



Studio de musique ancienne de Montréal - Privacy Policy

Last updated: April 3, 2023

Thank you for visiting the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL's website and for reviewing its Privacy Policy (hereinafter the Policy).

By browsing our website or using our systems or services, you acknowledge that you have read and understood this Policy and consent to the processing of your personal data and information in accordance with this Policy where appropriate.

This Privacy Policy consists of the following elements:

1. Objectives of the Privacy Policy
2. Entry into Force
3. Methods for Obtaining Consent
4. Objectives of Data Collection
5. Purposes of Data Processing
6. Personal Information Collected
7. The Treatment Processes Used
8. Methods of Access and Control of Personal Information
9. Sharing and Purposes for Sharing Personal Information with Third Parties
10. Use of Cookies and Similar Technologies
11. Retention of Personal Information

1. Objectives of the Privacy Policy:

Respect for privacy and protection of personal information are essential to us, which is why, through this Policy, we intend to protect your personal information in accordance with existing legislation.

To ensure this protection, the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL will only collect, process, and share personal information with the consent of the individual, unless permitted or required by law, in which case consent will not be necessary.

The objective of this Policy is to inform users of why and how the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL, or anyone acting on its behalf, will collect and use their personal information. The use of plain language is needed to ensure informed consent of users.

For the purposes of this Policy, “personal information” means any information about an identifiable person or that allows for the identification of an individual.

2. Entry into Force

This Policy is effective as of May 16, 2023

3. Methods of Obtaining Consent

We are committed to obtaining consent before collecting an individual’s personal information. Consent can be explicit or implicit and can be provided directly by the individual or by the individual’s authorized representative.

We favour the procurement of explicit consent, whether verbally, electronically, or in writing. However, implicit consent can be reasonably inferred from a person’s action or inaction. For example, providing a name and address to receive a publication, or a name and telephone number to obtain an answer to a question is considered implicit consent in the collection of information containing personal information. In determining the appropriate form of consent, we consider the sensitivity of the personal information involved, the objectives for which it is being collected, and the reasonable expectations of an individual in a similar situation.

If we want to use personal information for a new purpose, we will describe the intended use and seek consent again.

It may not always be possible, particularly in the context of a state request, to obtain the individual’s consent to collect, use, or disclose his or her personal information. We undertake never to disclose such information, other than in accordance with this Policy, except as required or permitted by law.

4. Objectives of Data Collection

The information is collected in accordance with the purposes and objectives set out in this Privacy Policy.

Here are some of the reasons why we collect your personal information:

- **To provide products and services, such as concerts and special events:** We will collect and process the data and information necessary to fulfill our mission and contractual obligations.
- **To provide and improve these products and services:** Data collected from your interactions with our services may be used to analyze and improve the operation of our products and services.

- **To develop new products and services:** The data collected may be used for research and development purposes to offer new products and services to our users, including through advertising and marketing messages.
- **To offer personalized products and services:** The collection and analysis of the data generated by your interactions with our services allows us to develop and create products and services that are always relevant to your expectations in terms of culture and entertainment, particularly to provide adjustments for customers who require them.
- **To assess the performance of products and services:** Data is collected to provide information on the advantages but also the disadvantages of our products and services, to evaluate them and to resolve them, if necessary, mainly through surveys. This allows us to ensure the quality of our products and services and to manage risk more effectively.
- **To protect the privacy of our users:** The data collected allows us to verify the identity and protect the privacy of individuals who communicate with us by phone, electronically, or otherwise.
- **To meet legal obligations:** Data is collected to meet obligations under laws, regulations, or international treaties.

5. Personal Information Collected

The STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL may collect personal information in various forms but will only do so by lawful means and only for the purposes disclosed to you, as described in this Policy, or as permitted or required by law.

The personal information collected, as well as its sensitivity, may vary depending on the context in which you interact with the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL. For this reason, it is our priority to inform you of the nature of the personal information we use.

We protect all personal information collected. Among the personal information that may be collected and used, we pay particular attention to:

Name and contact information. First and last name, email address, mailing address, telephone number, and similar contact information.

Proof of identity. Passwords, password hints, and similar security information used to identify you and access your account.

Demographic information. Information about you such as your age, gender, country, and language of communication.

Payment information. Data necessary to process your payments, such as the payment instrument number (e.g., your credit card number) and the security code associated with it. The STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL does **not** keep this data.

Subscription data. Information about your subscriptions to cultural events and newsletters from the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL.

Images and sounds. Audiovisual data to ensure the safety of our users, particularly at places where cultural events take place for which we are organizers or hosts.

Interactions. Data relevant to your use of websites, platforms, and tools created. This is data that you provide to use the products.

Other examples of interaction data we collect include:

- **Data on site and platform visits and usage.** For example:
 - **Payment and account history.** Data about the items you purchase, and the activities associated with your account.
 - **Problem resolution and help data.** Information you provide when you contact the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL for assistance, including the products you use and other information that helps us resolve your problem.
- **Interests and preferences.** Information about your interests and preferences, such as the artists or style of music that you enjoy seeing in concert, the types of cultural events that interest you, and/or the cities to which you are willing to travel to attend certain cultural events. In addition to the information you have explicitly provided, the other data we collect sometimes allows us to identify or guess your interests and preferences.
- **Content consumption data.** Data about the multimedia content (e.g., video, music, audio) you access through our products.
- **Searches and orders.** Search queries and commands you use when using our website.
- **Text, input, and handwritten input data.** Text, input, and handwriting data and related information.
- **Other data.** Other data provided when you use our website, in particular data from Google Analytics.

6. Purposes of Data Processing

Provision of Products and Services. We use data to make our products and services work and to provide you with rich, interactive experiences.

For example, you can purchase products (subscriptions or single tickets) to attend concerts.

Improvement of Products and/or Services. We use the data to improve our products, including adding new features or capabilities (e.g., error reporting at the time of ticket purchase, or by consulting an online program, etc.).

Personalization. Some products include personalized features, such as recommendations that enhance your experience and satisfaction. These features use automated processes to tailor your experiences based on the data we have about you, such as inferences we make about you and your product usage, activities, interests, and location.

Product and/or Service Development. We use data to develop new products. For example, we use personal information that we anonymize or pseudonymize to better understand the needs of our customers, through anonymous surveys and by other means.

Customer Support. We use data to diagnose and resolve problems with products and/or services, and to provide other support and assistance services.

Help Secure and Resolve Problems. We use data to help secure and resolve problems with our products and services. This includes using the data to help ensure the security of services offered to our customers, detecting malware and malicious activity, resolving performance and compatibility issues to help customers get the most out of their experience, and notifying them of updates to our products and services. This may include the use of automated systems to detect security issues.

Surveys and Promotional Communications. We use the data we collect to provide surveys and promotional communications. You may subscribe to email, respond to surveys, and choose whether to receive promotional communications from the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL by email, SMS, postal mail, and telephone. For more information about managing your contact information, email subscriptions, and promotional communications, refer to the section entitled “How we Access and Control your Personal Information” in this Policy.

Relevant Offers. The STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL uses data to provide you with relevant and important information about products and services offered. We analyze data from a variety of sources to predict what information will be most interesting and relevant to you, communicating it to you in a variety of ways. For example, we may predict your interests in entertainment and suggest new activities that you might enjoy.

Advertising. The STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL uses data collected through its interactions with you, some of our products, and on third party websites to advertise our products and services, including on third party websites. We may sometimes use automated processes to make advertisements more relevant.

Business Transactions. We use data to process your transactions with us. For example, we process payment information to provide customers with product subscriptions and use contact information to provide products purchased from our online stores/box office.

Reporting and Business Transactions. We use data to analyze our operations and improve decision making. This allows us to make informed decisions and create reports on the performance of our business.

Protection of Rights and Property. We use data to detect and prevent fraud, resolve disputes, enforce contracts, and protect our property. For example, we use data to confirm the validity of tickets sold to combat fraud. We may use automated processes to detect and prevent activities that violate our rights and those of third parties.

Legal Compliance. We process data to comply with the law. For example, we use the age of our customers to ensure that we meet our obligations to protect children’s privacy or to ensure

that the customer meets the recommended age for the audience. We also process contact information and identifiers to help customers exercise their data protection rights.

Research. We use data to conduct research, including for scientific purposes and in the public interest, where permitted by law.

7. The Treatment Processes Used

The STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL attaches the utmost importance to the security of your personal information and is committed to handling your personal information in accordance with industry standards and norms, only for the purposes for which it is collected as described in this Policy or in a specific notice to that effect. Nevertheless, absolute safeguarding of your personal information is impossible given the inherent security limits of transmission via the Internet. The information transmitted to us is, therefore, ultimately transmitted at the user's own risk.

8. Methods of Access and Control of Personal Information

The STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL ensures that all personal information in its possession is as accurate, current, and complete as is necessary for the purposes for which it is to be used.

You have the right to request access to your personal information for verification purposes and to request a correction if the information is inaccurate. If you believe that your personal information is inaccurate or if you wish to access your personal information, you may make a request using the contact information provided at the end of this Policy.

To the best of our ability, we will provide you with timely access to your personal information. However, as a security measure, we may need to verify your identity.

In addition, there may be circumstances where we will not be able to provide you with access to your personal information. For example, where access may lead to the disclosure of another person's personal information and that person refuses to consent to the disclosure or where legal restrictions apply. If such a situation arises, we will advise you of the reason why we cannot provide you with access to your personal information.

If your request relates to data appearing on third party web pages or platforms, please contact those third parties directly.

9. Sharing and Purposes for Sharing Personal Information with Third Parties

We do not share your personal information with companies, organizations, or individuals outside of the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL, except for our authorized suppliers

and partners who require access to the information for the purposes and within the limits of this Policy, and in the following cases:

- With your consent.
- For storage on cloud servers, in which case personal information may be transferred to third party jurisdictions. Please note that we only retain the services of reputable companies with privacy policies.
- For external processing purposes: We transmit personal information to other companies (for example, ticketing, donation, or newsletter platforms) or trusted persons who process it on our behalf, according to our instructions, in accordance with this Privacy Policy, with a degree of data security at least equivalent to our own, and in compliance with any other appropriate security and confidentiality measures.
- For legal purposes: We transfer personal information outside our company if access to it is necessary to comply with applicable laws and regulations.

The STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL will not sell or rent your personal information to third parties.

10. Use of Cookies and Similar Technologies

The STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL may use cookies, Internet tags, web beacons, log files, or other technologies to collect certain personal information about visitors to our websites and about recipients of our newsletters, invitations, and other communications. Cookies are pieces of information transmitted by the server to the browser during a visit to the website that uniquely identify the current connection. This data may include information such as your Internet Protocol (IP) address, browser type, browser version, the pages of our site that you visit, the time and date of your visit, the duration of your visit, and any other statistics.

The cookies used mainly serve to retrieve the search history as well as the shopping carts (e.g., ticket purchases) linked to the session to facilitate the user's online browsing experience. It is important to know that activating the cookies option may, depending on the chosen configuration, allow other servers to install cookies on your system. You can adjust your browser settings to notify you of the presence of cookies, giving you the ability to decide whether you accept them.

Please note that our website may contain links or references to third party sites. This Policy ceases to apply when you leave our website and the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL is not responsible for the collection or processing of personal information by or through these third parties or external sources.

Below is a list of our service providers that may process your personal information, along with their privacy policies:

- Desjardins' Employer D, for our payroll system. [Privacy Policy](#)
- Facebook, for targeted ad posts. [Privacy Policy](#)
- Google, for the processing of web statistics and targeted ad posts, as well as the Google Workspace Suite for cloud-based storage. [Privacy Policy](#)
- Mailchimp, for the mailing of newsletters. [Security information](#)
- Sage 50, for accounting services. [Privacy notice and cookies policy](#)
- Tuxedo, for our online box office and statistical data analysis. Tuxedo has received PCI SAQ-D certification guaranteeing the security of credit card transactions. Certification has been validated by the firm of [Raymond Chabot Grant Thornton](#). [Privacy Policy](#)
- Tuxedo uses Stripe to process financial transactions when purchasing tickets. [Privacy Policy](#)
- Yapla, for the processing of donations. [Privacy Policy](#)

11. Retention of Personal Information

The STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL keeps the data collected for different periods of time, depending on its nature and its usefulness in offering our products and services. During the retention period, the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL takes physical and technical measures to ensure the security of data containing personal information.

The primary locations where personal information is stored are in cities where the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL has offices or facilities and in cities where Google, Yapla, Mailchimp, and Tuxedo have servers containing the data collected by the STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL whose website is hosted on a server in Beauharnois.

Personal information may be stored outside the country in which you live if a third-party vendor or other entity to whom we disclose personal information in accordance with this Policy is located outside the country. In such cases, personal information may be subject to the local laws of the countries or territories in which the information is collected, used, disclosed, or stored, and may be accessible to government and law enforcement authorities in those countries or territories.

Other information

Amendments to these rules:

We make changes to this Privacy Policy from time to time. Any decrease of your rights under this Privacy Policy will not be enforced without your express consent. We will always indicate the date on which the last changes were made.

Person in charge of compliance:

If you have any questions, comments, or complaints about this Policy, you may contact the person responsible for ensuring compliance with this Privacy Policy:

DIANE LEBOEUF

STUDIO DE MUSIQUE ANCIENNE DE MONTRÉAL

407-1097 Saint-Alexandre Street, Montreal, QC, H2Z 1P8

Telephone: 514 861-2626 extension 2

Email: dg@smamontreal.ca