



DATA CONFIDENTIALITY NOTICE – bulk email

Ville de Laval recognizes the importance of protecting privacy and personal information. Being subject, in particular, to the *Act respecting access to documents held by public bodies and the Protection of personal information* (CQLR, chapter A.-2.1), Ville de Laval is committed to complying with the provisions and fundamental principles established by applicable legislation.

Collection, use and storage of subscribers' personal information

Ville de Laval collects, uses and stores personal information solely for the purpose of communicating with individuals and organizations that have consented to receive information from Ville de Laval. And Ville de Laval stores this information for as long as the subscriber consents.

Accuracy of information and disclosure of privacy principles

Ville de Laval protects the personal information it holds in accordance with the provisions of its Confidentiality Policy. Subscribers are entitled to know what information about them is kept and how it is used. Subscribers may access and modify their information [online](#) at any time.

Newsletters and bulk email

Ville de Laval distributes bulk (i.e. mass) email to keep subscribers up to date on municipal activities, events, contests, services and news. To receive these communications, individuals and organizations must register online using a [subscription form](#).

Important notices and emergency situations

Important notices are communications sent by telephone, text message or email informing residents and organizations of exceptional situations. Because of the nature of these communications, the subscriber's telephone number and street address are information that must be collected.

To unsubscribe

Subscribers may unsubscribe from newsletters, bulk email and important notices at any time, in order to stop receiving these communications. To do so, they must click on the “Unsubscribe” button at the bottom of the email they wish to unsubscribe from.

Statistics and personalization

Ville de Laval collects statistics to constantly improve the quality and relevance of the information it distributes to its subscribers in its newsletters. By using data such as the number of emails opened and clicks on the content circulated, it can better understand the subjects of interest to subscribers, and can also position the content of their newsletter according to their interests.

Protection of information through established security procedures

Ville de Laval maintains strict security standards and procedures regarding unauthorized access to subscriber information. Information is collected and processed by a Canadian cloud service provider whose servers are located in Québec. This provider has been audited and is governed by security standards and procedures established by the [law](#).

Mailing lists and databases

Unless required by law or legal process, under no circumstances will Ville de Laval sell, rent, share or otherwise make available the mailing lists or databases of its subscribers.

Amendments to the notice

Amendments may be made to this notice by Ville de Laval from time to time. For this reason, subscribers should be sure to consult it on a regular basis to stay up-to-date on any changes.

Questions or comments about the protection of personal information

If you have any questions or comments about this notice, please contact the *Service du greffe*.

- By telephone: 450 662-3950
- By email: vieprivee@laval.ca

If you have any complaints about Ville de Laval's handling of personal information, please consult the [Privacy web page](#).

You may [also make a request to access personal information](#) or ask us to rectify personal information, by contacting the following person in charge of access to documents and the protection of personal information, at the email address below:

M^e Mélanie Gauthier

Deputy Director and Deputy Clerk and Responsible for Access to Documents and Personal Information Protection

Service du greffe

acces.greffe@laval.ca