

# ONTARIO FILM COMMISSION

## Privacy Policy

The Ontario Film Office of Ontario Creates is committed to respecting Your privacy and protecting Your personal information. This Privacy Policy explains the current information management practices on Our Web-Site. Your access to or use of the Web-site constitutes Your acceptance of the Privacy Policy. As this Privacy Policy incorporates by reference the [Terms of Use](#), You are also agreeing to the Terms of Use.

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### 1. Definitions

- (a) “**FIPPA**” means Ontario’s *Freedom of Information and Protection of Privacy Act* as the same may be amended from time to time;
- (b) “**Locations Library**” means the locations library service provided by the Ontario Film Commission; “**Ontario Creates**” means the Ontario Media Development Corporation;
- (c) “**Ontario Film Commission**” is a division of Ontario Creates;
- (d) “**User**” means a user of the Web-Site;
- (e) “**We**”, “**Us**” or “**Our**” refers to the Ontario Film Commission;
- (f) “**Web-Site**” means <http://www.ontariofilmcommission.ca> and <https://ontario.reel-scout.com> and includes any sub-sites or pages;
- (g) “**You**” or “**Your**” refers to the User.

### 2. Our commitment and laws

We are committed to protecting Your privacy whether You are browsing for information or conducting business with Us through electronic channels. The handling of all personal information by Government of Ontario organizations is governed by the [Freedom of Information and Protection of Privacy Act](#) (“FIPPA”).

When You visit Our Web-site, We will not collect Your personal information unless You choose to provide it to us. Service providers under contract to Us to provide services that impact the Web-site must follow Our practices.

We will only use Your personal information in accordance with this Privacy Policy. If in the course of managing Our business operations We share Your personal information with

professional advisors, franchisees, suppliers, any such entities shall be required to comply with privacy guidelines that impose obligations at least commensurate with this Privacy Policy. We do not sell or disclose personal information to third parties, other than in compliance with this Privacy Policy and as required to satisfy any law, regulation, legal request, to protect its business interests, and to co-operate with any law enforcement investigation or on matters concerning public policy and safety.

We reserve the right at any time and from time-to-time to modify, edit and update the Privacy Policy and We shall do so unfettered and at Our sole discretion. You should review the Privacy Policy regularly to make sure that You are aware of any changes. Your access to or use of the Web-site on and after the date on which We post the revised terms constitutes Your acceptance of the Privacy Policy as revised.

If We sell Our organization or merge with another party, or engage in corporate restructuring or other corporate functions, Your consent is hereby provided, and will be otherwise implied, to transfer Your information to Our successor for the same purposes as set out in this Privacy Policy. Our successors and assigns may collect, use and disclose Your personal information for substantially similar purposes as described in this Privacy Policy.

### **3. You have a choice**

If You do not consent to the collection, use and disclosure of Your personal information in accordance with this Privacy Policy, do not provide Us with any personal information. It is important to note that some products and services can only be provided if We receive appropriate and required personal information. Consequently, should You choose not to provide Us with the required personal information, We may be unable to offer these products and services to you.

If You choose not to use the Internet to provide personal information to us, You can contact Us by telephone, fax, mail or in person. (Not all product and service options may be available in every situation.)

### **4. Collection.**

We may only collect personal information that is specifically authorized at law, or where the collection is necessary to provide You with a program or service. We collect personal information directly from you, unless another manner of collection is authorized by law.

**5. Notice.** When We collect personal information in connection with providing a program or service, We provide You with a notice that explains (at minimum) the:

- legal authority for the collection
- principal purposes for which the information will be used
- contact information of a person who can answer Your questions about the collection, use and disclosure of Your information

A notice may include more information than what is set out above.

### **6. Use.**

We may only use personal information for the purpose it has been collected, or for a consistent purpose, unless another use is specifically authorized at law.

## **7. Disclosure.**

We may only disclose personal information where We have legal authority to do so, or where the disclosure is for the purpose that We collected the information such as providing You with a program or service.

## **8. What kind of information is collected?**

When You browse or download information from Our Web-site, Our servers automatically collect limited amounts of standard information for traffic monitoring and statistical purposes. The information is analyzed for operational trends, performance, and for ways to improve Our Web-Site. We cannot identify You from this information.

We collect the following standard types of information:

- Operating systems and the types and versions of browsers used to access Our Web-Site
- Dates and times individuals access Our Web-Site
- Keywords individuals enter into Our search engine

We collect the above noted information to provide You with access to information available on Our Web-site. Our computer systems use hardware and software to anonymously monitor unauthorized attempts to upload or change information at Our Web-site, disrupt service, or otherwise cause damage. As a general practice, We make no attempt to link this information with the identity of individuals visiting Our Web-Site. If an attempt to damage Our Web-site has been detected, We can take further action.

## **9. What happens when You send Us personal information?**

You may choose to provide Us with personal information such as Your name, address, phone number, e-mail address and credit card number, if You wish to:

- submit an e-mail, comment, question or request or subscribe for information online
- request a service, product, or fill out a registration or licence form online
- provide feedback, participate in consultations or surveys online
- conduct e-commerce transactions with a ministry or agency

When You visit Our Web-Site, any personal information You provide will be used to respond to Your message and/or provide You with the requested service or product. Section 38(2) of FIPPA requires Us to collect only the personal information that is necessary for the administration of Our programs. At the time the information is collected, You will be informed of the specific purpose for which it is being collected.

## **10. Accessing and correcting Your personal information.**

You can request that We correct inaccurate or incomplete information. Individuals also have a right to access their personal information that is held by Us by making an access request under FIPPA. Access is subject to limits and exceptions outlined in FIPPA.

## **11. Withdrawing Consent.**

You may, at any time, withdraw Your consent to Our collection, use and disclosure of Your personal information, subject to reasonable notice and any legal and/or contractual restrictions. Should You choose to withdraw Your consent, Ontario Creates may be unable to provide, or continue to provide, the products or services that can only be provided if We receive appropriate and required personal information.

## **12. Exception: Ontario Locations Library.**

The information that You provide to Us in order to access the Locations Library, either to scout for available locations or to post information about properties that You own *is not considered to be personal information for the purposes of FIPPA*, notwithstanding that it includes Your name, address, telephone number and e-mail address. This is because You are providing it for the purpose of gain, either as a scout or as a property owner seeking to rent a property. See FIPPA, subsections 2(2) and 2(3).

***IF YOU DO NOT WISH TO HAVE CONTENT ACCESSIBLE TO THE PUBLIC, INCLUDING HAVING YOUR PICTURES VIEWED BY OR DISCLOSED TO OTHER PERSONS, DO NOT USE OUR LOCATIONS LIBRARY.***

## **13. Cookies statement**

This part describes Our cookies policy. By visiting Our Web-site, You are accepting the practices described below.

**13.1 What are cookies?** Cookies are small files stored on Your device when You visit a Web-site. Cookies do not give Us access to Your hard drive and do not allow Us to make changes to Your device. They collect information anonymously, allowing Us to collect statistical information that provides You with a better online experience with Our Web-site. We do not store personal information in cookies, and We do not collect personal information from You without Your knowledge.

### **13.2 What kinds of cookies do We use?**

(a) **Cookies that measure Web-Site use.** We use Google Analytics to measure how users use the Web-site so We can improve it for future visits. We do not allow Google and/or any third parties to use or share the data about how You use this site.

Google Analytics sets cookies that store anonymous information about:

- how a User got to the site (from a search engine, third party link, etc.)
- the pages a User visits
- how long a User spends on each page
- what a User clicks on while visiting the Web-site
- what device and browser is used to access the pages

(b) **Cookies that remember Your settings.** These cookies help Us to remember Your preferences and the choices You make when on the Web-site. This will personalize Your experience using Our Web-site. For example, language settings.

(c) **Cookies that support Our digital Web-site.** These cookies are required for filling out forms and transactions. The cookies track Your steps as You fill out a form, saving the information as You go. You must have cookies enabled to use this feature online.

(d) **Cookies that help with communications and marketing.** These cookies, which may be set by third-party websites, use online activity to help deliver more relevant advertising. This may happen because Our Web-site may host third-party content (such as YouTube videos) and We use Google Analytics. We also use Google Analytics Advertising Features to help improve how We communicate with Our users. For more information on Google Analytics Advertising Features, see the analytics section of Our Privacy Policy. These third

parties may track Your online activities across other websites. We have attempted to limit the privacy impacts of third-party cookies on the Ontario Creates Web-site.

### **13.3 How to manage Your cookies settings.**

You can manage Your cookies settings and permissions within Your browser. This also applies to third-party cookies. This may affect Your experience when You interact with Ontario Creates online. For information on how You can manage Your cookies settings, check the “Help” section or support website for Your browser.

## **14. Analytics**

In order to serve You better, We use analytics including Google Analytics to help analyse the use of Our Web-site. These tools use cookies to collect and generate information about Your visits to Our Web-site (including Your IP address) that is transmitted to their servers in an anonymous form for processing. We study patterns of Web-site activity so We can improve the experience of visitors to Our Web-Site. The use of these tools does not allow Us or Our analytics service providers to identify individuals.

You can opt-out of analytics activity by setting Your browser to notify You when a cookie is sent and block analytics cookies if desired. Please consult Your browser’s Help Menu for instructions. Visiting Our Web-site with analytics cookies disabled will have no significant impact on Your browsing experience. Google currently offers a free [Google Analytics opt-out tool](#) for Google Chrome, Mozilla Firefox, Apple Safari and Microsoft Edge.

## **15. Who to contact for more information**

Questions or comments regarding this Privacy Policy or the administration of FIPPA by Us may be directed to the Director, Business Affairs and Research Ontario Creates, by sending an email to: [BAR@ontariocreates.ca](mailto:BAR@ontariocreates.ca), calling 416-314-6858 or writing to:

Director, Business Affairs and Research  
Ontario Creates  
175 Bloor Street East, South Tower, Suite 501,  
Toronto, ON M4W 3R8

## **16. Security**

Our security practices are continually evolving to ensure that the integrity and confidentiality of information and systems are maintained. We use up-to-date security safeguards to protect Our network and Web-site from misuse, alteration, copying, disclosure, destruction, monitoring or unauthorized sharing of information and damage. Our safeguards include the use of security software and encryption protocols and involve physical, technical and procedural controls to protect information behind Our firewall.

## **17. Links to Other Sites**

Our Web-site may contain links to other websites and websites of third parties. While We try to link only to websites that share Our high standards and respect for privacy, We cannot say for sure if this is the case. As such, Ontario Creates is not responsible whatsoever for the content of, or the privacy practices employed by, other website operators and owners. Any use by You of such links is at Your sole risk and liability.

## **18. Disclaimer**

While We take steps to protect Your personal information, We cannot guarantee the security of any information You transmit to us. We are not responsible for the inadvertent disclosure

of Your personal information or theft of Your personal information. Consequently, We, Our affiliates, related companies and arm's length companies and any directors, officers, employees, agents do not provide any representation, warranty or guarantee that Your personal information will be protected against misuse, loss or modification. We do not accept and do not bear any liability for the security of your, or any other individual's personal information.

**19. Retention and Destruction.**

We retain personal information for only for as long as is necessary for Us to respond to any issues that arise at a later date or as is required by law. When personal information is no longer required by Us or by law, We will either convert it into an anonymized form or an aggregated non-identifying form, or We will appropriately destroy or erase the personal information in a manner that is in accordance with Our current policies and procedures.

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