



# AMERICAN ACADEMY OF MONTREAL

## PRIVACY POLICY



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This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from [www.americanacademymontreal.ca](http://www.americanacademymontreal.ca) (the “Site”).

### ***Personal information we collect***

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

### ***How do we use your personal information?***

We use this Order Information to:

- Communicate with you;
- Screen for potential risk or fraud; and
- We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).



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### ***Sharing your personal information***

We do not share your Personal Information with third parties.

However, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or another lawful request for information we receive, or to otherwise protect our rights.

### ***Behavioral advertising***

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the [Network Advertising Initiative's](#) ("NAI") educational page.

### ***Do not track***

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

### ***Your rights***

If you are a Canadian resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below. The C-28 law on commercial advertising by email applies to us and will be enforced.

Additionally, if you are a Canadian resident we note that we are processing your information in order to enroll your child(ren) into our online program, or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Canada, including the United States.

### ***Data retention***

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

### ***Minors***

The Site is not intended for individuals under the age of 13.

### ***Changes***

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.



American Academy of Montreal  
[americanacademymontreal.ca](http://americanacademymontreal.ca)