

Arraymusic Statement on Privacy

Array's Commitment

Arraymusic considers your privacy to be a priority and works to ensure that all the personal information we collect is both protected and used only subject to our consent. Array's privacy policy and its practices support this goal fully.

Arraymusic's privacy policy outlines how Array collects, uses, discloses and manages personal information, a policy based on privacy principles as set out in the federal government's Personal Information Protection and Electronic Documents Act (PIPEDA). These principles are posted here on Arraymusic's websites at www.arraymusic.com and www.smashedpiano.com.

"Personal information" refers to information about an individual, including their name, home address, home phone and fax numbers, email address, birth date, age, proof of age, and credit card information.

Ten Privacy Principles

Accountability

Arraymusic is responsible for all the personal information it holds and remains responsible wherever this information is processed by third parties on Arraymusic's behalf. All the personal information collected by Array is confidential and safeguarded.

Identifying Purposes

Arraymusic collects personal information for specific, documented, purposes, primarily to generate invoices for studio renters, process donations, fulfill ticket requests, pay artists and vendor fees, market, mail and distribute information and/or requests, and to meet union and government regulatory requirements, such as paying union dues and pension fees, remitting GST, and issuing taxation and charitable receipts. It is sometimes used to administer Arraymusic promotions or competitions, such as Array's Young Composers' Workshop competition, in which you have registered to participate. From time-to-time Arraymusic requests information from you via surveys or contests. Participation in these surveys or contests is completely voluntary and the user has a choice whether or not to disclose this information. Requested

information includes contact information (such as name and shipping address), and demographic information (such as postal codes). Contact information will be used (shared with survey/contests sponsors) to notify the winners and award prizes. Personal information is used to keep you informed of concerts, other events, special offers and fundraising opportunities in support of Arraymusic, as well as to advise you of changes to Array's services. Arraymusic may also use it to conduct market research or surveys in an effort to improve its artistic offerings. Occasionally, Arraymusic may present offers in conjunction with other arts or cultural organizations, however Arraymusic will never make sensitive personal information that is not already held within the public domain available to its partner organizations; e.g. only non-sensitive personal information such as addresses are subject to confidential sharing with trusted third parties which maintain strict privacy policies.

Consent

Arraymusic will obtain your consent for the collection, use, or disclosure of your personal information, except as permitted by PIPEDA. Array will use your personal information only for the original purpose that it was collected, and any new use of that information is subject to your consent. How we obtain your consent will depend on the circumstances and sensitivity of the information that is collected. We may seek your consent orally or in writing. Sometimes, for non-sensitive personal information only such as name, address and phone number, it may be implied, or an "opt-out" method of consent may be used.

If at any time you would like to be removed from Array's lists, simply contact us by emailing admin@arraymusic.com with the subject line 'REMOVE from mailing list', or by calling (416) 532-3019. Arraymusic will process your request in a timely fashion. By withdrawing your consent in this manner, it may become impossible for Arraymusic to continue to inform you of its activities and offerings.

Accuracy

Arraymusic makes every reasonable effort to keep your personal information accurate, complete and up-to-date. You can help us maintain the accuracy of your personal information by notifying us when your address, phone number or e-mail address changes. To notify us of any such change, please call the administrator (416) 532-3019.

Limiting Collection

The collection of personal information is limited to that which is necessary for the purposes identified by Arraymusic. Personal information that is collected by Arraymusic includes your name, home address, home phone number, home fax number, and as appropriate, age, proof of personhood, and credit card information. To reduce its mailing costs, Arraymusic may use e-mail as its preferred communications method. Consequently, Array collects e-mail addresses regularly, using "opt-out" as a means of consent, as part of its personal information collection procedures.

Limiting Use, Disclosure & Retention of Personal Information

Any personal information is used, or disclosed, for purposes for which it was collected. When your information is no longer needed for the purposes for which it was collected, it is destroyed, erased or made anonymous. Since Arraymusic must keep records of its financial dealings on hand for 7 years, any information that is collected for purposes of financial remittance will be maintained for at least this period of time. Arraymusic does not sell its lists, or disclose your personal information to third parties for this purpose. From time to time, Arraymusic makes its non-sensitive public domain information, specifically addresses housed in Array's database, available to a trusted third-party distribution vendor for the sole purpose of assisting Arraymusic with its physical mailings. The majority of Arraymusic's personal information is held within Array's database which is protected and accessible only by password.

Safeguarding Information

Arraymusic takes technical, contractual, administrative and physical security steps to protect the personal information that you provide us with. All of our security safeguards are appropriate to the sensitivity of the personal information.

Openness

Arraymusic's privacy policy is available upon request. It is posted on our websites, and hard copies can be requested any time via telephone or email.

Individual Access

Upon request, Arraymusic will provide you with information on your personal information. You may verify its accuracy and completeness and amend it as you require.

Customer Satisfaction

Should you have any concerns or questions about Arraymusic's privacy policy or practices, please contact the General Manager at (416) 532-3019. Hours of operation are Monday to Friday, 10 a.m. to 5 p.m.