating to the website.

6. Accuracy:

Future Majority will make all reasonable efforts to keep your personal information accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used.

We will provide our supporters with the opportunity to update or correct any outdated or inaccurate records in their personal information. Any updates of personal information requested by an individual by email to aaron@futuremajority.ca will be completed within 30 days from the original request.

7. Safeguards:

Future Majority will protect your personal information by security safeguards appropriate to the sensitivity of the information.

Future Majority will take all reasonable means necessary to ensure that all personal information under its care is protected against loss or theft, unauthorized access, disclosure, copying, use or modification. This includes but is not limited to physical, organizational and technological means.

8. Openness:

We will make specific, understandable information readily available to you about our policies and practices relating to the management of your personal information.

We will ensure that our policies and procedures regarding your personal information are simple, clear and easily accessible in a variety of forms including electronically and in print. Upon request, we will also make our privacy policy management plan available to supporters and donors.

9. Individual Access:

Future Majority supports the right that individuals have to request the personal information that has been collected about them. Upon request, we will give you access to the existence, use, and disclosure of your personal information. You are entitled to question the accuracy and completeness of the information and have it amended as appropriate.

We will respond to your requests for access within 30 days. If, in certain circumstances, we are not able to provide certain information, we will provide you with a written explanation outlining the reasons. These may include but are not limited to references to other individuals or for reasons of legal, security or litigation privilege.

10. Challenging Compliance:

You have the right to question the Future Majority about our compliance with the above principles.

We will make every effort to respond openly to inquiries or complaints regarding our management, collection and disclosure of personal information. We will ensure that every complaint is investigated and that the appropriate actions required to rectify the situation is taken.

Please send any inquiries or questions regarding Future Majority's privacy policy to aaron@futuremajority.ca with the subject line "privacy policy."

Media Contacts

For media inquiries about VoteTube or Future Majority, please contact Cam Wong - camellia@futuremajority.ca