

Privacy Policy for Ambient Artists Inc.

Effective Date: April 11th, 2025

1. Introduction

Ambient Artists Inc. ("Company," "we," "us," or "our") is committed to protecting the privacy of our clients, artists, employees, and website visitors. This Privacy Policy explains how we collect, use, disclose, and protect your personal information in compliance with applicable Canadian laws, including the **Personal Information Protection and Electronic Documents Act (PIPEDA)** and relevant provincial privacy laws.

2. Information We Collect

We may collect the following types of personal information:

- **Personal Identifiers:** Name, address, phone number, email address, and date of birth.
- **Professional Information:** Artist portfolios, resumes, contracts, and work history.
- **Financial Information:** Payment details, invoices, and tax information.
- **Supporting Residency Documentation:** Documents used to verify residency status, such as government-issued photo ID (e.g., driver's license), Notices of Assessment (NOAs), utility bills, or similar official documents.
- **Technical Information:** IP addresses, browser type, and other data collected via cookies and tracking technologies.
- **Communications:** Any correspondence with us, including emails and messages via social media or other platforms.

3. Legal Basis for Data Processing

We collect and process personal information based on:

- The necessity of fulfilling contracts or service agreements.

- Your consent for specific processing activities (explicit or implied).
- Our legitimate business interests, including fraud prevention and service improvement.
- Compliance with Canadian legal obligations under **PIPEDA and provincial laws**.

4. How We Use Your Information

We use your information to:

- Facilitate artist representation, contracts, and bookings.
- Process payments and manage financial transactions.
- Communicate important updates regarding services and agreements.
- Improve our website, services, and client interactions.
- Comply with legal obligations and enforce our agreements.
- Provide marketing updates and promotional materials, where permitted by law.
- **Support production and studio compliance requirements**, including sharing relevant information such as **voucher details and residency documentation** with the production companies and studios involved in projects you are booked on, as required for onboarding and other administrative purposes.

5. Sharing and Disclosure of Information

We do not sell your personal information. However, we may share it with:

- **Business Partners:** Agencies, clients, and production personnel—such as casting directors, wardrobe, hair & makeup artists, assistant directors, and accountants—who book talent through us.
- **Service Providers:** Payment processors, cloud storage providers, and legal advisors.

- **Legal Authorities:** If required by law, court order, or to protect our legal rights.
- **Third-Party Analytics Services:** To monitor and analyze website performance and user behavior.

6. Data Storage & International Transfers

- **Data Storage:** Your personal data is stored on Amazon AWS servers located in the EU Ireland Region.
- **International Transfers:** If we store or process data outside Canada (e.g., using cloud services), we ensure that contractual and technical safeguards align with Canadian legal standards, including **PIPEDA and Quebec's Law 25 where applicable**.

7. Data Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, disclosure, alteration, or destruction. These include:

- **Role-Based Access Control (RBAC)** following a **least privilege model**, ensuring only authorized personnel have access to specific data based on their job responsibilities.
- **Multi-Factor Authentication (MFA)** is used to strengthen access controls and reduce the risk of unauthorized entry.
- All data access is maintained on a **strict need-to-know basis**, with **controlled change management procedures** to review, audit, and approve access rights or modifications.
- **Encryption protocols** are applied to all data **at rest and in transit**, ensuring confidentiality and security throughout storage and communication channels.
- A robust **disaster recovery plan** is in place to enable rapid restoration of the most recent backup in the event of a system failure, cyberattack, or other disaster scenario.

While we are committed to best practices in cybersecurity, no system is entirely secure, and we cannot guarantee absolute protection. However, we continuously assess and improve our safeguards in alignment with industry standards and legal requirements.

8. Retention of Personal Information

We retain personal data **only as long as necessary** to fulfill our business and legal obligations. Once no longer needed, data is securely deleted or anonymized. The retention period varies based on:

- **Legal compliance obligations.**
- **Contractual agreements.**
- **Business operational requirements.**

9. Your Rights Under Canadian Law

Under **PIPEDA** and relevant provincial laws, you have the right to:

- **Access, correct, or delete your personal data.**
- **Withdraw consent at any time.**
- **Request information on how your data is used.**
- **Request data portability (for Quebec residents under Law 25).**
- **File a complaint with the Office of the Privacy Commissioner of Canada (OPC).**

To exercise these rights, contact us at info@ambient-artists.com

10. Consent & Opt-Out Mechanisms

- **By accepting these Terms and Conditions, you provide express consent** to receive communications from Ambient Artists Inc., including but not limited to

casting calls, job opportunities, production-related requests, administrative notices, promotional materials, and updates relevant to your engagement with us.

- This consent is in accordance with **Canada's Anti-Spam Legislation (CASL)** and applies to electronic communications via email, SMS, casting portal messages, and other digital platforms used by our agency.
- **If you choose to opt out of receiving such communications, please note that you will no longer be eligible to receive work opportunities through our platform**, and your account may be rendered inactive or suspended.
- **Implied consent** may continue to apply for certain communications necessary for service delivery, administrative requirements, or legal obligations, even after opting out of marketing messages.

11. Children's Privacy & Age Restrictions

Our services are not intended for children under **13 years old**. We do not knowingly collect personal information from minors without verifiable parental consent.

12. Cookies and Tracking Technologies

We use cookies to enhance user experience, analyze website traffic, and improve our services. You can adjust cookie settings through your browser.

13. Data Breach Notification Policy

In the event of a data breach, we will notify affected individuals and relevant authorities as required by **PIPEDA and provincial privacy laws**, including Quebec's **Law 25** where applicable. Notifications will detail:

- **The nature of the breach.**
- **Potential risks.**
- **Remedial measures taken.**

14. Do Not Track (DNT) & Opt-Out Preferences

Our website may not respond to **Do Not Track (DNT)** signals from browsers. However, users may adjust cookie settings or opt out of targeted advertising through industry-standard mechanisms.

15. Contacting the Privacy Officer

We have designated a **Privacy Officer** responsible for ensuring compliance with this policy. For privacy-related inquiries, requests, or complaints, please contact:

info@ambient-artists.com with the subject line PRIVACY OFFICER

Privacy Officer – Ambient Artists Inc.

Dennis Leslie

info@ambient-artists.com

16. Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in legal requirements or business practices. Any significant changes will be communicated through our website or other means.