

Max CBC/Radio-Canada

Privacy Notice

I. What Information We Collect and Why

When you use MAX CBC/Radio-Canada, we and/or our advertising partners collect the following types of information about you:

a) Information You Give Us

When you create an account with MAX CBC/Radio-Canada, sign up to buy ads through the platform, or subscribe to one of our newsletters, we ask you to provide your name, company name, company email address, country and credit card details. We also collect your questions and feedback. This information is used to do one or more of the following:

- Administer your account
- Enable the purchase of ads
- Communicate with you
- Send you newsletters
- Respond to your questions and feedback
- Analyze the usage of the MAX CBC/Radio-Canada and improve its performance

b) Information About Your Use of Our Service

We use our own and third-party technology to collect data about your use of MAX CBC/Radio-Canada. This information is used to do one or more of the following:

- Analyze the usage of MAX CBC/Radio-Canada and improve its performance
- Develop new offerings

c) Information About Your Device

We and our advertising partners (including social media platforms) use tracking technology to collect information about your device. This includes the device type (phone, computer, tablet), advertising ID, operating system, browser and screen characteristics, as well as IP address and GPS location. Multiple technologies also use aspects of your network connection to estimate your location. This information is used to enhance our services and the services of our advertising partners, as well as to do one or more of the following:

- Analyze the usage of MAX CBC/Radio-Canada and improve its performance
- Show you personalized advertising on CBC/Radio-Canada and other companies' platforms
- Measure the performance of CBC/Radio-Canada advertising campaigns
- Ensure that what you are seeing on your device is compatible with your technology
- Ensure network security and prevent fraudulent behaviour

We require all advertising partners to have adequate privacy policies and security measures in place and to comply with all applicable privacy and data protection laws so that any data they collect is properly managed.

II. How We Protect Your Information

The security of your information is very important to us and we have multiple measures in place to protect it. Here are some of the ways in which we do this:

a) Technical Security Measures

We deploy a variety of technical security measures to protect your personal information. For example, your information is stored on secure servers, behind firewalls, at data centres with strictly controlled access. Application and BotNet security controls are employed to keep data and processes secure. Your credit card payments are handled in accordance with the Payment Card Industry Data Security Standard (PCI DSS).

b) Organizational Security Measures

We deploy a number of organizational measures to restrict who has access to your data and what it can be used for. For example, access to personal information stored on our systems is restricted to those who need it in order to do their jobs. In addition, your personal information will never be used for a purpose other than what we said it was collected for. We impose the same requirements on service providers who help to operationalize our platforms.

c) Vetting of Service Providers and Advertising Partners

Our service providers are strictly vetted for their privacy and information security practices and are contractually bound to handle your information in a secure and confidential manner, and in accordance with all applicable privacy laws. We review our security procedures on a regular basis to consider new technology.

You should be aware that, despite our best efforts, no security measures are perfect or impenetrable.

III. Whom We Share Your Information With

a) Service Providers

In order to provide you with our service, we need to share some of your information with service providers who help to operationalize MAX CBC/Radio-Canada. A service provider might, for example, supply a solution for managing user accounts or the distribution of newsletters, or provide software for platform analytics or managing payments. We require our service providers to comply with all legal requirements pertaining to privacy and data protection, to ensure the security and confidentiality of any information they might handle on our behalf, and to not share this information with third parties.

b) Advertising Partners

Our digital platforms contain third party tracking technologies which collect information about your device. Some of this technology belongs to select advertising partners (including social media platforms) who use this data to improve their advertising services. This data does not include any directly identifiable information such as your name, email address, or credit card details.

We require all advertising partners to have adequate privacy policies and security measures in place and to comply with all applicable privacy and data protection laws.

c) Government and Law Enforcement

In some situations, we may be legally obliged to disclose your information to law enforcement or a government institution.

IV. Online Tracking and Privacy Choices

MAX CBC/Radio-Canada deploys tracking technology (“trackers”). Here are the main purposes it serves:

a. Essential Functions

Essential functions are features such as logging in to your account or making payments. MAX CBC/Radio-Canada can’t operate without these features.

b. Performance and Analytics

Performance and analytics consist of monitoring how people use MAX CBC/Radio-Canada. This helps us to understand how it is performing.

c. Personalized Advertising

We and our select advertising partners use the information we collect on MAX CBC/Radio-Canada in order to enhance our products and services, to develop marketing messages, and to show you personalized advertising.

d. Your Privacy Choices

We invite you to adjust your privacy preferences by clicking on the Cookie Preferences link at the bottom of the page.

V. Deleting Your MAX CBC/Radio-Canada Account

You can request the deletion of your MAX CBC/Radio-Canada account by writing to: max_cbcradio-canada_support@radio-canada.ca. Your account will be deleted within five business days; however, we retain business transaction information as long as necessary to comply with legal and business requirements.

VI. Your Rights

- **The right to change your mind:** You have a right to modify your tracking preferences at any time, as well as to unsubscribe from any newsletters you may have signed up for by clicking on their "Unsubscribe" button.
- **Right of access:** You have a right to be informed of the personal information that we hold about you.
- **Right to rectification:** You can correct any inaccurate or incomplete personal information through your MAX CBC/Radio-Canada account.
- **Right to make a complaint:** If you have any concerns about the way we handle your personal information, you can contact our Privacy Office at privacy@cbc.ca. If you are not satisfied with how we respond to your complaint, you can contact the Office of the Privacy Commissioner of Canada.