

## **C2 MONTRÉAL (2025) PRIVACY POLICY**

**LAST UPDATED: October 2024**

Hello!

This Privacy Policy contains useful information about how we handle your personal data, your rights regarding personal data, and how you can exercise those rights.

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

**By Email:** [privacy@c2.biz](mailto:privacy@c2.biz)

**By Mail:**

To the attention of: Privacy and Personal Data Protection Officer  
1 Place Ville Marie Suite 12102  
Montreal (Quebec)  
H3B 3Y1

This Privacy Policy describes how we provide online advertising and how you can manage your cookie settings to control your online activity. [Click here](#) to learn how we use interest-based advertising as part of our marketing activities. [Click here](#) for more information about the DAAC's Ad Choices self-regulation program.

### **What is meant by "personal data"?**

In this Privacy Policy, "personal data" refers to any information that allows us to identify you directly or indirectly. It also includes cookies and similar technologies.

Cookies are small files stored on your device that help websites, like ours, keep track of your preferences, such as your preferred language. Cookies may be set by us. In such cases, they are first-party cookies, typically saved for the duration of a browsing session and deleted once you close your browser. Where applicable law permits, cookies like Google Analytics may also be set by third parties to track your activities across different websites and obtain aggregated data about your behavior or usage.

In this Privacy Policy, the term "cookie" also includes other similar automatic tracking technologies, such as pixels and web beacons. These are small, generally transparent images that provide information similar to cookies but are not stored the same way on your device. Thus, if you delete cookies in your browser, pixels and web beacons may not be fully removed, though their functionality will be limited.

## When does this Privacy Policy apply?

This Privacy Policy applies to your browsing and use of our website at <https://c2montreal.com> (the "Website"), the purchase of tickets for our "C2 Montréal" conferences and events, related sessions, and workshops (whether held online, in-person, or hybrid), our use of cookies, and our marketing activities aimed at promoting tickets for our events. It also applies to our communications, including the emails you send us. These aspects are collectively referred to as "Services."

Our Services may contain links to applications, services, or websites that are not owned by us and are not covered by this Privacy Policy. Before using external services, it is your responsibility to review their privacy policies and practices.

## What types of personal data do we collect about you and for what purposes?

The information we collect generally falls into one or more of the categories listed below. For each category of personal data, we indicate the reasons for collection and the legal basis that applies if you reside in the European Union. If we seek your consent to process your personal data and you reside in the European Union, you have the right to withdraw your consent at any time, though we may not be able to provide the related Services.

If you reside elsewhere, we collect your personal data based on your consent, whether implied or explicit. If you purchase tickets for another person or register someone else for one of our events, you are responsible for ensuring that the person has consented to you providing us with their personal data.

**Mailing List and Other Communications:** We collect your email address and other information (such as your first name, last name, company name, province, country, and language) that you submit when you sign up on our website to receive updates about our Services and other communications from us. We also collect the information you provide to us through online forms and emails based on your consent or our legitimate interests. If you are subscribed to our mailing list, you can unsubscribe directly from our newsletter. [Click here](#) to access the section of this Privacy Policy that explains how to do so. We use this information for the following purposes:

- Conduct marketing activities related to ticket sales for the event, including interest-based advertising, as described in this Privacy Policy.
- Legal bases under GDPR: Consent, legitimate interests for direct marketing.
- Communicate with you about the Services.
- Legal bases under GDPR: Legitimate interests.
- Respond to inquiries and other requests.
- Legal bases under GDPR: Contract performance, legitimate interests, consent.
- Gather feedback and comments about the Services.
- Legal bases under GDPR: Consent.

**Registration and Ticket Purchase:** We collect your first name, last name, company name, email address, phone number, billing address, and other information you provide when you register and purchase tickets for our events. We use this information for the following purposes:

- To provide the Services and assist you in using them, including providing login credentials to create an account, a badge to attend the event, accreditation, and communications regarding the event.
- Legal bases under GDPR: Consent, contract performance.
- To enable you to purchase tickets as well as other goods and services during our events.
- Legal bases under GDPR: Contract performance, consent.
- To investigate legal claims or comply with our legal obligations.
- Legal bases under GDPR: Legal obligations, legitimate interests.

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

- To track and improve the Services.
- Legal bases under GDPR: Legitimate interests.
- To obtain analytics and performance data related to providing the Services.
- Legal bases under GDPR: Legitimate interests, consent.

**Badges:** Badges allow us to grant access to participants attending events in person. For security and identification purposes, our badges contain a radio-frequency identification (RFID) chip, which is scanned upon your arrival at such events or when participating in certain activities. We use this information for the following purposes:

- To provide accreditation for your participation in the event.
- Legal bases under GDPR: Legitimate interests, consent.
- To track and improve the Services.
- Legal bases under GDPR: Legitimate interests.
- To investigate legal claims or comply with our legal obligations.
- Legal bases under GDPR: Legal obligations, legitimate interests.

**Participant Photos and Images:** If you register for events, we may ask you to provide a photo of yourself to be placed on your badge (for in-person events) or to create your profile on the platforms used for virtual events. We process certain data points about your photo for security purposes. Participants may also be filmed and photographed when attending our events, in line with the consent factors outlined in the Terms of Use for purchasing tickets and participating in the event, which are prominently displayed on our website. We use this information for the following purposes:

- To ensure the security of our Services, such as scanning your badges at in-person events and monitoring network traffic.
- Legal bases under GDPR: Legitimate interests, consent.
- To provide accreditation for your participation in our events.
- Legal bases under GDPR: Legitimate interests, consent.

**Registration and Contact Information:** We may process your first and last name, email address, preferred language, mobile phone 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 for the following purposes:

- To communicate with you regarding the Services.
- Legal bases under GDPR: Legitimate interests.
- To respond to inquiries and other requests.
- Legal bases under GDPR: Contract performance, legitimate interests, consent.
- To provide accreditation for your participation in our events.
- Legal bases under GDPR: Legitimate interests, consent.
- To gather feedback and comments regarding the Services.
- Legal bases under GDPR: Consent.
- To facilitate registration for future editions of our events by automatically populating required fields in forms.
- Legal bases under GDPR: Consent, legitimate interests, contract performance.

**Professional Information:** We may process information regarding your professional status and interests, such as your company name, title, job type, company size, industry, your intention to participate in our events, your interest in topics and questions to be discussed during the events, etc. We also collect your resume, cover letter, and availability if you respond to a job posting on the "Careers" page of our website. We use this information for the following purposes:

- To offer networking services during our events.
- Legal bases under GDPR: Consent.
- To provide the Services and assist you in using them, including providing login credentials to create an account, a badge to attend our in-person events, accreditation, and communications regarding our events.
- Legal bases under GDPR: Consent, contract performance.
- To process your job application for openings listed on our website.
- Legal bases under GDPR: Consent.

**Preferences:** If you register for one of our events as a participant, we collect your language preferences, dietary restrictions (for in-person events only), specific needs for event participation, such as accessibility assistance, your comments, and responses to surveys. We use this information for the following purposes:

- To track and improve the Services.
- Legal bases under GDPR: Legitimate interests.

- To gather feedback and comments regarding the Services.
- Legal bases 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 handled by trusted third parties (such as Eventnroll, Tito, or Stripe, as described below), we do not store or have direct access to your card or payment data. We use this information for the following purposes:

- To provide the Services and assist you in using them, including providing login credentials to create an account, a badge to attend our in-person events, accreditation, and communications regarding our events.
- Legal bases under GDPR: Consent, contract performance.
- To enable you to purchase tickets, as well as other goods and services during our events.
- Legal bases under GDPR: Contract performance, consent.

**Networking and Event Information:** As part of the Services, we allow participants to use a web and mobile application designed for events and networking. Through our third-party virtual platform, participants can choose the activities they wish to attend at our events, create a schedule, create an event profile, link their LinkedIn profile, export their contacts, provide feedback on sessions, and interact with other participants. In this context, we collect information about your exchange of contact details with other participants, the activities you registered for, and your evaluation of the different sessions. We use this information for the following purposes:

- To offer networking services during our events (e.g., through conversations on the event platform).
- Legal bases under GDPR: Consent.
- To provide the Services and assist you in using them, including providing login credentials to create an account, a badge to attend our in-person events, accreditation, and communications regarding our events.
- Legal bases under GDPR: Consent, contract performance.
- To analyze and evaluate the various activities offered at our events, optimize our services, and perform follow-up.
- Legal bases under GDPR: Legitimate interests.

**Diversity Information:** You may voluntarily provide information about your membership in a visible minority during the event registration process. You are in no way required to provide this information, and responding to these questions is voluntary. We use this information for the following purposes:

- To compile anonymous statistics regarding the diversity of participants at our events and eventually launch initiatives to include a broader and more diverse community in our events.

- Legal bases under GDPR: Consent.

## Do we collect cookies, and if so, why?

On the event platforms we provide, we only use strictly necessary cookies. On our 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 Cookies	These cookies are essential to the core functions of our Services. They enable you to authenticate when logging into your account or save the content of your order when purchasing tickets for our events. We include in this definition cookies used to identify and prevent security risks for our Services.
Functional Cookies	These cookies are used to store preferences such as consent to our legal documents or cookies, account names, and language. We also include in this category cookies used for embedded content, including social media platform content such as Facebook or Twitter via sharing buttons. These features allow third parties to install cookies, and in some cases, track you across services where their cookies are installed. We only use functional cookies on our website.
Analytics and Performance Cookies	These types of cookies are used to collect information about how users interact with our Services, such as the most visited pages, bugs, and the origin of our users. This information is available to us in aggregate, and we use it to improve our Services and understand how you interact with them. We only use analytics and performance cookies on our website.
Advertising Cookies	Advertising cookies are used to display relevant ads to visitors on our websites and on third-party platforms such as LinkedIn. They are also used to understand and report the effectiveness of the ads we serve, including tracking and the number of unique visitors, the number of times specific ads have been displayed, and how many clicks those ads received. We also use them to create user profiles such as custom audiences and show you ads based on your online behavior in the context of interest-based advertising. Advertising cookies are typically persistent.

## Do we use Google Analytics?

We may use this tool to the extent that we obtain your consent to do so. Performance cookies and certain advertising features used on our website (but not on our event platforms) are managed by Google Analytics. These features include remarketing with Google Analytics, Google Display Network Impression Reporting, and Google Analytics Demographics and Interest Reporting. Google Analytics collects data for advertising

purposes using online identifiers associated with you. Click here to access the section of this Privacy Policy that explains how to manage your cookies. Please note that Google may also process your data for its own commercial purposes, such as providing advertising services to other clients. Here's its privacy policy.

## **How do we provide interest-based advertising?**

Interest-based advertising is a technique that presents you with relevant ads based on data about your online activities, such as the websites you visit, which are collected through cookies stored in your web browsers. We use these cookies to guide the placement of our online ads. If you disable interest-based advertising, you will still see online ads, but they may not reflect your interests.

The data used for interest-based advertising is stored in cookies and does not allow us to personally identify you. However, it includes online identifiers such as IP addresses associated with your device. In summary, our ads do not specifically target you, but rather categories of data like your interests, location, and the websites you visit.

Cookies store information about your interactions with our ads and with the website that installed them. We and our marketing partners combine IP addresses with data about online activity to present ads to you. For example, we may use Facebook Custom Audience tools and other cookies offered by Facebook for our marketing campaigns.

We request your consent before using these cookies. We also ensure that we serve ads responsibly. You can still control interest-based advertising by managing your cookie preferences as explained in the following section.

To the extent required by applicable laws, we will seek your consent to activate the technological features that collect personal data and allow us to conduct profiling or geolocate you. These technologies may include third-party advertising cookies.

### **Managing Your Cookie Preferences:**

If you're uncomfortable with cookies, don't worry. Browsers offer management tools that allow users to block certain types of cookies and delete existing cookies. You can also visit <https://youradchoices.ca/en/tools> to access many tools you can use to manage your digital marketing preferences. The Digital Advertising Alliance of Canada provides a list of browsers on this webpage, along with instructions for managing cookies using each of them (this list is kept up to date by the Alliance).

It is important to note that not all cookies are used for interest-based advertising. Some basic cookies are essential for providing you with access to different features. We advise against disabling these cookies, as we may no longer be able to provide the Services if they are disabled.

If you use Chrome or Firefox, the Digital Advertising Alliance of Canada offers a browser extension that can retain your cookie opt-out preferences even if you delete cookies. You can also use WebChoices, a tool for browsers that allows you to opt out of interest-based advertising. All these tools are available at <https://youradchoices.ca/en/tools>.

### **How We Share Your Personal Data:**

C2 International Inc. organizes events on behalf of C2 Montréal. Any personal data you provide us in connection with the Services may be shared with C2 Montréal and other affiliated companies. If you participate in one of our events, your first 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 data when we believe such use or disclosure is permitted, necessary, or appropriate: (a) under applicable laws, including the laws of countries other than your country of residence; (b) to comply with a legal process; (c) to respond to requests from public or government authorities, including authorities in countries other than your country of residence; (d) to enforce the terms of agreements related to our Services; (e) to protect our operations or those of one of our affiliates or subsidiaries; (f) to protect our rights, safety, or property, those of our affiliates, yours, or those of others; (g) to allow us to pursue remedies or limit damages we may sustain. In addition, we may transfer your personal data and other information to a third party in the event of a reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any part of our business, brands, subsidiaries, affiliates, or other assets.

To the extent permitted by applicable laws, we may also share your name, business postal and/or email address, and business phone number with our partners who are presenting workshops or other sessions in which you participate for business prospecting purposes.

We also work with third parties who provide various services on our behalf (including in connection with our events and their operations) such as ticketing, payment, networking, marketing, analytics, hosting, and data storage services.