

***Musicworks* Privacy Policy**

In accordance with Canada's Personal Information Protection & Electronic Documents Act (PIPEDA), *Musicworks* has introduced the following principles and procedures.

1. Accountability

Musicworks has designated an in-house privacy officer to ensure compliance with PIPEDA.

Musicworks will inform all third-party associates of these policies.

All employees of *Musicworks* have been made aware of and have a copy of this policy.

2. Identifying Purposes

Musicworks collects information from individuals and educational institutions, including the individual's and/or institution's name, mailing address, phone number, fax number, and e-mail address. This information is collected for the following reasons.

- a) To mail the magazine to an individual or an institution.
- b) To arrange renewals of subscriptions.
- d) To help direct editorial content to satisfy the readers' needs.
- e) To ensure that advertisers are reaching their targeted audience.
- f) To provide information to reputable third-party organizations whose products or services may be relevant to *Musicworks* readers.
- g) To fulfill circulation audit requirements.

3. Consent

Upon requesting a subscription to *Musicworks*, an individual consents to having information used for mailing the magazine and any communications pertaining to their subscription. Unless an individual specifies to the contrary, he or she also consents to having *Musicworks* share his or her name and contact information with third parties whose products or services may be relevant to *Musicworks* readers.

An individual has the right at any given time to opt out of such sharing of information or to have their information removed from any or all lists.

4. Limiting Collection

Musicworks does not collect personal data beyond that specified in Article 2 above.

5. Limiting Use, Disclosure, and Retention

The collection of information will be limited to those purposes for which it was collected. The information will be retained only as long as necessary for the fulfillment of those purposes. Information will be made available only to those companies and individuals necessary to the fulfillment of those purposes.

6. Accuracy

Musicworks will take reasonable steps to ensure that the information under its control is as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used.

7. Safeguards

Musicworks will take reasonable steps to protect information through security safeguards appropriate to the sensitivity of the information.

For circulation audit purposes, original documentation is kept in a secure location on the *Musicworks* premises.

Computers and databases are password protected. A backup of the databases is made on a weekly basis and overwritten on a weekly basis. These backups are kept in a secure location.

Copies of the mailing list are transmitted to our mailing partners at the time of mailing, and decoy addresses are included to track any unauthorized use of the list.

8. Openness

Musicworks will make readily available to individuals specific information about its policies and practices relating to the management of information. An individual is able to acquire information about these policies by any one of the means listed at the end of this policy (see “How to Contact Us”).

9. Individual Access

Musicworks will inform an individual of the existence, use, and disclosure of their information, and will provide access to the information. An individual can change or remove the information at any given time.

Upon request, *Musicworks* will provide an individual or institution with a list of the third-party organizations to whom their information has been made available.

10. Challenging Compliance

An individual will be able to address to the privacy officer at *Musicworks* a challenge concerning compliance with the above principles. All challenges will be handled in a timely fashion. If necessary, *Musicworks* will take appropriate measures to amend its policies and practices.

How to Contact Us

Musicworks can be contacted by any of the following means.

By Phone: 416-977-3546

By Fax: 416-977-4181

By Email: sound@musicworks.ca

In writing or in person:

Musicworks

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