

C2 MONTRÉAL – Privacy Policy (Updated)

Last Updated: July 2025

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.

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.

C2 Montréal and **C2 International** are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, share, and protect your personal data across the services and websites operated by C2 Montréal and its affiliated entities, including C2 International (collectively, “C2”, “we”, “us”, or “our”).

By accessing our websites or subscribing to our services, you agree to the practices described in this Policy.

1. What Personal Data We Collect

We may collect the following data:

- Name, email, phone number, mailing address, company name and job title
- Communication preferences
- Registration and ticketing information for C2 events
- Responses to forms, surveys, or feedback tools
- IP address, browser info, and website usage data (via cookies)
- Voluntarily provided diversity data (e.g., visible minority status)
- Photo (for event badge/profile), dietary restrictions, accessibility needs
- Resume, cover letter, and other job application materials
- Event preferences, session registrations, and networking activity

We may also collect your personal data when you:

- Register or purchase tickets for our events
- Use our websites or event platforms (online, in-person, or hybrid)
- Engage with our marketing or communications activities
- Interact with us via email or other communications

If you purchase a ticket or register someone else, you are responsible for obtaining their consent before sharing their data with us.

2. How We Use Your Data

We use your data to:

- Provide services you request (event access, badges, content, networking tools)
- Respond to inquiries and feedback
- Communicate about the Services
- Share updates, news, and marketing communications, where permitted
- Improve our websites and services (including via analytics)
- Facilitate matchmaking or networking during events
- Analyze preferences and session feedback

- Review and evaluate job applications
- Enable session scheduling, contact exchange, and participation tracking
- Ensure the security and accreditation of our services (via RFID and monitoring)
- Comply with legal obligations or investigate legal claims

Legal Bases Under GDPR: Depending on your jurisdiction, the legal basis for processing your data includes:

- Consent
 - Legitimate interests
 - Contract performance
 - Legal obligations
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3. Joint Communications and Mailing List Sharing

By subscribing or engaging with our services, you agree to receive communications from both C2 Montréal and C2 International (operating as C2 and/or C2 Studio and/or C2GENXP).

These affiliated entities may share your contact details (such as name, email address, company, and communication preferences) and jointly conduct outreach or marketing activities in accordance with applicable privacy laws and your expressed preferences.

This sharing enables us to:

- Provide relevant updates across the C2 ecosystem
- Inform you of events, content, and initiatives hosted by either entity
- Align communications with your interests across C2 brands

You can unsubscribe at any time or update preferences via links in our emails or by contacting: **privacy@c2.biz**

4. Cookies and Analytics

We use cookies and similar tracking technologies to:

- Remember preferences (language, login, etc.)
- Measure usage and performance (e.g., pages visited, time on site)
- Enable interest-based advertising on third-party platforms (where permitted)

Categories of cookies used:

- Strictly Necessary Cookies: core site functions and security
- Functional Cookies: preferences and embedded content
- Analytics & Performance Cookies: usage statistics
- Advertising Cookies: behavior-based ad targeting

We may use tools such as Google Analytics, Facebook Custom Audiences, and others for performance, audience targeting, and ad reporting, subject to your consent.

To manage cookies: use your browser settings or visit [YourAdChoices Canada](#).

5. How We Share Your Data

Your data may be shared with:

- Service providers (e.g., ticketing, CRM, analytics, cloud hosting)
- Event platforms (for virtual or in-person networking and schedules)
- Event participants (profile photo, name, title, shared messages)
- Partners co-hosting sessions or business activities (business contact only)
- Government authorities where required by law
- Successors in case of business reorganization (merger, sale, etc.)
- External websites linked through our Services (subject to their own policies)

We may also share your data if necessary to:

- Enforce the terms of service or protect our operations
 - Comply with legal or regulatory obligations
 - Investigate or resolve claims
 - Pursue remedies or limit damages
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6. RFID Badges and Event Monitoring

If you attend a C2 event in person, your badge may contain an RFID chip. This is used to:

- Accredit entry and access to sessions or zones
 - Monitor participation and optimize services
 - Support event logistics and security
 - Ensure compliance and facilitate claims investigation if needed
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7. Photos, Video & Media Capture

Events may be recorded (photo, video, or screen capture) for promotional and archival purposes. By attending, you consent to your image being used in communications or media about the event, unless you explicitly opt out in writing prior to participation.

These materials may appear on our websites, social media, or other communication platforms.

8. International Storage & Transfers

Data may be stored in Canada, the United States, or other jurisdictions where our providers operate. By using our services, you consent to such transfers, subject to local data protection laws.

9. Security & Retention

We implement technical, organizational, and physical safeguards to protect your data. Data is retained only as long as necessary for service delivery, legal compliance, or archival value.

10. Your Rights

You may:

- Request access to or correction of your personal data
- Withdraw consent to marketing communications
- Inquire about how your data is used or stored

To exercise your rights, contact us via email at: privacy@c2.biz or by mail at: **Privacy Officer, 1 Place Ville Marie, Suite 12102, Montréal, Québec, Canada, H3B 3Y1**