

MediaSmarts Privacy Policy



This information is current as of February 2024. To see the most recent version, visit <https://mediasmarts.ca/about-us/privacy-policy>.

MediaSmarts abides by all relevant federal and provincial privacy laws and is committed to respecting the privacy of its online users and members. This policy will tell you what information is collected when you visit our site and how that information is used. It applies to all websites and online applications provided by MediaSmarts and any and all successor entities.



Information we collect from online visitors

BROWSING

This website uses Google Analytics to collect anonymous traffic data which helps us analyze how visitors engage with our site. For more information, see the [Google Analytics Terms of Service](#).

MediaSmarts makes no attempt to identify you or track your individual browsing activities.

COOKIES

This website does not use persistent cookies, which are saved on your hard drive to track you individually as you browse through sites over time.

This website does not use any other cookies.

EMAIL

MediaSmarts uses MailChimp to manage our subscribed lists. We will only use your email address for the purpose for which you have provided it and you have the ability to opt-out at any time. MediaSmarts abides by MailChimp's [Privacy Policy](#) and [Terms of Use](#).

BLOG COMMENTS

When you comment on the MediaSmarts blog, your message and your name will be available for all participants in the forum to see. Any information you wish to keep private should not be posted to the blog. MediaSmarts does not retain any personal information from blog comments other than what is posted by the commenter. If you wish to remove a posted comment, contact info@mediasmarts.ca.

INFORMATION SUBMITTED BY USERS

- Information submitted by users on **mediasmarts.ca** is hosted by Pantheon.io. This is stored on a server located in Canada and so is subject to the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA) and is also compliant with EU General Data Protection Regulation (EU) 2016/679 ("GDPR"). <https://pantheon.pactsafe.io/legal.html#contract-r1gwog2ui>
- Information that is submitted by users on **my.mediasmarts.ca** to create accounts, populate class lists or record student progress is stored by MediaSmarts on the Google Cloud

hosting platform. This is stored on a server located in Montreal and so is subject to the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA). To learn more about how Google Cloud complies with PIPEDA, see their white paper here: https://services.google.com/fh/files/misc/google_cloud_pipeda_canada.pdf

- Information submitted by users on the **My Voice is Louder Than Hate** platform is stored by Digital Ocean. This is stored on a server located in Toronto and so is subject to the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA). To learn more about how Digital Ocean complies with PIPEDA, see their policy here: <https://www.digitalocean.com/legal>
- Information submitted by users on the **MediaSmarts Learn** platform is hosted by Rebel.com. This is stored on a server located in Montreal and so is subject to the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA). To learn more see their privacy policy here: <https://www.rebel.com/privacy-policy/>

All information submitted by users is removed from these servers if the user chooses to delete it. Users are not required to submit any information about students other than what the users themselves need for record-keeping and assessment purposes. Users are encouraged to submit as little identifying information about students as possible.

USE AND RETENTION

MediaSmarts does not retain personal information any longer than is needed for the purposes stated in this policy. Information submitted by users will be deleted at their request at any time. To request deletion of any or all stored data, contact info@mediasmarts.ca.

Data submitted by users is never shared with any third parties.

BREACH NOTIFICATION

In the event of a breach of MediaSmarts' records or website, the breach will be reported to the Office of the Privacy Commissioner as per subsection 10.1(2) of the Personal Information Protection and Electronic Documents Act. If you have provided us with an email address, including but not limited to having created an account on our secure site, you will be notified about any data breaches by email within seven days after we become aware of the breach.

CHANGES TO THIS POLICY

Any changes or updates to this policy will be immediately published on the site. If you have provided us with an email address, including but not limited to having created an account on our secure site, you will be notified about any changes to this policy by email within seven days.

PRIVACY QUESTIONS OR CONCERNS

If you have any questions or concerns about MediaSmarts' privacy policy or wish to access any personal information we may have about you, please contact our Privacy Officer Penny Warne at webmanager@mediasmarts.ca.