



SELF-IDENTIFICATION SYSTEM

PERSONA-ID **USER GUIDE**

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WELCOME TO THE PERSONA-ID SELF-IDENTIFICATION SYSTEM USER GUIDE

PERSONA-ID is a self-identification system that allows individuals to disclose their demographic information directly and securely to the Canada Media Fund (CMF).

The information collected through PERSONA-ID enables the CMF to obtain a more detailed picture of who is applying for funding as well as the people working on the funded projects. More specifically, this data will be used for the following purposes:

- Inform decision-making on future changes to CMF Programs and policy;
- Determine eligibility to and compliance with targeted programs, incentives and requirements;
- Detect inequities in access to funding and representation;
- Follow trends and patterns in participation and funding;
- Report to stakeholders and the public on who has access to CMF funding.

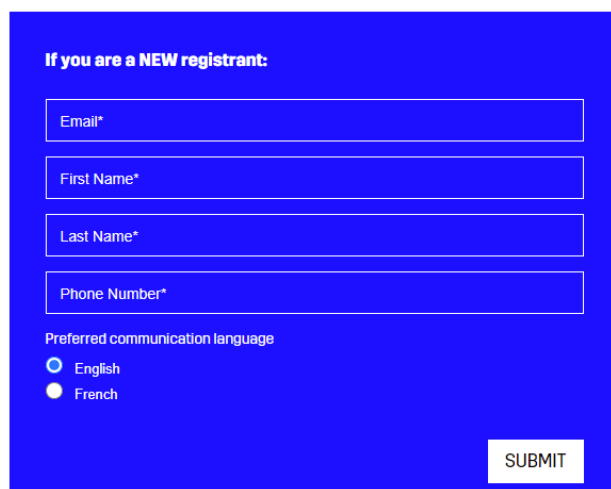
Only certain programs and incentives require the majority of individuals with ownership and control, as well as key personnel working on those projects include a registered PERSONA-ID number. However, all Applicants and their teams are invited to participate in the process and sign up for a PERSONA-ID number on a voluntary basis. For more details on the incentives, requirements and factors requiring PERSONA-ID numbers, please visit the [CMF's website](#) and review the Program Guidelines

PLEASE review this guide which includes tips on how to register and complete your PERSONA-ID account.

How do I register and complete my PERSONA-ID account?

It's simple – follow the instructions on the CMF PERSONA-ID webpage here [PERSONA-ID: Self-Identification System | Canada Media Fund \(cmf-fmc.ca\)](#)

SIGN-UP FOR A PERSONA-ID ACCOUNT



The screenshot shows a sign-up form titled "If you are a NEW registrant:". It contains four text input fields labeled "Email*", "First Name*", "Last Name*", and "Phone Number*". Below these fields is a section for "Preferred communication language" with two radio button options: "English" (which is selected) and "French". A "SUBMIT" button is located at the bottom right of the form.

We recommend you use a personal email, not a company email, and to use your full name as you are known and credited in the industry.

HOW TO CREATE YOUR PERSONA-ID ACCOUNT

1. Once you have registered on the CMF website PERSONA-ID page, you will receive a confirmation email - if you do not receive it in the following 5 minutes, please check your spam or junk inbox.

→ The email will include a **link** to access the self-identification platform, as well as your **Username** and **Temporary Password**:

From: Telefilm Canada <noreplydev@telefilm.ca>

Sent:

To:

Subject: Your Persona-ID account - Your username and password

Hello

Subject: Your Persona-ID account - Your username and password

Thank you for registering for Persona-ID!

You are receiving this email because you registered for an account in Persona-ID, CMF's Self-identification System.

The data collected through Persona-ID will enable the CMF to obtain a more detailed picture of who is applying for funding as well as the people working on the funded projects.

We invite you to create an account in Persona-ID [here](#).

Your username and temporary password are below:

Username: [yourusername@yourusername.ca](#)

Temporary Password: *****

To sign in, click on the **link** received in the confirmation email and use your **Username** and **Temporary Password**

You will be asked to select a new password when you log in for the first time.

You will be directed to a questionnaire to provide your personal information in a confidential manner. The terms of use will provide all details on the use of your personal information.

After submitting the questionnaire, you will receive a Persona-ID number. CMF applicant companies can submit your Persona-ID with the shareholder information for their project.

Note: If you do not create an account, you will be deemed to have chosen not to identify.

Your cooperation is appreciated. Thank you.

Please don't hesitate to contact us if you have any questions. Please contact us:

Technical questions services@telefilm.ca

Data collection questions persona-id@cmf-fmc.ca

403

Access Denied

You don't have permission to view this page

SIGN-UP FOR A PERSONA-ID ACCOUNT

If you are a NEW registrant:

Email*

First Name*

Last Name*

Phone Number*

Preferred communication language

☒ English

☐ French

SUBMIT

→ You may receive an error message due to a connection to your Dialogue account if **the credentials used here** are different from the credentials used to log in to your Dialogue account.

→ Jump to [page 7](#) for instructions.

2. Once you have entered your **Username** and **Temporary Password** received in the confirmation email, the window below will open, and you will be asked to **Change Password** and **SUBMIT**:

Dialogue

Change Password

Please complete the form to change your password.

Old Password

New Password

Please select a password that meets all of the following criteria:

- is at least seven characters
- contains at least one character in the English alphabet
- contains at least one numeral (0 through 9)

Confirm New Password


CANCELSUBMIT

3. Once in the PERSONA-ID self-identification platform, please **click on the Pending Task link to Accept the Terms of Use & Privacy**:

My Personal Information


Persona-ID Platform


Persona-ID is a self-identification system which collects and measures demographic data related to projects submitted to the CMF. For more information about the CMF's data collection efforts, please visit the [CMF's Persona-ID page](#).



**CANADA
MEDIA FUND**

**FONDS DES MÉDIAS
DU CANADA**



 **Pending Task:** Accept the Terms Of Use & Privacy

Contact Information

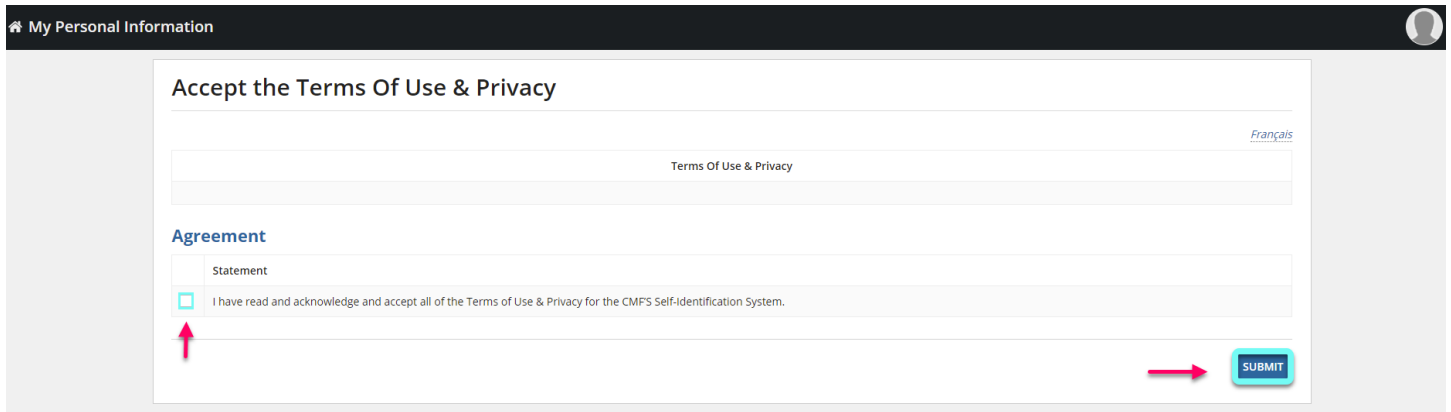
First Name

Last Name

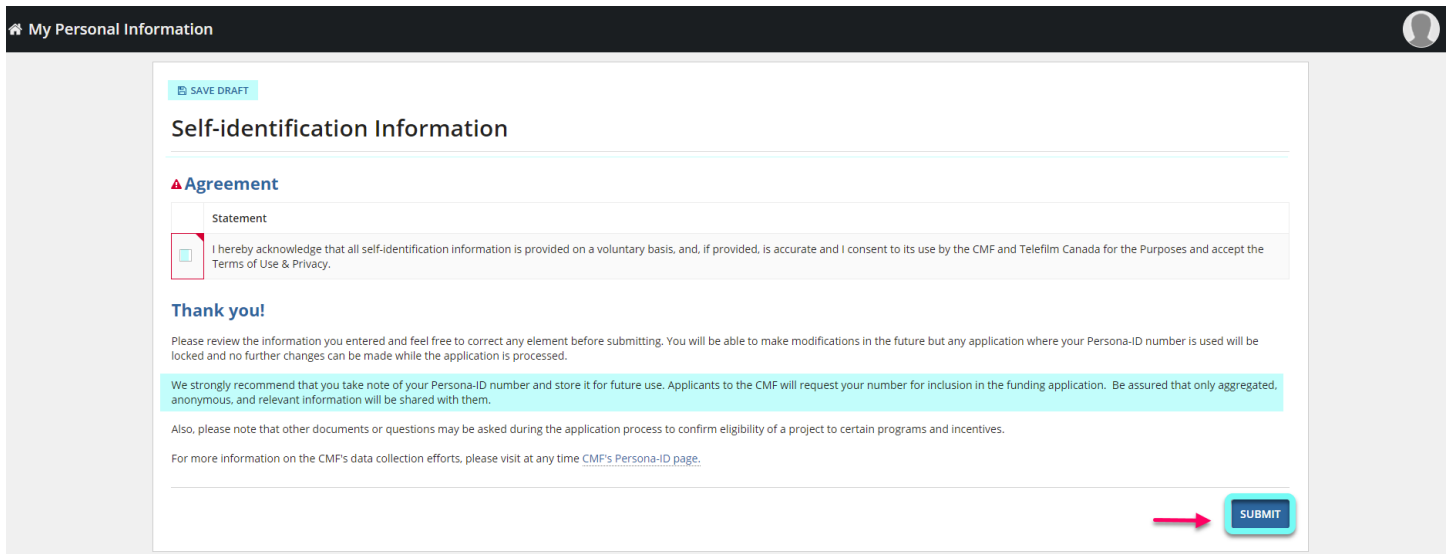
Email

Phone

4. Once you have read, acknowledged and accepted all of the **Terms of Use & Privacy** for the CMF'S Self-Identification System, click on **SUBMIT**:



5. You will then be on the **Self-identification Information** page. To receive your unique **PERSONA-ID number**, please complete the questionnaire and click on **SUBMIT**:



- Note that the option to answer ***“I prefer not to answer”*** is available with any question on the questionnaire.
- You may choose to **SAVE DRAFT** and complete the questionnaire later.
- The full questionnaire is also available for download on the CMF website here <https://cmf-fmc.ca/persona-id/>

NOTE: As of February 21, 2025, users who wish to cancel the creation of their PERSONA-ID account may now select the option “CANCEL CREATION OF PERSONA-ID” in the questionnaire.

6. Once your questionnaire has been submitted, you will find, on **My Personal Information** page, your **PERSONA-ID number**, the **Terms of Use & Privacy**, your **Contact Information** and answers entered in the questionnaire. You will also receive a Registration Confirmation email that includes a Log in link, as well as links to the User Guide and the FAQ section of the PERSONA-ID page on the CMF website.

PERSONA-ID Registration Confirmation



Telefilm Canada <noreplyuat@telefilm.ca>
To: appian_user_0001

Hello,

Thank you for registering with PERSONA-ID, the Canada Media Fund's self-identification system.

Your PERSONA-ID number is now available at the top of your personal profile page. To locate it, log in to your account, and the number will be displayed prominently at the top of the page. This number is essential when applying to CMF programs, so please save it for future reference.

To access your profile:

- Log in using this link: <https://telefilmuat.appiancloud.com/suite/sites/persona-id>.
- Your username is your email address. Please ensure your password is stored securely.

You can also navigate to the platform via the PERSONA-ID webpage: <https://cmf-fmc.ca/persona-id/>. Scroll down to the section titled "Sign-up for a PERSONA-ID Account" and click the "Access the PERSONA-ID Self-Identification Platform" button.

By logging into your profile, you can also:

- View and update your questionnaire answers anytime.
- Check applications where you've been declared in a key role.
- Respond to tasks or change notifications.

For further assistance:

- Visit the [FAQ section](#).
- Consult the [User Guide](#).

If you did not initiate this registration, or if you have concerns, please contact us at enr@telefilm.ca

Thank you for using PERSONA-ID!

Sincerely,

The CMF Team



CANADA
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DU CANADA

CANADA MEDIA FUND | FONDS DES MÉDIAS DU CANADA

→ As of April 12, 2022, users of PERSONA-ID can change their name, phone number, correspondence language, and choice for notifications by clicking (**Edit Contact Information**) under **Contact Information**. Users of existing Dialogue with access to PERSONA-ID will need to contact Telefilm's Enrolment team at enr@telefilm.ca to change their name on Dialogue.

Contact

First Name [text field]
Last Name [text field]
Email [text field]
Phone [text field]
Correspondence Language [text field]

Notifications ☒ Send me an email notification when my PERSONA-ID number is listed as part of the key role positions (according to the applicable Guidelines) in an application

EDIT CONTACT INFORMATION

→ Should you wish to **modify your answer(s)** to the questionnaire, click on (**Edit Self-Identification Information**) at the bottom of the page, after the Self-identification Information.

NOTE: You can change your personal information at any time. **However, if your PERSONA-ID is already attached to an application currently being processed, only the information submitted before the program's deadline will be considered.**

I am a Canadian citizen or permanent resident
My country of residency is [text field]
My year of birth is [text field]

Gender and Sexual Orientation
In terms of gender, I identify as [text field]
I openly identify as a 2SLGBTQ+ person [text field]

Indigenous Peoples to Canada
I belong to one of the following Indigenous Peoples to Canada [text field]

Racial and Ethnocultural Identity
The standardized category that best describes my racial or ethnocultural identity is [text field]
With respect to my racial or ethnocultural background, I prefer to be identified using the following term(s) [text field]
Besides my preferred language of communication and correspondence or any Indigenous languages stated above, I also communicate fluently and work in the following language(s) [text field]

Disabled Persons or Persons with Disabilities
Based on the definition above, I am a person living with one or more disabilities [text field]

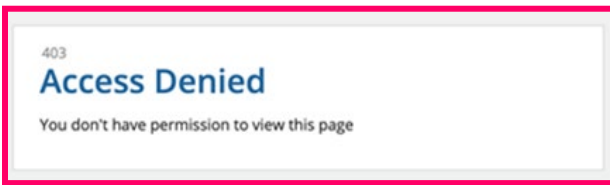
EDIT SELF-IDENTIFICATION INFORMATION

IMPORTANT: As of April 11, 2024, Key Personnel added to a CMF financing application will receive an email notification when their PERSONA-ID number is attached to a key role position. **The email notification will be sent once the application status moves to recommended.** To view your linked applications, see the dashboard "Applications linked to my PERSONA-ID".

HOW TO CREATE YOUR PERSONA-ID ACCOUNT WHEN YOU RECEIVE AN “ACCESS DENIED” ERROR MESSAGE

Once you have registered on the CMF website PERSONA-ID page, you will receive a confirmation email - if you do not receive it in the following 5 minutes, please check your spam or junk inbox.

NOTE: The email will include a **link** to access the self-identification platform, as well as your **Username** and **Temporary Password**. However, If you click on the **link** received in the email, you may get an **ERROR MESSAGE** due to a connection to your Dialogue account. Please follow these instructions :



- 1) Go to your **Dialogue account** and **SIGN OUT**.
- 2) Once you are signed out from your Dialogue account, **copy and paste this link to your browser :**
<https://telefilmbpm.appiancloud.com/suite/sites/persona-id>
- 3) Use your **PERSONA-ID credentials** to **LOG IN (Username and Temporary Password received in the email)**.
- 4) Email services@telefilm.ca if you encounter another error message.

1. Once you have entered your **PERSONA-ID Username** and **Temporary Password** received in the confirmation email, the window below will open, and you will be asked to **Change Password** and **SUBMIT**:

Dialogue

Change Password

Please complete the form to change your password.

Old Password

New Password

Please select a password that meets all of the following criteria:

- is at least seven characters
- contains at least one character in the English alphabet
- contains at least one numeral (0 through 9)

Confirm New Password

CANCEL **SUBMIT**

2. Once in the PERSONA-ID self-identification platform, please **click on the Pending Task link to Accept the Terms Of Use & Privacy**:

My Personal Information

Persona-ID Platform

Persona-ID is a self-identification system which collects and measures demographic data related to projects submitted to the CMF. For more information about the CMF's data collection efforts, please visit the [CMF's Persona-ID page](#).

Pending Task: Accept the Terms Of Use & Privacy

Contact Information

First Name	Email
Last Name	Phone

3. Once you have read, acknowledged and accepted all of the **Terms of Use & Privacy** for the CMF'S Self-Identification System, click on **SUBMIT**:

My Personal Information

Accept the Terms Of Use & Privacy

Terms Of Use & Privacy [Français](#)

Agreement

Statement
<input type="checkbox"/> I have read and acknowledge and accept all of the Terms of Use & Privacy for the CMF'S Self-Identification System.

SUBMIT

4. You will then be on the **Self-identification Information** page. To receive your **unique PERSONA-ID number**, please complete the questionnaire and click on **SUBMIT**:

My Personal Information

SAVE DRAFT

Self-identification Information

Agreement

Statement

☐ I hereby acknowledge that all self-identification information is provided on a voluntary basis, and, if provided, is accurate and I consent to its use by the CMF and Telefilm Canada for the Purposes and accept the Terms of Use & Privacy.

Thank you!

Please review the information you entered and feel free to correct any element before submitting. You will be able to make modifications in the future but any application where your Persona-ID number is used will be locked and no further changes can be made while the application is processed.

We strongly recommend that you take note of your Persona-ID number and store it for future use. Applicants to the CMF will request your number for inclusion in the funding application. Be assured that only aggregated, anonymous, and relevant information will be shared with them.

Also, please note that other documents or questions may be asked during the application process to confirm eligibility of a project to certain programs and incentives.

For more information on the CMF's data collection efforts, please visit at any time [CMF's Persona-ID page](#).

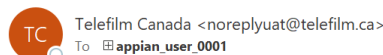
SUBMIT

- Note that the option to answer ***“I prefer not to answer”*** is available with any question on the questionnaire.
- You may choose to **SAVE DRAFT** and complete the questionnaire later.
- The full questionnaire is also available for download on the CMF website here <https://cmf-fmc.ca/persona-id/>

NOTE: As of February 21, 2025, users who wish to cancel the creation of their PERSONA-ID account may now select the option **“CANCEL CREATION OF PERSONA-ID”** in the questionnaire.

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PERSONA-ID Registration Confirmation



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To access your profile:

- Log in using this link: <https://telefilmuat.appiancloud.com/suite/sites/persona-id>.
- Your username is your email address. Please ensure your password is stored securely.

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Thank you for using PERSONA-ID!

Sincerely,

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CANADA MEDIA FUND | FONDS DES MÉDIAS DU CANADA

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Contact

First Name
Last Name
Email
Phone
Correspondence Language

Notifications ☒ Send me an email notification when my PERSONA-ID number is listed as part of the key role positions (according to the applicable Guidelines) in an application

EDIT CONTACT INFORMATION

→ Should you wish to **modify your answer(s)** to the questionnaire, click on (**Edit Self-Identification Information**) at the bottom of the page, after the Self-identification Information.

NOTE: You can change your personal information at any time. **However, if your PERSONA-ID is already attached to an application currently being processed, only the information submitted before the program's deadline will be considered.**

I am a Canadian citizen or permanent resident
My country of residency is
My year of birth is

Gender and Sexual Orientation
In terms of gender, I identify as
I openly identify as a 2SLGBTQ+ person

Indigenous Peoples to Canada
I belong to one of the following Indigenous Peoples to Canada

Racial and Ethnocultural Identity
The standardized category that best describes my racial or ethnocultural identity is
With respect to my racial or ethnocultural background, I prefer to be identified using the following term(s)
Besides my preferred language of communication and correspondence or any Indigenous languages stated above, I also communicate fluently and work in the following language(s)

Disabled Persons or Persons with Disabilities
Based on the definition above, I am a person living with one or more disabilities

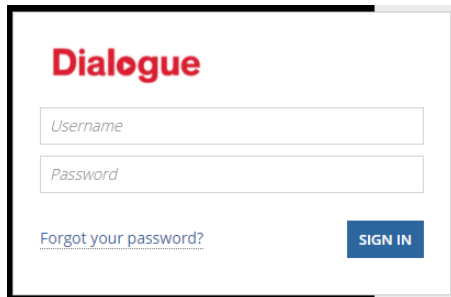
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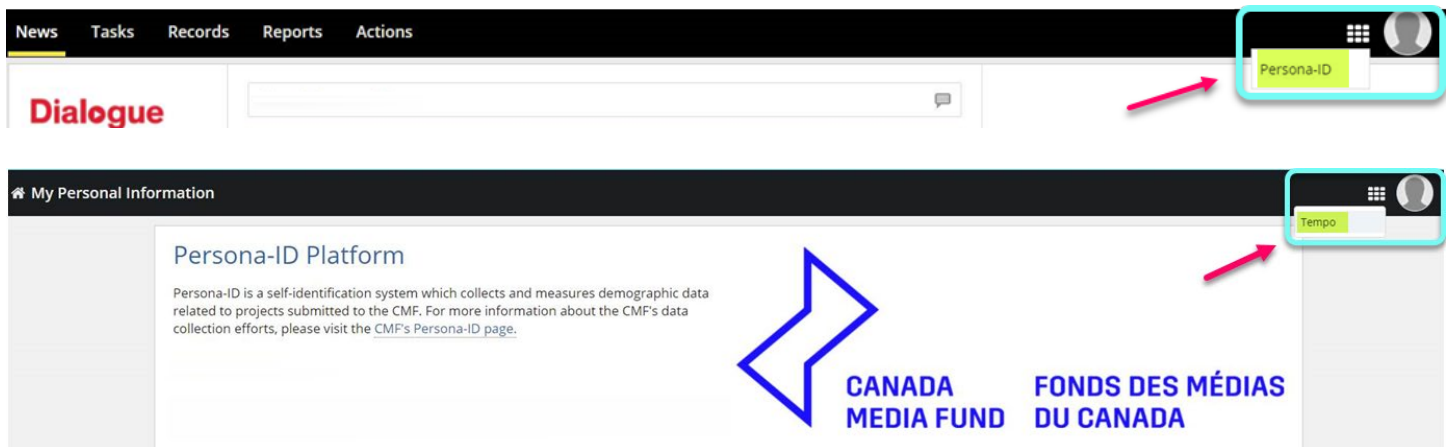
HOW TO CREATE YOUR PERSONA-ID ACCOUNT USING YOUR DIALOGUE ACCOUNT CREDENTIALS

Once you have registered on the CMF website PERSONA-ID page, using the same personal email as your Dialogue account, you will receive a confirmation email - if you do not receive it in the following 5 minutes, please check your spam or junk inbox.

1. Please enter your Dialogue Username and Password to SIGN IN:

A login form for the Dialogue system. It features the word "Dialogue" in red at the top left. Below it are two input fields: "Username" and "Password". At the bottom left is a link "Forgot your password?". At the bottom right is a blue button labeled "SIGN IN".

NOTE: By using the **same login** information for both **PERSONA-ID** and **Dialogue**, you will be able to **switch from one account to the next within the same window** – simply select **PERSONA-ID** or **Tempo** (Tempo is used to take you to your Dialogue account):

A screenshot of the Dialogue web application interface. At the top is a navigation bar with "News", "Tasks", "Records", "Reports", and "Actions". Below this is a header area with the "Dialogue" logo on the left and a search bar on the right. On the far right of the header, there is a user profile dropdown menu. A red arrow points to this menu, which shows two options: "Persona-ID" and "Tempo". Below the header is a section titled "My Personal Information". On the left of this section is a sidebar with "Persona-ID Platform" and a description. On the right is a large area with the "CANADA MEDIA FUND" and "FONDS DES MÉDIAS DU CANADA" logo. Another red arrow points to the "Tempo" option in the user profile menu.

PERSONA-ID accounts are for individuals. Dialogue accounts are for applicant companies/entities.

2. To complete your PERSONA-ID account, please select PERSONA-ID:

A screenshot of the Dialogue web application interface, similar to the one above. It shows the navigation bar, the "Dialogue" logo, and the user profile dropdown menu. A red arrow points to the "Persona-ID" option in the dropdown menu, indicating the selection process.

3. Once in the PERSONA-ID self-identification platform, please **click on the Pending Task link to Accept the Terms Of Use & Privacy**:

The screenshot shows the 'My Personal Information' page of the PERSONA-ID platform. At the top, there is a header with a home icon and the text 'My Personal Information'. Below the header, the page is divided into two main sections. On the left, there is a 'Persona-ID Platform' section with a description: 'Persona-ID is a self-identification system which collects and measures demographic data related to projects submitted to the CMF. For more information about the CMF's data collection efforts, please visit the [CMF's Persona-ID page](#).' To the right of this text is a large blue arrow pointing right, with the text 'CANADA MEDIA FUND' and 'FONDS DES MÉDIAS DU CANADA' below it. Below the arrow, there is a blue bar with a red arrow pointing to a button labeled 'Pending Task: Accept the Terms Of Use & Privacy'. Below this bar, there is a 'Contact Information' section with two columns: 'First Name' and 'Last Name' on the left, and 'Email' and 'Phone' on the right.

4. Once you have read, acknowledged and accepted all of the **Terms of Use & Privacy** for the CMF'S Self-Identification System, click on **SUBMIT**:

The screenshot shows the 'Accept the Terms Of Use & Privacy' form. At the top, there is a header with a home icon and the text 'My Personal Information'. Below the header, the page is divided into two main sections. On the left, there is a 'Terms Of Use & Privacy' section with a red arrow pointing to a button labeled 'SUBMIT'. Below this section, there is an 'Agreement' section with a red arrow pointing to a checkbox. The checkbox is labeled 'I have read and acknowledge and accept all of the Terms of Use & Privacy for the CMF'S Self-Identification System.' To the right of the checkbox, there is a 'SUBMIT' button. The page also includes a 'Français' link in the top right corner.

5. You will then be on the **Self-identification Information** page. To receive your **unique PERSONA-ID number**, please complete the questionnaire and click on **SUBMIT**:

My Personal Information

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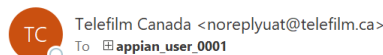
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Contact

First Name [Redacted] Email [Redacted]
Last Name [Redacted] Phone [Redacted]
Notifications ☒ Send me an email notification when my PERSONA-ID number is listed as part of the key role positions (according to the applicable Guidelines) in an application Correspondence Language [Redacted]

EDIT CONTACT INFORMATION

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NOTE: You can change your personal information at any time. **However, if your PERSONA-ID is already attached to an application currently being processed, only the information submitted before the program's deadline will be considered.**

I am a Canadian citizen or permanent resident
My country of residency is [Redacted]
My year of birth is [Redacted]

Gender and Sexual Orientation
In terms of gender, I identify as [Redacted]
I openly identify as a 2SLGBTQ+ person [Redacted]

Indigenous Peoples to Canada
I belong to one of the following Indigenous Peoples to Canada [Redacted]

Racial and Ethnocultural Identity
The standardized category that best describes my racial or ethnocultural identity is [Redacted]
With respect to my racial or ethnocultural background, I prefer to be identified using the following term(s) [Redacted]
Besides my preferred language of communication and correspondence or any Indigenous languages stated above, I also communicate fluently and work in the following language(s) [Redacted]

Disabled Persons or Persons with Disabilities
Based on the definition above, I am a person living with one or more disabilities [Redacted]

EDIT SELF-IDENTIFICATION INFORMATION

IMPORTANT: As of April 11, 2024, Key Personnel added to a CMF financing application will receive an email notification when their PERSONA-ID number is attached to a key role position. **The email notification will be sent once the application status moves to recommended.** To view your linked applications, see the dashboard "Applications linked to my PERSONA-ID".

NEED HELP? PLEASE CONTACT US

If you need **accessibility assistance to create your PERSONA-ID account** or for any data collection and privacy questions or feedback, please contact persona-id@cmf-fmc.ca

For **technical support**, please contact services@telefilm.ca. Requests to deactivate or delete a PERSONA-ID account must also be sent to Telefilm's Technical Services.

To assist you in the **process of applying to the CMF**, please contact cmf.fmc.coordination@telefilm.ca