

## **DATA COLLECTION & SELF-IDENTIFICATION**

### **FREQUENTLY ASKED QUESTIONS**

APPLICABLE AS OF Sept 8, 2022

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en français

# FAQ – DATA COLLECTION & SELF-IDENTIFICATION

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## PROGRAM AND APPLICATION-RELATED QUESTIONS

### 1. Why is Telefilm asking me for this information?

This self-identification questionnaire is part of Telefilm's efforts to overcome diversity and inclusion challenges in our industry. It was created as part of our equity and inclusion strategy to better measure and monitor demographic representation in Telefilm projects submitted and receiving financial support, and to ensure that all content creators in Canada have the opportunity to participate. These questions and the terminology were established after extensive consultations with many communities and Telefilm's external Data Collection Subcommittee. Participants have choice to answer each question or not.

### 2. What programs does Telefilm's data collection apply to?

Data is collected for applications to the Production, Theatrical Documentary, Talent to Watch and Development programs.

To stay up to date, we recommend subscribing to our industry advisories, if you have not done so already: <https://telefilm.ca/en/stay-informed>

### 3. What type of data is being collected?

The data collected covers Indigenous identity, racial and ethnic identity and belonging to an Official Language Minority Community, gender identity and expression, belonging to the 2SLGBTQIA+ community, and disability status.

### 4. Who will Telefilm be collecting this information from?

All directors, writers, producers, co-producers, and executive producers (excluding people receiving courtesy credits) attached to a project submitted will receive the self-identification questionnaire.

A questionnaire for the director role is not required if a director is not yet attached to a project submitted to the Development program (except for projects in the packaging phase).

"Attached" refers to all directors/writers/producers currently committed to a project, but not contractually committed.

This includes Canadian and international team members.

## 5. How will Telefilm use the information collected?

Information can only be used in processing applications or shared if the creative team member consents to it. Consent is required for each application.

How the data is used is determined by the creative team member.

They have two choices:

1. If the creative team member allows their data to be used in an anonymous aggregate form only, it may be used for:
  - Improving and evolving Telefilm's programs
  - Identifying gaps in support for underrepresented communities and making data-driven decisions on how to fill those gaps
  - Reporting on Telefilm's portfolio of projects (i.e. statistics)
  - Supporting industry initiatives (including career development and capacity building programs)
2. In addition to the above, if the creative team member consents for their data to be used in a sharable form, it may also be:
  - Viewable by the main applicant company.
  - Accessible to advisory committee members and external analysts involved in reviewing the application.
  - Used in promoting talent and their projects.

## 6. Will data collection have an impact on decision-making in programs?

If a creative team member consents to their information being shared in the evaluation of an application, this information will be used in the review of the creative material and the review of the community engagement plan, as well as to evaluate eligibility to certain specific funding streams.

The decision-making process takes into consideration Telefilm's objective to foster a diversity of voices in the industry to ensure that Telefilm funds a balanced portfolio of productions reflecting a variety of genres, budgets and company sizes, regions across the country, and different viewpoints.

## 7. Key personnel have 5 calendar days to complete the self-identification questionnaire. Will respondents be able to update their information in the portal after that time?

- Key Personnel can update their information in the portal at any time. However, depending on when the update is made, we may not be able to take into account these changes in the evaluation of the application.
- Individuals who wish to submit their questionnaire after the expiry date and/or make changes to their questionnaire should write to [questionnaire@telefilm.ca](mailto:questionnaire@telefilm.ca).
- An individual can change their Consent to Use choice and their answers to the questionnaire for future applications. They will receive a notice for each application an applicant company attaches them to, and they can save your Consent to Use choice or change it for that new application. NOTE: Changes will not revert backward to previous applications.
- Please see User Guide for more information

**8. Will the applicant company be able to access or view the questionnaire answers of the key personnel attached to their application?**

The applicant company will be able to see the information only if the key personnel has agreed to share the information in the processing of the application. They may authorize other company members to view the application as well.

**9. Will Telefilm be collecting information from non-Canadians?**

Yes. All key personnel involved in funding applications no matter their citizenship will be invited to complete the questionnaire.

**10. Can I fill out the Questionnaire on behalf of my team members?**

No. Due to the personal nature of the Self-Identification Questionnaire, team members are asked to complete it individually.

**11. Will data collection apply to the Promotion Program?**

Telefilm's next phase of data collection currently will not apply to the Promotion Program.

To stay up to date, we recommend subscribing to our industry advisories, if you have not done so already: <https://telefilm.ca/en/stay-informed>

## **TECHNICAL QUESTIONS AND TROUBLESHOOTING**

*For detailed troubleshooting, please consult the Data Collection User Guide for more information.*

**12. I receive a message of “Access Denied” when I try to access the survey in Dialogue.**

You may get this error message if you are already logged in to your Dialogue account.

Please follow these instructions:

1. Log out of Dialogue using this [log out link](#)
2. [Click here](#) to log in, making sure you use the email (username) and temporary password received in the Questionnaire email sent by Telefilm
3. If you have forgotten your password, click on the “Forgot your password” button in the log in screen

Please contact [questionnaire@telefilm.ca](mailto:questionnaire@telefilm.ca) if your issue is not resolved.

**13. Can I modify or change my responses to the questionnaire?**

Yes. Please email [questionnaire@telefilm.ca](mailto:questionnaire@telefilm.ca).

Note: Depending on when the changes are made, we may not be able to take into account these changes in the processing of the application.

**14. I missed the 5 day window. Can I still fill out my questionnaire?**

Yes. Please email [questionnaire@telefilm.ca](mailto:questionnaire@telefilm.ca).

Note: Depending on when request is made, we may not be able to take into account these changes in the processing of the application.

**15. I already completed the Persona-ID Questionnaire via the Canada Media Fund. Can I use those answers?**

No. Due to privacy regulations and how information is stored, team members and applicant companies are unable to share their answers across organizations.

**16. Why do I need to provide email addresses for team members?**

Due to the personal nature of the Self-Identification Questionnaire, team members are asked to complete it individually. Participants may also link their profile to multiple projects for current or future application periods.

Please do not provide generic email addresses (i.e., [info@domain.com](mailto:info@domain.com)) or agent/manager contacts. You must provide the direct email for the individual.

**17. I am encountering an issue not listed here.**

Please refer to the User Guide for Data Collection, [found here](#).

## **PRIVACY AND CONFIDENTIALITY-RELATED QUESTIONS**

**18. If the questionnaire is not filled out, can Telefilm use the information provided by the Applicant company on the same key personnel in past applications?**

No, data collection questionnaire information from past applications will not appear in the application and Telefilm will not refer to past applications. Telefilm will consider that the creative team member has decided not to complete the questionnaire.

**19. Who has access to the information stored within Telefilm?**

The information collected will be accessible to individuals with a valid reason for accessing and using that personal information including approved designated staff in the departments administering the program in relation to which an application is filed, as well as designated staff in the Legal Services, Information Technology and Communications departments.

**20. Will the information be anonymized?**

It depends. Information may be used in 2 forms depending on what consent the respondent chooses to provide or not: aggregate (anonymized) or shared (personalized).

**Aggregate (anonymized):** this means that the individual cannot be identified or connected to their questionnaire information (ex: x% of all directors attached to projects in our production programs identified as women).

All personal information collected may be used in aggregate (depersonalized) form for statistical, planning, evaluation and reporting purposes, as well as communication and promotion materials covering, among other things, information related to the actions, programs and activities of Telefilm.

**Shared (personalized):** this means the creative team member's data is sharable (ex: here is a list of projects funded under the Production Program with women directors).

The personal information collected will only be used in sharable form if the creative team member provides express consent to their questionnaire information being shared with that application.

For the information to be used in the processing of a funding application, the creative team member must provide consent for the information to be sharable (personalized).

**21. Where is the information stored?**

Responses to the questionnaire are encrypted and securely stored in Telefilm's database.

As a federal Crown corporation, Telefilm must comply with the Privacy Act framework for the collection of personal data, including obtaining prior approval from the Treasury Board of Canada Secretariat. Only select approved staff may access questionnaire information.

**DIVERSITY AND INCLUSION-RELATED QUESTIONS**

**22. How did Telefilm come up with the definitions and categories?**

Terms and expressions reflect language recommended by consultations with expert organizations and partners, as well as Telefilm's external Diversity and Inclusion Working Group. Consulted organizations for each category are noted in the sample Self-Identification Questionnaire [available here](#).

Telefilm acknowledges that terminology is subject to change and evolving language will be part of the ongoing and inclusive dialogue with the industry.

**23. Where can I find the definitions that Telefilm uses for: Indigenous, Black and People of Colour, Gender-diverse identities and expressions, 2SLGBTQIA+ individuals, Persons with disabilities and members of Official Language Minority Communities.**

Definitions and examples can be found in the Glossary document here: <https://telefilm.ca/wp-content/uploads/telefilm-canada-definitions-dec-15-2021.pdf>

**24. Why does Telefilm use \_\_\_\_\_ term/expression in the Questionnaire?**

Terms and expressions reflect language recommended by conversations and consultations with industry experts and Telefilm's external Diversity and Inclusion Working Group.

Telefilm acknowledges that terminology is subject to change and evolving language will be part of the ongoing and inclusive dialogue with the industry.

**If your question is not answered here, please contact [questionnaire@telefilm.ca](mailto:questionnaire@telefilm.ca).**