

Privacy Notice for Digital Platforms

Privacy at CBC/Radio-Canada at a Glance

As Canada's national public broadcaster, CBC/Radio-Canada connects with Canadians and reflects the diversity of our communities from coast to coast. Canadians are at the heart of what we do. In digital terms, this relationship translates to an exchange of information between you, the audience member, and us, the broadcaster.

This Privacy Notice describes how we handle the personal information collected on our digital platforms (our websites and our apps) in order to make sure that Canadians have both secure and engaging experiences when spending time with us.

CBC/Radio-Canada is a federal crown corporation. As such, we:

- Only collect personal information that relates directly to our programs and activities
- Always inform you what information we collect and why
- Apply security measures to protect your personal information

We may share your personal information with service providers who support our operations and who are bound to handle it in a secure and confidential manner. Our digital environments also contain tracking technologies which automatically collect information about your device and how you use our services. This helps us to improve our platforms as well as to personalize content and advertising. Select advertising partners also collect this information to improve their advertising services.

You have the right to access the personal information we hold about you and to correct or update any information that may be incomplete or inaccurate through your CBC/Radio-Canada account.

Note that the personal information we collect for journalistic, artistic or literary purposes (such as information gathered by a journalist writing a story, for example) is not subject to our governing legislation, the *Privacy Act*.

Now that you have an overview of our privacy practices, let's dive into the details!

I. What Information We Collect and Why

When you use our digital platforms, we collect three types of information about you:

a) Information You Give Us

When you create an account with CBC/Radio-Canada, sign up for one of our newsletters, enter one of our contests or ask a question through our Help Centre, we may ask you to provide information about your name, age, gender, postal code, email address, telephone number and/or credit card. You also have the possibility of letting us know things like your region, your interests and favourite content.

This information is used to do one or more of the following:

- Administer your account and subscriptions
- Communicate with you
- Send you newsletters
- Manage our contests and competitions
- Show you personalized content
- Show you personalized advertising
- Let you comment on our content
- Respond to your questions and feedback
- Analyze the usage of our platforms and improve their performance

Information pertaining to age, gender and postal code also helps us to better understand what might be popular with certain demographic groups or in certain geographic regions, and thus supports us in fulfilling our mandate to serve all Canadians.

If you do not want your account information to be used for the personalization of content and advertising, you can still access select content on our platforms without creating an account or logging-in.

b) Information About Your Use of Our Services

We use our own and third-party technology to collect data about your use of our services. This includes what you read, watched, listened to or searched for, your comments, as well as how you navigate our platforms.

This information is used to do one or more of the following:

- Analyze the usage of our platforms and improve their performance
- Show you personalized content
- Show you personalized advertising
- Measure the performance of advertising campaigns

- Develop new content that could be of interest to our audiences
- Conduct audience research
- Meet our regulatory reporting requirements

Some third-party technology embedded in our platforms belongs to advertising partners, including social media platforms. This technology enables us to reach our audience on other platforms to show them ads about our content, as well as to discover new audiences who might be interested in our programming.

Third-party technologies also enable select advertising partners to collect information about your use of our platforms in order to show you personalized advertising on CBC/Radio-Canada and other companies' platforms. This does not include any directly identifiable information such as your name, email address, credit card details or phone number, nor any of the information you provided when creating your CBC/Radio-Canada account such as your gender, postal code or month and year of birth. 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.

You can limit this type of tracking by configuring your browser and/or device privacy settings. Please read **section IV of this Privacy Notice** for more information about this.

c) Information About Your Device

We use our own and third-party technology to collect information about your device. This encompasses the device type (phone, computer, tablet, gaming console, smart TV, etc.), device 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 do one or more of the following:

- Analyze the usage of our platforms and improve their performance;
- Ensure that what you are seeing on your device is compatible with your technology
- Show you personalized content
- Show you personalized advertising
- Measure the performance of advertising campaigns
- Ensure network security and prevent fraudulent behaviour
- Perform cross-device and cross-app matching (identify a single user across multiple devices and apps).

d) Data Received from Third Parties

We combine the information we collect about you with data obtained from third parties (social media platforms, advertising partners, data providers, etc.) in order to improve personalized content and advertising.

II. How We Protect Your Personal Information

The security of your personal 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 keep your personal information safe. For example, your information is stored on secure servers located in Canada, the United States or the European Economic Area, 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) Administrative Security Measures

We deploy a number of administrative 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.

CBC/Radio-Canada has a breach protocol in place and will inform you by email or other appropriate means, if you have an account with us, of any material privacy breach touching upon your personal information.

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

We review our security procedures on a regular basis to consider new technology. You should be aware, however, 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 services, we need to share some of your personal information with service providers who support our operations. An external provider might, for example, supply a platform for managing user accounts or the distribution of newsletters, or provide software for platform analytics. 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 personal 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 automatically collect information about your device and your use of our platforms. 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, credit card details or phone number, nor any of the information you provided when creating your account such as your gender, postal code or month and year of birth.

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.

If you use the same email address for your CBC/Radio-Canada account and an account you have with another company, we might show you personalized ads for our services on those companies' platforms and vice-versa.

c) Audience Analytics Providers

We and other media companies share our digital content consumption data with audience analytics providers who supply aggregate, industry-wide information on viewership volumes and market trends. This information helps us to track our key performance indicators.

d) Government and Law Enforcement

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

IV. Online Tracking and Privacy Choices

Our platforms deploy both first and third party tracking technology ("trackers"). First-party trackers are set by CBC/Radio-Canada, and third party trackers by companies that help us to operate and analyze our platforms. Here are the four main purposes they serve:

i. Essential Functions

Essential functions are features such as logging in to your account, commenting, and remembering your chosen language, location, favourites and where you left off watching a show. Our platforms can't operate without these features.

ii. Performance and Analytics

Performance and analytics consist of monitoring how people use our platforms. This helps us to understand how our websites and apps are performing and functioning, what a typical user journey looks like, what content is popular, and so on. This includes

measuring audience numbers, which we have to report to our regulator, the Canadian Radio-Television and Telecommunications Commission (CRTC).

iii. Personalized Content

Content personalization entails showing you content that is based on your location, consumption habits, and any other traits and preferences that we may have inferred from your use of our services.

iv. Personalized Advertising

Personalized advertising entails showing you ads based on your online behaviour, such as what pages you visited and what content you interacted with, and any other traits and preferences we may have inferred from your use of our services.

Select advertising partners collect information about your use of our platforms in order to show you personalized ads on both CBC/Radio-Canada and other companies' platforms. This does not include any directly identifiable information (such as your name, email address, credit card details or phone number), nor any of the information you provided when creating your CBC/Radio-Canada account (such as your gender, postal code or month and year of birth). 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 handled appropriately.

Personalized advertising also relies on social media trackers which connect our websites and apps to social media platforms. They enable us to find our audience members on those platforms and show them ads for our latest offering, as well as to discover new audiences there. Various social media platforms also offer users the possibility to opt-out of such tracking directly on the social media website or app.

Note that when you limit online tracking on your browser or device privacy settings, you will continue to see contextual ads (a sports ad might, for example, be featured on the CBC Sports page) as well as random ads that don't necessarily correspond to your interests.

v. Your Privacy Choices

We invite you to adjust the privacy settings of your browser and/or device in order to control what information is automatically tracked about you. You can click on the links below to find out how to do so:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Microsoft Edge](#)
- [Opera](#)
- [Apple Safari for Mac](#)
 - [Apple Safari for iPhone and iPad](#)
 - [Apple iPhone Privacy Settings](#)
- [Google Android Privacy Settings](#)

If you choose to download a cookie blocker, please note that it will stop some of our products from working properly, or entirely, on your device. More specifically, your access to audio and video content, location-based services, search features, registration, sign-in and commenting may be affected.

In addition, CBC/Radio-Canada is a member of the Digital Advertising Alliance of Canada (DAAC) and adheres to its principles. By visiting the web page of [DAAC](#), you can opt-out of targeted advertising by multiple companies, including CBC/Radio-Canada.

V. Deleting Your CBC/Radio-Canada Account

You can request the deletion of your CBC account [here](#), and the deletion of your Radio-Canada account by visiting the account centre at <https://mon-compte.radio-canada.ca/>. For the Mauril application, please write to: mauril@cbc.ca.

We may close your CBC/Radio-Canada account if you haven't used it in two years.

VI. Third-Party Content

Our digital platforms sometimes contain non-CBC/Radio-Canada content and features (a YouTube video, for example, or a Facebook "Like" button) or links that take you to non-CBC/Radio-Canada websites. This is considered « third-party content » i.e. content that does not belong to CBC/Radio-Canada but which enriches your experience on our platforms.

When you click on third-party content, the third party in question may collect information about you and will treat that information in line with its own privacy policies. Note that when you use social media functions embedded in our digital environments (e.g. “Like” and “Share” buttons) or access our content through third-party platforms (such as visiting our pages on Facebook or listening to our podcasts on Spotify), the privacy policies of those third-party platforms apply.

VII. CBC/Radio-Canada for Children and Youth

CBC/Radio-Canada has a number of websites and apps designed for children and youth, including CBC Kids, CBC Kids News, Zone des petits, Zone jeunesse and MAJ. These platforms do not offer the possibility of registration, nor do they track users for personalization purposes. They do not feature advertising.

We also offer some children’s and youth content on CBC Gem, CBC Listen, TOU.TV and OHdio. Personalized advertising trackers are deactivated on content that is aimed at those under the age of 13. We may, however, personalize ads for only CBC/Radio-Canada programming on content that is aimed at youth who are between 13 and 17 years old.

Certain personal information may be requested for childrens’ contests and events. When this is the case, we ask that the parent or legal guardian provide the information in question or give their consent for that information to be collected. We also ask that the parent or legal guardian provide their contact information for verification purposes.

The online protection of children is a shared responsibility between CBC/Radio-Canada and the parent or legal guardian. We therefore encourage parents and legal guardians to monitor their children's use of our digital platforms.

VIII. 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 CBC/Radio-Canada account.

- **Right to make a complaint:** You can make a complaint to our Privacy Office by writing to privacy@cbc.ca or vie-privée@radio-canada.ca if you have any concerns about the way we handle your personal information. If you are not satisfied with how we respond to your complaint, you can contact the [Office of the Privacy Commissioner of Canada](#).

IX. Changes to This Privacy Notice

We sometimes update this Privacy Notice. If we make important changes and you have a CBC/Radio-Canada account, we will alert you by email. If you do not have a CBC/Radio-Canada account, we encourage you to check this notice periodically- the date of the latest update will always be featured at the top. If you don't agree to the changes, you can stop using our services and delete your account.

Got questions about this Privacy Notice? Write to us at: privacy@cbc.ca