

Privacy Policy

Saskatchewan Motion Picture Industry Association (“SMPIA”) is committed to preserving and safeguarding your right to privacy. As part of this commitment, we want you to be fully aware of what happens to the personal information we collect through your use of the SMPIA website located at www.smpia.sk.ca (the "Website").

Accordingly, this Privacy Policy sets out the manner in which we will collect, use, disclose and otherwise manage your personal information.

Collection of Personal Information

We collect personal information that you provide us when you:

- Register your profile and/or set up an account on the Website;
- Request our e-mail communications;
- Purchase/request products or services through the Website;
- Enter a contest on the Website;
- Provide us with comments or suggestions; or
- Participate in other interactive features of the Website, such as on-line chat rooms or bulletin boards.

To register your profile, or request to receive our e-mail communications, we collect your name, username, password, e-mail address, location of residence, and age group. If you contact us by mail or e-mail, we may collect your name, mailing address, e-mail address and telephone number, as well as any other information relevant and necessary to satisfy your request. When you order products and services from the Website, we will require your name, email address, mailing address and credit card number/expiration date. If you enter a contest on the Website where the prize may be awarded to you personally (as opposed to an on-line character you created on the Website), we will require your name, mailing address, e-mail address, telephone number, as well as any other information relevant and necessary to determine eligibility and to fulfill prizing. In addition, we may collect any comments, suggestions and other feedback you provide through e-mail or as postings on bulletin boards or chat rooms.

We also may automatically collect general anonymous information related to your use of our Website, such as the date and time you visit the Website, the last site your computer visited before arriving at our Website, and the pages you visit on the Website. In addition, we collect "cookie" information from your browser to identify your computer and provide us with a record of your visits to our Website. The technology used to gather "cookie" information is provided by the Internet browser you use, and may be turned off by using your browser preference buttons (collectively, the foregoing is referred to as "Usage Data"). This statistical information helps us to understand how our Website is used (e.g., which pages or sections are most popular and when are the peak activity times), which assists us in planning for future improvements to the Website.

Use of Personal Information

The personal information you provide us to register your profile, or to receive e-mail communications, is used to identify who you are and, if applicable, to provide you with information you requested to receive about our products, services and promotions,

updates to our Website and other Website features. We also may use this information to resolve service requests, or to award prizes in contests administered on the Website. Finally, this information, in addition to other information collected at the time of your entry into a contest, may be used to award prizes in contests administered on the Website. We use the information you provide when ordering a product or service to process and deliver your order and to confirm receipt. We may also use this information to contact a user for customer service related issues. Cookie information is used to personalize the content and/or layout of the Website for each individual user. We use feedback information and Usage Data to monitor and improve the use and features of the Website.

Disclosure of Personal Information

Except as expressly set out in this Privacy Policy, we will not sell, transfer or otherwise disclose any of your personal information collected through the Website to any third party without your consent.

Certain personal information may be disclosed to third parties solely for the purposes of processing or arranging delivery of your product or service, or processing or answering your request. We may also disclose your personal information to third parties who administer or fulfill on-line activities, or contest administration or prize redemption, on our behalf.

Demographic, profile and Usage Data may be shared anonymously with third parties, but only on an aggregate basis.

In addition, we must provide your personal information in response to a search warrant or other legally valid enquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required by law. We may also disclose personal information to assist us in collecting a debt owed by you.

In addition, in the event that we make an organizational change, we may transfer your personal information to a related party or third party as part of that transaction. In such circumstances, the related party or third party will only use or disclose your personal information in accordance with the privacy policy in effect at the time of the collection of your personal information or as you otherwise consent.

Third parties

The Website may include links to third party websites. These third parties have or should have separate and independent privacy policies. Any personal information you share with these third parties through their websites will be administered under their privacy policies. We have no control over third party privacy policies and therefore have no responsibility or liability for the manner in which third parties may collect, use or disclose and otherwise treat your personal information, and your continued use of the Website confirms your agreement and acceptance of that fact.

Security of Personal Information

We utilize a variety of security measures to maintain the safety of your personal information. All user contact information is contained behind a "firewall" and only accessible by a limited number of employees on a "need-to-know" basis. Passwords and credit card numbers (where applicable) are encrypted in our secure database, which is also located behind a firewall. All credit card information supplied by users is transmitted via Secure Socket Layer (SSL) technology. We will only keep your personal information for as long as it remains necessary or relevant for the purposes stated above or as otherwise required by law.

If you choose to modify your personal information, you may do so by updating your profile on the Website. You will be required to submit a valid user ID and unique password for authentication before you will be able to access your file.

Changes to our Privacy Policy

If we modify our Privacy Policy, we will post those changes on our Website so that our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any point we decide to use personal information in a manner different from that stated at the time it was collected, we will notify users by way of an e-mail. Users will then have a choice as to whether to consent to the use of their information in this different manner and should inform us by reply e-mail. We will use information in accordance with the Privacy Policy under which the information was collected or as users otherwise consent.

How to Contact Us/Withdraw Consent

If you do not wish to receive e-mail from us, you may either modify your communication preferences on the Website, or send us a request that says "unsubscribe" in the subject line of the e-mail.

If you would otherwise like to withdraw your consent for the collection, use and/or disclosure of your personal information, terminate your account with the Website, or update or correct any of your personal information we have in our possession, or if you have any inquiries or comments about this Privacy Policy, please contact us at:

Saskatchewan Motion Picture Industry Association
Re: Privacy Policy
W304 - 2440 Broad Street
Regina, Saskatchewan
S4P 4A1

E-mail: smpia@smpia.sk.ca

Last updated: January 29, 2007