



CANADA
MEDIA FUND

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.

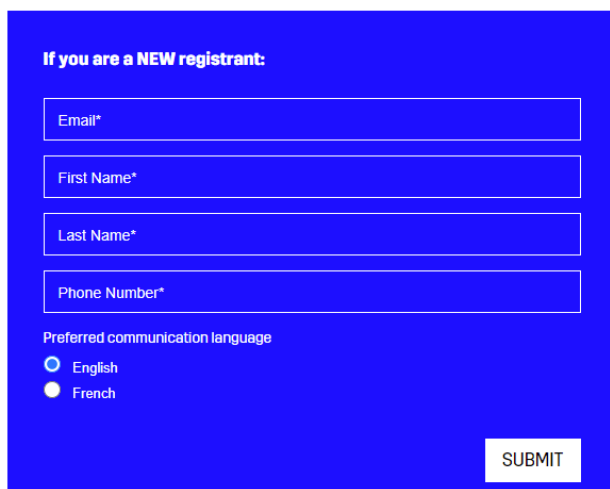
Starting April 1, 2022, all individuals with ownership and control on projects seeking CMF funding, as well as key personnel working on those projects will need to ensure they have registered for a PERSONA-ID number if they want those projects to benefit from a gender or diversity initiative. However, all Applicants and their teams are invited to participate in the process and sign up for a PERSONA-ID number on a voluntary basis.

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 for new registrants. It features a blue header with the text "If you are a NEW registrant:". Below this, there are four input fields: "Email*", "First Name*", "Last Name*", and "Phone Number*". Underneath the input fields, there 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.

- 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


CANCEL **SUBMIT**

- 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 | Email |
| Last Name | 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**:

My Personal Information

Accept the Terms Of Use & Privacy

Terms Of Use & Privacy Français

Agreement

Statement

I have read and acknowledge and accept all of the Terms of Use & Privacy for the CMFS Self-Identification System.

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**:

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/>

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.

→ To change your **Contact Information**, you will need to contact Telefilm's Technical Services at services@telefilm.ca

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](#).

Your Persona-ID number: *****

[Terms Of Use & Privacy](#)

CONTACT INFORMATION ←

First Name
Last Name
Email
Phone

Self-identification Information (Modify) ←

Personal Information

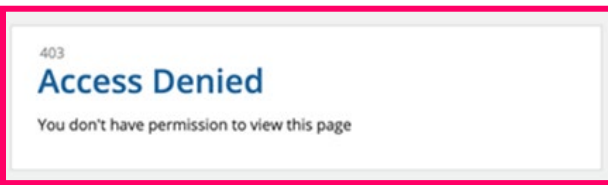
→ Should you wish to **modify your answer(s)**, click on **(Modify)** next to Self-identification Information.

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.**

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**:

The screenshot shows the 'My Personal Information' page of the Persona-ID Platform. At the top, there is a navigation bar with a home icon and the text 'My Personal Information' on the left, and a user profile icon on the right. The main content area is titled 'Persona-ID Platform' and includes a brief description of the system. To the right of the text is the logo for 'CANADA MEDIA FUND' and 'FONDS DES MÉDIAS DU CANADA'. Below the main content, there is a blue horizontal bar with a white box containing the text 'Pending Task: Accept the Terms Of Use & Privacy'. A red arrow points to this box. Below the bar, there is a 'Contact Information' section with fields for 'First Name', 'Last Name', 'Email', and '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**:

The screenshot shows the 'Accept the Terms Of Use & Privacy' form. At the top, there is a navigation bar with a home icon and the text 'My Personal Information' on the left, and a user profile icon on the right. The main content area is titled 'Accept the Terms Of Use & Privacy' and includes a language selector for 'Français'. Below the title, there is a section for 'Terms Of Use & Privacy' with a scrollable area. Below this, there is an 'Agreement' section with a 'Statement' field. A red arrow points to a checkbox next to the statement: 'I have read and acknowledge and accept all of the Terms of Use & Privacy for the CMF'S Self-Identification System.' Another red arrow points to a blue 'SUBMIT' button at the bottom right of the form.

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/>

5. 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.

→ To change your **Contact Information**, you will need to contact Telefilm's Technical Services at services@telefilm.ca

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](#).

Your Persona-ID number: *****

[Terms Of Use & Privacy](#)

CONTACT INFORMATION ←

First Name
Last Name
Email
Phone

Self-identification Information (Modify) ←

Personal Information

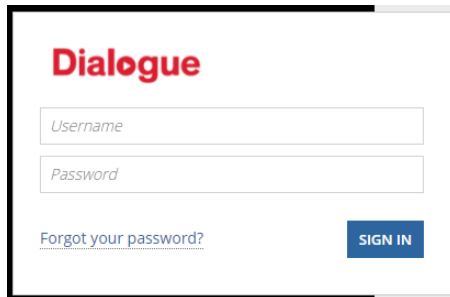
→ Should you wish to **modify your answer(s)**, click on **(Modify)** next to Self-identification Information.

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.**

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

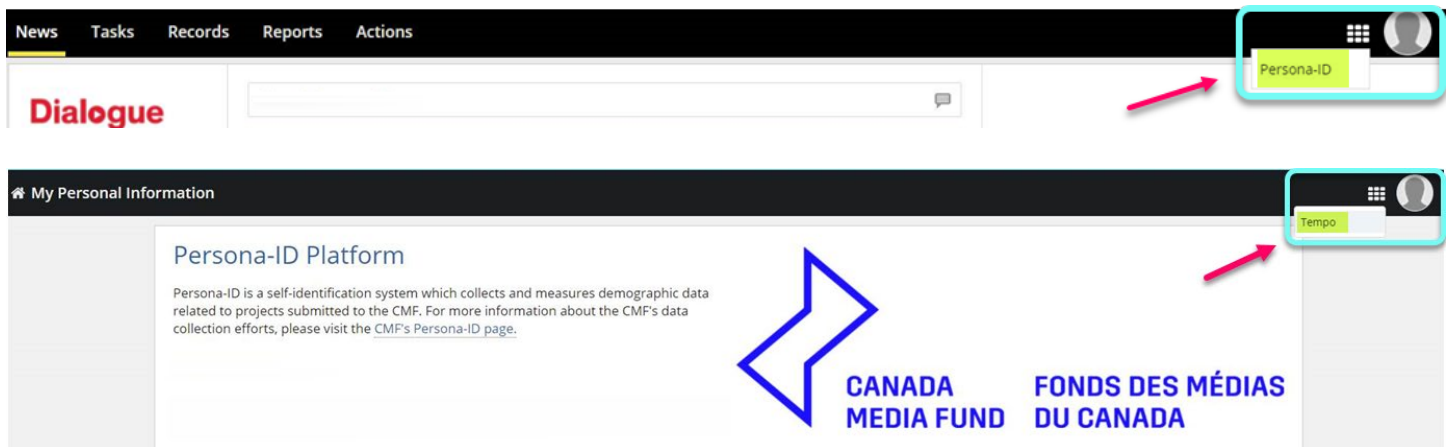
Once you have registered on the CMF website Persona-ID page, using the same personal email as your Dialogue account, you will receive a confirmation email - if you do not receive it in the following 5 minutes, please check your spam or junk inbox.

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



The screenshot shows the Dialogue login interface. At the top left, the word "Dialogue" is written in red. Below it are two input fields: "Username" and "Password". To the left of the "Password" field is a link that says "Forgot your password?". To the right of the "Password" field 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):



The screenshot shows the Dialogue website interface. At the top, there is a navigation bar with "News", "Tasks", "Records", "Reports", and "Actions". Below this is a "Dialogue" header. On the right side, there is a user profile dropdown menu with a "Persona-ID" option highlighted in green. A red arrow points to this option. Below the header, there is a "My Personal Information" section. On the right side of this section, there is another user profile dropdown menu with a "Tempo" option highlighted in green. A red arrow points to this option. In the center, there is a blue double-headed arrow pointing left and right, with the text "CANADA MEDIA FUND" and "FONDS DES MÉDIAS DU CANADA" below it. To the left of the arrow, there is a section titled "Persona-ID Platform" with a brief description of the system.

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

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



The screenshot shows the Dialogue website interface, similar to the previous one. The navigation bar and "Dialogue" header are visible. On the right side, the user profile dropdown menu has the "Persona-ID" option highlighted in green. A red arrow points to this option.

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. The page title is 'Persona-ID Platform'. Below the title, there is a brief description of the system and a link to the CMF's Persona-ID page. To the right, the logos for 'CANADA MEDIA FUND' and 'FONDS DES MÉDIAS DU CANADA' are displayed. A blue navigation bar at the bottom contains a 'Pending Task: Accept the Terms Of Use & Privacy' link, which is highlighted with a red arrow. Below the navigation bar, there is a 'Contact Information' section with fields for 'First Name', 'Last Name', 'Email', and '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**:

The screenshot shows the 'Accept the Terms Of Use & Privacy' form. The form has a title bar and a language selector set to 'Français'. Below the title bar, there is a section for 'Terms Of Use & Privacy' with a scrollable area. Underneath, there is an 'Agreement' section with a 'Statement' field. A red arrow points to a checkbox next to the statement: 'I have read and acknowledge and accept all of the Terms of Use & Privacy for the CMF'S Self-Identification System.' Another red arrow points to a blue 'SUBMIT' button at the bottom right of the form.

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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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.

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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.

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My Personal Information

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Your Persona-ID number: *****

[Terms Of Use & Privacy](#)

CONTACT INFORMATION ←

First Name
Last Name
Email
Phone

Self-identification Information (Modify) ←

Personal Information

→ Should you wish to **modify your answer(s)**, click on **(Modify)** next to 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.**

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

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