

## C2 MONTREAL (2024)

### PRIVACY POLICY

**LAST UPDATE:** [●], 2023

Hello there!

This Privacy Policy contains useful information on how we process your personal data, your rights regarding your data and how you can exercise your rights.

All comments, questions, concerns, requests or complaints regarding your personal data or our privacy practices should be sent to our Privacy Officer as follows:

By **privacy@c2.biz**  
e-mail:  
By mail: **Attention:** Privacy Officer  
1 Place Ville Marie, Suite 12102  
Montréal, Québec, Canada  
H3B 3Y1

As a participant of the Digital Advertising Alliance of Canada (“**DAAC**”), we adhere to the Principles for Online Interest-Based Advertising designed to apply consumer-friendly standards to online-based advertising across the web. This Privacy Policy contains explanations on how we conduct online-based advertising and how you can manage your cookies to maintain control over your online activities. [Click here](#) to learn how we use interest-based advertising as part of our marketing activities. [Click here](#) to obtain more information on the DAAC’s AdChoices self-regulatory program.

#### **WHAT IS PERSONAL DATA?**

In this Privacy Policy, “**personal data**” means any data which allows us to identify you directly, or indirectly, and includes cookies and similar technologies.

Cookies are small files installed on your device which help websites like ours remember things about you, such as your preferred language. Cookies can be installed by us, in which case they are first party cookies and are generally installed for the duration of a session. This means that they are deleted once you close your browser. To the extent permitted under applicable laws, cookies can also be installed by third parties, such as Google Analytics, and track you across different websites to obtain aggregated data about your behavior or usage.

In this Privacy Policy, we also use the term cookie to include other similar automatic tracking technologies such as web beacons and pixels. These are typically small transparent images that provide us with information similar to the information obtained from cookies. They are often used with cookies, but are not stored on your device in the same way. Therefore, if you delete the cookies on your browser, web beacons and

pixels may not be entirely deleted although their functionality will be restricted by the cookies you deleted.

#### **WHEN DOES THIS PRIVACY POLICY APPLY?**

This Privacy Policy applies to your browsing and use of our website at <https://c2montreal.com> (the “**website**”), to your purchase of tickets to attend our "C2 Montreal" events and related conferences and sessions, whether they are held digitally, in person or by combining both attendance modes, to our use of cookies and marketing activities to promote tickets to such events. This Privacy Policy applies to our communications, such as if you send us an e-mail. We will use the term “**Services**” to cover all of these activities together.

Our Services may contain links towards third party applications, services or websites. These external services are not covered by this Privacy Policy. It is your responsibility to review their respective privacy policies and practices prior to using these external services.

#### **WHAT TYPE OF PERSONAL DATA DO WE COLLECT ABOUT YOU, AND FOR WHAT PURPOSES?**

The information we collect generally falls into one or more of the following categories. For each category of personal data, we explain why do we collect it, and based on which applicable lawful basis if you are located in the European Union. If we process your personal data based on consent and you are located in the European Union, you also have the right to withdraw your consent at any time, however, we may not be able to provide you with the related Services.

If you are located elsewhere, we collect your personal data based on your consent, whether implicit or explicit. If you purchase tickets for someone else or otherwise subscribe someone else to attend our events, then you are responsible for ensuring that this person has consented for you to share their personal data with us.

**Mailing list and other communications:** we collect your e-mail address and other information (such as your first name, last name, company name, state, country and language) that you submit if you sign-up to receive updates about the Services and other communications from us on our website. We also collect the information you share with us when you exchange with us, such as through our online forms and through e-mails. We collect this information based on your consent or our legitimate interests. If you subscribe to our mailing list, you can unsubscribe directly within our communications. [Click here](#) to jump to the section of this Privacy Policy that details how you can do so. We use this information:

- to conduct marketing activities related to the sale of tickets for the Event, including interest-based advertising as described in this Privacy Policy.

*Applicable legal ground(s) under GDPR; consent, legitimate interests for direct marketing.*

- to contact you relating to the Services. *Applicable ground(s) under GDPR: legitimate interests.*
- to respond to inquiries and other requests. *Applicable ground(s) under GDPR: performance of a contract, legitimate interests, consent.*
- to collect opinions and comments in regard to the Services. *Applicable ground(s) under GDPR: consent.*

**Registration and ticket purchase:** we collect your first name, last name, company name, e-mail address, phone number, billing address and other information that you submit when you register and purchase tickets for our events. We use this information:

- to provide you with the Services and to support your use of the Services, including providing you with credentials to create accounts, a badge to attend the Event, accreditation and communications regarding the Event. *Applicable legal ground under GDPR: consent, contract performance.*
- to allow you to purchase tickets, and to purchase other goods and services during our events. *Applicable legal ground(s) under GDPR: performance of a contract, consent.*
- to investigate legal claims or comply with our legal obligations. *Applicable ground(s) under GDPR: legal obligations, legitimate interests.*

**Electronic information:** we use cookies and similar tracking technologies that automatically collect information about your device, such as IP address, browser used, language used, pages visited, time spent on a page, origin of visitors, etc. [Click here](#) to jump to the section of this Privacy Policy that details how we use cookies and similar tracking technologies. We use this information:

- to monitor and improve the Services. *Applicable ground(s) under GDPR: legitimate interests.*
- to obtain analytics and performance data related to the Services. *Applicable ground(s) under GDPR: legitimate interests, consent.*

**Badges:** during on-site events, we may use badges in order to grant access to participants who attend in person. Our badges contain radio-frequency identification (RFID) technology that is used to scan your badges when you arrive at such events or participate in certain activities for security and credential purposes. We use this information:

- to provide you with accreditation regarding your participation at the Event. *Applicable legal ground(s) under GDPR: legitimate interests, consent.*

- to monitor and improve the Services. *Applicable ground(s) under GDPR: legitimate interests.*
- to investigate legal claims or comply with our legal obligations. *Applicable ground(s) under GDPR: legal obligations, legitimate interests.*

**Pictures and images of participants:** if you register for events, we may require a picture of you to print on your badge (for on-site events) or to build your profile on platforms used to host virtual online events. We process some data points on your picture for security purposes. Participants may also be filmed and photographed when attending our events based on the consent set forth in the [Ticket Purchase and Event Participation Terms of Use](#) and prominently displayed on our website. We use this information:

- to ensure the security of our Services, such as by scanning your badges for our on-site events and monitoring network traffic. *Applicable legal ground(s) under GDPR: legitimate interests, consent.*
- to provide you with accreditation regarding your participation at our events. *Applicable legal ground(s) under GDPR: legitimate interests, consent.*

**Registration and contact information:** we may process your first and last name, email address, preferred language, mobile number, title, company size and industry, company address, password, and other similar data when you register for the Event or create an account with us. We use this information:

- to contact you relating to the Services. *Applicable ground(s) under GDPR: legitimate interests.*
- to respond to inquiries and other requests. *Applicable ground(s) under GDPR: performance of a contract, legitimate interests, consent.*
- to provide you with accreditation regarding your participation at our events. *Applicable legal ground(s) under GDPR: legitimate interests, consent.*
- to collect opinions and comments in regard to the Services. *Applicable ground(s) under GDPR: consent.*
- to facilitate registration for future editions of our events, by automatically filling in the necessary form fields. *Applicable ground(s) under GDPR: consent, legitimate interests, performance of a contract.*

**Professional information:** we may process information regarding your professional status and interests, such as your company name, your title, your position type, your company size, your industry, your intention of participating in our events, your interests regarding the topics and issues to be covered or discussed during the events, etc. We also collect your Curriculum Vitae and letter

of interests as well as availabilities if you apply for a job opening in our “Career” section of our website. We use this information:

- to provide networking services during our events. *Applicable legal ground(s) under GDPR: consent.*
- to provide you with the Services and to support your use of the Services, including providing you with credentials to create accounts, a badge to attend our on-site events, accreditation and communications regarding our events. *Applicable legal ground under GDPR: consent, contract performance.*
- to process your application to our job openings available on our website. *Applicable ground(s) under GDPR: consent.*

**Preferences:** if you subscribe as a participant for our events, we collect your preferred language of communication, meal preferences (for on-site events only), specific needs for/during events such as accessibility assistance, feedback and survey responses. We use this information:

- to monitor and improve the Services. *Applicable ground(s) under GDPR: legitimate interests.*
- to collect opinions and comments in regard to the Services. *Applicable ground(s) under GDPR: consent.*

**Payment information:** if you purchase tickets for our events, we process payment information, including your name, billing address, credit card numbers and expiration dates. Since all payment information is processed by our trusted third-party payment providers (such as Tito, Eventroll or Stripe [as described below](#)), we do not store any of your credit card or payment information, and we do not have direct access to such personal data. We use this information:

- to provide you with the Services and to support your use of the Services, including providing you with credentials to create accounts, a badge to attend our on-site events, accreditation and communications regarding our events. *Applicable legal ground under GDPR: consent, contract performance.*
- to allow you to purchase tickets, and to purchase other goods and services during our events. *Applicable legal ground(s) under GDPR: performance of a contract, consent.*

**Networking and Event information:** as part of the Services, we allow participants to use web and mobile applications for events and networking. Through our event platform, participants can select the activities that they want to attend during our events, create their schedule, create an event profile, link their LinkedIn profile, export their contacts, provide session feedbacks and interact

with other participants. Through In this context, we collect information about your exchange of contact details with other participants, the activities you have registered for and your evaluation of the different sessions. We use this information:

- to provide networking services during our events (such as through conversations on the event platform). *Applicable legal ground(s) under GDPR: consent.*
- to provide you with the Services and to support your use of the Services, including providing you with credentials to create accounts, a badge to attend our on-site events, accreditation and communications regarding our events. *Applicable legal ground under GDPR: consent, contract performance.*
- to analyze and subsequently evaluate the various activities offered during our events, to optimize our services, as well as for follow-up purposes. *Applicable legal ground under GDPR: legitimate interests.*

**Diversity information:** you may voluntarily provide, during the registration process for our events, information about your visible minority status. You will not be obligated to provide this information under any circumstances, and answering these questions is voluntary. We use this information:

- to compile anonymous statistics regarding the diversity of our event participants and ultimately, to launch initiatives to include a larger and more diverse community at our events. *Applicable legal ground under GDPR: consent.*

**Vaccination status and COVID-19 exposure information:** during on-site events, we may require that you provide us with some information to assess the risk of COVID-19 exposure as well as your proof of vaccination, all in accordance with the laws and government decrees then applicable. We will retain this information only to the extent necessary to reasonably minimize the risk of infection exposure at our events. We use this information:

- to ensure the safety and security of our events. *Applicable legal ground under GDPR: legitimate interests.*
- to comply with applicable laws and government decrees then applicable. *Applicable legal ground under GDPR: compliance with legal obligations.*

#### **Do you collect cookies, and if so, why?**

Within the C2 event platforms, we only use strictly necessary cookies, which are explained below. On our public-facing website, we use four types of cookies, as described and explained in the table below.

<b>Category of cookies</b>	<b>Explanations</b>
Strictly necessary	<p>These cookies are essential for our Services to perform their core functions, such as to authenticate you when you connect to your account or save the content of your order when you buy tickets for our events. We include in our definition of strictly necessary cookies those that are used to identify and prevent potential security risks to our Services.</p> <p>We use these cookies in our event platform and on our website.</p>
Functionality	<p>These cookies are used to store preferences, such as consent to our legal documents or to cookies, account names and language. We also include in this category the cookies that are used for embedded content, including embedded content from social media platforms such as Facebook or Twitter, including through sharing buttons. These functionalities allow third parties to install cookies, and in some cases, to track you across services where their cookies are installed.</p> <p>We only use functionality cookies on our website, not within the event platform.</p>
Analytics and performance	<p>These types of cookies are used to collect information on how users interact with our Services, such as which pages are often visited, whether there are any bugs, and where do our users come from. This information is available to us in the aggregate, and we use it to improve our Services and understand how you interact with our Services.</p> <p>We only use analytics and performance cookies on our website, not within the event platform.</p>
Advertising	<p>Advertising cookies are used to display relevant advertising to visitors on our websites and on third party platforms, such as LinkedIn. Advertising cookies are also used to understand and report on the efficacy of the ads we serve, such as track details and the number of unique visitors, the number of times particular ads have been displayed, and the number of clicks ads received. We also use these to build user profiles, such as custom audiences, and show you ads based on your online behaviour as part of interest-based advertising. Advertising cookies are generally persistent in nature.</p>

### **DO WE USE GOOGLE ANALYTICS?**

We use Google Analytics as part of our performance cookies for our website only, as well as Google Analytics Advertising Features. These features include remarketing with Google Analytics, Google Display Network Impression Report, Google Analytics Demographic and Interest Reporting. Google Analytics collects data for advertising purposes using online identifiers associated with you. [Click here](#) to jump to the section of this Privacy Policy that explains how you can manage cookies. Note that Google may also process data collected in this context for its own commercial purposes, such as the provision of advertising services to other of its business customers. [Here is their privacy statement](#).

### **HOW WE CONDUCT INTEREST-BASED ADVERTISING**

Interest-based advertising is a technique used to deliver relevant ads to you, based on your online activities, such as the websites you visit, which are collected through cookies stored on your web browsers. We use these cookies to direct the online placement of our ads. Without interest-based advertising, you would still see ads online, but they would not necessarily relate to what you like.

The information used for interest-based advertising is stored in cookies and do not allow us to identify you individually as a person, but it does involve online identifiers such as IP addresses that are attached to your device. In other words, our ads are not targeted to you as an individual but rather to data categories, interests, location and websites visited.

Cookies store information about your interaction with our ads and with the website that has installed the cookies. We and our marketing partners combine IP addresses with internet activity data to deliver ads to you. For instance, we may use Facebook Custom Audience tools and other cookies offered by Facebook as part of our marketing campaign.

We support and promote relevant industry guidelines on our marketing practices, and we ensure to deliver ads responsibly. However, you can always control interest-based advertising by managing your cookies preferences, as further explained in the following section.

To the extent required under applicable laws, we will ask for your activation of technologies through which we collect personal information and that enable use to conduct profiling or geolocation. This may include third-party advertising cookies.

### **HOW YOU CAN MANAGE YOUR COOKIE PREFERENCES**

If you are not comfortable with cookies, do not worry. Browsers have tools that allow you to manage them, including blocking some types of cookies and deleting those you already have. You can also visit [www.youradchoices.ca/en/tools](http://www.youradchoices.ca/en/tools), which contains many tools you can use to manage your preferences regarding digital marketing. The Digital



Advertising Alliance of Canada maintains [on this web page](#) a list of browsers with instructions on how to manage your cookies, and this list is kept up to date.

It is important to understand that not all cookies are used for interest-based advertising, as strictly necessary and functionality cookies are required for us to provide you with certain functionalities. We do not recommend that you disable these cookies, as we may not be able to provide you with the Services.

If you are using Chrome or Firefox, the Digital Advertising Alliance of Canada offers a browser plug-in that retains opt-out cookie preferences, even if you delete your cookies. You can also use WebChoices, which is a browser-based tool for opting out of interest-based advertising. All of these tools are described at [youradchoices.ca/en/tools](http://youradchoices.ca/en/tools).

#### **HOW WE SHARE YOUR PERSONAL DATA**

C2 International Inc. organizes its events on behalf of C2 Montreal. Any personal data that you share with us as part of the Services may be shared with C2 Montreal but also with other affiliates. If you attend any of our events, your name, last name, job title (optional), profile photo (optional) and some of your interactions will also be shared with other participants.

We may use and disclose your personal information when we believe such use or disclosure is permitted, necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (d) to enforce the terms of the agreements for our Services; (e) to protect our operations or those of any of our affiliates or subsidiaries; (f) to protect our rights, safety or property, and/or those of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain. In addition, we may transfer your personal data and other information to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, brands, affiliates, subsidiaries or other assets.

To the sole extent permitted by applicable laws, we may also share your name, professional email and/or mailing address, and professional phone number with our business partners hosting workshops or other types of session to which you attend during our events, but to the sole extent permitted by applicable laws, and for the purpose of commercial prospection.

We also rely on third-party service providers to perform a variety of services on our behalf (including for or during our events), such as ticketing, payment, networking, marketing, analytics, hosting and data storage.

Our service providers include the following entities:

- **Twilio.** We use Twilio for communication services through SMS. [Here is their privacy statement.](#)

- **Swapcard.** We use SwapCard to provide the event online platform. [Here is their privacy policy.](#)
- **Braindate.** We use Braindate to foster knowledge-sharing conversations and meetings between event participants. Here is their [privacy policy.](#)
- **Eventnroll/Spordle.** We use Eventnroll/Spordle for ticketing services. Here is their [privacy policy.](#)
- **Stripe.** We use Stripe for payment services during our events (e.g. to purchase tickets for the next edition of such events). [Here is their privacy statement.](#)
- **Google Analytics.** We use Google Analytics, a web analysis service of Google, which employs cookies that are stored to your computer in order to facilitate an analysis of your use of our website. [Here is their privacy statement.](#)
- **HubSpot.** We use this provider for consumer relationship management and for email sending services. [Here is their privacy policy.](#)
- **Google Cloud.** We use Google Cloud for storage services. [Here is their privacy statement.](#)
- **Google Maps.** We use Google Maps for researching and validating your postal address when you purchase tickets for our Services via our website. [Here is their privacy statement.](#)
- **Netlify.** We use Netlify as a hosting service provider. [Click here to access their privacy policy.](#)

**If we provide your information to third-party service providers, we take reasonable measures to ensure that the rules set forth in this Privacy Policy are complied with and these third parties provide sufficient guarantees to implement appropriate security measures. We also require that they only use your personal data for the limited purposes for which it is provided. When our service providers no longer need your personal data for those limited purposes, we require that they dispose of the personal data. If you would like more information about our service providers, please contact us using the contact information provided at the beginning of this Privacy Policy.**

**RETENTION OF PERSONAL DATA**

We will use, disclose or retain your personal data only for as long as necessary to fulfill the purposes for which that personal data was collected, or as permitted or required by applicable law, whichever is longer.

We use both session cookies and persistent cookies. Session cookies are deleted once you close your browser. For instance, YSC is a marketing cookie installed by YouTube which is automatically deleted at the end of your browsing session. Persistent cookies

remain installed on your device for some time before they are automatically deleted. [Click here](#) to jump to the part of this Privacy Policy that explains how you can manage your cookies.

If you would like further information regarding the periods for which your personal data will be retained, please contact us using the contact information provided at the beginning of this Privacy Policy.

#### **INFORMATION SECURITY**

We have implemented proportional physical, organizational, contractual and technological security measures with a view to protecting your personal data and other information from loss or theft, unauthorized access, disclosure, copying, use or modification. We have taken steps to ensure that the only personnel who are granted access to your personal data are those with a business 'need-to-know'.

Despite these measures, no method of information transmission or information storage is 100% secure or error-free, therefore, we unfortunately cannot guarantee absolute security. If you have reason to believe that your interaction with us is no longer secure (for example, if you are concerned that your account credentials are compromised), please contact us immediately using the contact information provided at the beginning of this Privacy Policy. If we learn of a security breach involving your personal data, we will inform you and the relevant authorities of the occurrence of the breach as required under applicable law.

#### **WITHDRAWAL OF CONSENT**

Whenever we process your personal data based on your consent, you can withdraw that consent at any time by contacting us with the contact information provided at the beginning of this Privacy Policy.

We do not send marketing messages or other unsolicited communications. We send an invitation email when you register for an event. You can unsubscribe from receiving reminders for such events by declining this invitation at any time. We only send notifications for activities which you have registered to attend, and the notifications cease when the event has been completed. If you wish to cease receiving notifications (including SMS notifications), you may unsubscribe at any time.

#### **RIGHTS REGARDING YOUR PERSONAL DATA**

You have the right to access the personal data that we collect about you, and in certain circumstances, to correct such personal data. You also have the right to withdraw your consent. You may be eligible for other rights, depending on where you are located and applicable laws. For example, if the GDPR is applicable, you may have the following rights:

- The right to erasure: 'the right to be forgotten', or right to erasure means you must have procedures in place for removing or deleting personal data easily and

securely where there is no compelling reason for possession and continued processing.

- The right to restrict processing: individuals have the right to 'block' or restrict processing of personal data, in certain circumstances.
- The right to data portability: the right to data portability allows individuals to obtain and reuse their personal data across different services for their own purposes.
- The right to object: the right to object means individuals have the right to object to direct marketing (including profiling), processing based on legitimate interest, and purposes of scientific/historical research and statistics, in which case you must stop processing personal data immediately and at any time, with no exemptions or grounds to refuse, free of charge.

You can exercise your rights at any time by contacting us using the contact information provided at the beginning of this Privacy Policy. It is possible that we cannot comply with your request, for instance, if it is not applicable under the law. If we cannot process your request, we will provide you with explanations.

If you are not satisfied with how we process your request, you can communicate with your local data protection authorities or privacy commissioners, and lodge a complaint. We will provide you with explanations on how to do so in our response to your request based on your location.

When you exercise your rights, we may have to request personal data to validate your identity. If we do so, we will only use it to authenticate you and to respond to your request.

If your request is lengthy, difficult or costly to comply with, and if we are permitted to do so by law, we may charge you a reasonable fee to assist you. We will respond to your request within 30 days. If we cannot comply with your request, we will inform you of the reason.

If you have any issue with how we collect, use or disclose your personal data, or how we responded to your request, please let us know at [privacy@c2.biz](mailto:privacy@c2.biz).

If you are still not satisfied, you can lodge a complaint to the Office of the Privacy Commissioner of Canada using this online form, or to your local data protection authority.

If you are located in Canada, the Office of the Privacy Commissioner of Canada drafted [this FAQ](#) to help you access your personal data when it is held by a business. You can also contact the Office of the Privacy Commissioner of Canada's Information Center:

Telephone  
9:00 am to 4:00 pm EST  
Toll-free: 1-800-282-1376

Mailing address  
Office of the Privacy Commissioner  
30 Victoria Street  
Gatineau, Québec  
K1A 1H3

#### **INTERNATIONAL TRANSFER AND STORAGE OF INFORMATION**

We use the Google Cloud Platform to host our Services and store your personal data. The servers are located in Canada and in the United States (North Virginia). However, our suppliers and third parties may process your personal data internationally. As a result, your personal data may be transferred to countries outside your country of residence, which may have different data protection rules than in your country. While such information is outside of your country, it is subject to the laws of the country in which it is located, and may be subject to disclosure to the governments, courts or law enforcement or regulatory agencies of such other country, pursuant to the laws of such country. However, our practices regarding your personal data will at all times continue to be governed by this Privacy Policy and, if applicable, we will comply with GDPR requirements providing adequate protection for the transfer of personal data from the EU/EEA to a third country.

#### **CHILDREN'S INFORMATION**

As set forth in the [Ticket Purchase and Event Participation Terms of Use](#), participants to our events must be at least 18 years of age. We do not knowingly collect the personal data of children under the age of 18. If you are under 18 years of age, please do not use our Services. If we discover that a person under the age of 18 is participating in one of our events or using any of our Services, we will take action to prevent this from continuing.

#### **“Do Not Track” SIGNALS**

If you are a resident of California, you have the right to ask companies to stop tracking you on the Internet. Please note that we do not respond to Do Not Track signals. However, if you have a legitimate request about your personal data, be assured that we will try our best to assist you!

#### **PRIVACY POLICY UPDATES**

This Privacy Policy is current as of the “updated” date which appears at the top of this page. We may modify this Privacy Policy from time to time such as to reflect new personal data processing activities, adapt to new laws and regulations, reflect technological or corporate changes, such as a result of a merger and acquisition.

When changes are made to this Privacy Policy they will immediately become effective when published in a revised Privacy Policy posted on our website unless otherwise noted. We may also communicate the changes through our Services or by other means. By submitting your personal data to us, by registering for or using any of the Services we offer, by using our website, or by voluntarily interacting with us after we publish or communicate a notice about the changes to this Privacy Policy, you consent to our collecting, using and disclosing your personal data as set out in the revised Privacy Policy.