

PRIVACY POLICY

Last updated on April 30, 2024

This privacy notice for the Pageau Group ("we," "us," or "our") describes how and why we may collect, store, use, and/or share ("process") your information when you use our services ("Services"), such as when you:

- Visit our website at <https://salonsindustriels.com/>, or any of our websites that refer to this privacy notice
- Download and use our mobile application (Salons Industriels), or any other of our applications that refer to this privacy notice
- Interact with us through other related means, including through sales, marketing, or events

Questions or concerns? Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our services. If you still have questions or concerns, please contact us at epageau@groupepageau.com.

SUMMARY OF KEY POINTS

This summary provides the key points of our privacy notice, but you can find more details on any of these topics by clicking on the link next to each key point or by using our table of contents below to find the section you're looking for.

What personal information do we process? When you visit, use, or browse our Services, we may process personal information based on how you interact with us and the Services, the choices you make, and the products and features you use. Learn more about the personal information you disclose to us.

Do we process sensitive personal information? We do not process sensitive personal information.

Do we receive information from third parties? We may receive information from public databases, marketing partners, social media platforms, and other external sources. Learn more about information collected from other sources.

How do we process your information? We process your information to provide, improve, and administer our services, communicate with you, for security and fraud prevention reasons, and to comply with the law. We may also process your information for other purposes with your consent. We only process your information when we have a valid legal reason to do so. Learn more about how we process your information.

In what situations and with what types of parties do we share personal information? We may share information in specific situations and with specific categories of third parties. Learn more about when and with whom we share your personal information.

How do we protect your information? We have implemented organizational and technical processes and procedures to protect your personal information. However, no electronic transmission over the Internet or any information storage technology can be guaranteed to be 100% secure, so we cannot promise or

guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and collect, improperly access, steal, or modify your information. Learn more about how we protect your information.

What are your rights? Depending on where you are geographically, applicable privacy law may mean you have certain rights regarding your personal information. Learn more about your privacy rights.

How do you exercise your rights? The simplest way to exercise your rights is to visit <https://salonsindustriels.com/>, or by contacting us. We will review and respond to any requests in accordance with applicable data protection laws.

Want to know more about what we do with the information we collect? See the full privacy notice.

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1, WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

In brief: We collect the personal information you provide to us.

We collect personal information that you voluntarily provide to us when you register for the Services, express interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Personal information provided by you. The personal information we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- Names
- Phone numbers
- Email addresses
- Mailing addresses
- Job titles
- Usernames
- Passwords
- Contact preferences
- Contact or authentication data
- Billing addresses
- Debit/credit card numbers

Sensitive information. We do not process sensitive information.

Payment data. We may collect data necessary for processing your payment if you make purchases, such as your payment instrument number and the security code associated with your payment instrument. All payment data is stored by Stripe. You can find their link(s) to their privacy notice here: <https://stripe.com/en-ca/legal/ssa>.

Application Data. If you use our applications, we may also collect the following information if you choose to provide us with access or permission:

- **Geolocation information.** We may request access or permission to track location information from your mobile device either continuously or while you are using our mobile application to provide certain location-based services. If you wish to change our access or permissions, you may do so in your device settings.
- **Access to mobile devices.** We may request access or permission to certain features of your mobile device, including the camera, contacts, storage, and other features of your mobile device. If you wish to change our access or permissions, you may do so in your device settings.

This information is primarily needed to maintain the security and operation of our applications, for troubleshooting, and for internal analysis and reporting purposes.

All personal information you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

Automatically Collected Information

In brief: Some information, such as your IP (Internet Protocol) address and/or the characteristics of your browser and device, is automatically collected when you visit our Services.

We automatically collect certain information when you visit, use, or browse the Services. This information does not reveal your specific identity (such as your name or contact details) but may include information about the device and its usage, such as your IP address, browser and device characteristics, operating system, language preferences, referral URLs, device name, country, location, information about how and when you use our services, and other technical information. This information is primarily needed to maintain the security and operation of our services, as well as for internal analysis and reporting purposes.

Like many companies, we also collect information via cookies and similar technologies.

The information we collect includes:

- **Log and usage data.** Log and usage data are service-related, diagnostic, usage, and performance information that our servers automatically collect when you access or use our Services and that we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, as well as your settings and information about your activity within the Services (such as timestamps associated with your usage, pages and files viewed, searches, and other actions you take such as the features you use), device event information (such as system activity, error reports (sometimes called "crash dumps")), and hardware settings).
- **Device data.** We collect data about devices such as information about your computer, phone, tablet, or other device you use to access the Services. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system and system configuration information.
- **Location data.** We collect location data such as information about the location of your device, which may be precise or imprecise. The amount of information we collect depends on the type and settings of the device you use to access the Services. For example, we may use GPS and other technologies to collect geolocation data that tells us your current location (based on your IP address). You can refuse to allow us to collect this information either by refusing access to the information or by disabling your location setting on your device. However, if you choose to opt out, you may not be able to use certain aspects of the Services.

Information collected from other sources

In brief: We may collect limited data from public databases, marketing partners, and other external sources.

In order to improve our ability to provide you with relevant marketing, offers, and services and to update our records, we may obtain information about you from other sources, such as public databases, joint marketing partners, affiliate programs, data providers, and other sources. This information includes mailing addresses, job titles, email addresses, phone numbers, intent data (or user behavior data), IP addresses (Internet Protocol), social media profiles, social media URLs, and custom profiles, for targeted advertising and events.

2. HOW DO WE PROCESS YOUR INFORMATION?

In brief: We process your information to provide, improve, and administer our services, communicate with you, for security and fraud prevention reasons, and to comply with the law. We may also process your information for other purposes with your consent.

We process your personal information for various reasons, depending on how you interact with our Services, including:

- To facilitate account creation and authentication and otherwise manage user accounts. We may process your information so you can create and log into your account, as well as maintain your account in working order.
- Provide and facilitate the provision of user services. We may process your information to provide you with the requested service.
- To send you administrative information. We may process your information to send you details about our products and services, changes to our terms and policies, and other similar information.
- To execute and manage your orders. We may process your information to execute and manage your orders, payments, returns, and exchanges made through the Services.
- To enable user-to-user communications. We may process your information if you choose to use one of our offers to communicate with another user.
- To send you marketing and promotional communications. We may process the personal information you provide to us for our marketing purposes, if this is in line with your marketing preferences. You can unsubscribe from our marketing emails at any time. For more information, see "WHAT ARE YOUR PRIVACY RIGHTS?" below.
- To offer you targeted advertisements. We may process your information to develop and display customized content and advertisements tailored to your interests, location, etc.
- To evaluate and improve our services, products, marketing, and your experience. We may process your information when we believe it is necessary to identify usage trends, determine the effectiveness of our promotional campaigns, and to evaluate and improve our services, products, marketing, and your experience.
- Determine the effectiveness of our marketing and promotional campaigns. We may process your information to better understand how to provide the most relevant marketing and promotional campaigns for you.

3. ON WHAT LEGAL BASES DO WE RELY TO PROCESS YOUR PERSONAL INFORMATION?

In brief: We process your personal information only when we believe it is necessary and we have a valid legal reason (i.e., a legal basis) to do so under applicable law, such as with your consent, to comply with laws, to provide you with services, to conclude or fulfill our contractual obligations, to protect your rights, or to respond to our legitimate business interests.

We may process your information if you have given us specific permission (i.e., express consent) to use your personal information for a specific purpose, or in situations where your permission may be inferred (i.e., implied consent). You can withdraw your consent at any time.

In some exceptional cases, we may be legally permitted, under applicable law, to process your information without your consent, including:

- If collection is clearly in the interest of an individual and consent cannot be obtained in a timely manner
- For investigations, detection, and prevention of fraud
- For business transactions under certain conditions
- If it is contained in a witness statement and collection is necessary to assess, process, or settle an insurance claim
- To identify injured, ill, or deceased persons and communicate with their next of kin
- If we have reasonable grounds to believe that a person has been, is, or may be a victim of financial exploitation
- If it is reasonable to expect that collection and use with consent would compromise the availability or accuracy of the information and collection is reasonable for purposes related to an investigation into a breach of an agreement or contravention of the laws of Canada or a province.
- If disclosure is required to comply with a subpoena, warrant, court order, or court rules relating to the production of records
- If they were produced by an individual in the course of their employment, business, or profession and collection is in accordance with the purposes for which the information was produced
- If collection is solely for journalistic, artistic, or literary purposes
- If the information is publicly available and specified by regulation

4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

In brief: We may share information in specific situations described in this section and/or with the following categories of third parties.

Providers, consultants, and other third-party service providers. We may share your data with third-party vendors, service providers, subcontractors, or agents ("Third Parties") who provide services for us or on our behalf and need access to this information to perform this work. We have contracts in place with our third parties, which are designed to help protect your personal information. This means that they cannot do anything with your personal information unless we have asked them to do it. They will also not share your personal information with any organization other than us. They also commit to protecting the data they hold on our behalf and to retaining it for the period we instruct them to. The categories of third parties with whom we may share personal information include:

- Data analytics services
- Communication and collaboration tools
- Cloud computing services
- Advertising networks

- Data storage service providers
- Financial and accounting tools
- Government entities
- Payment processors
- Performance monitoring tools
- Sales and marketing tools
- Social networks
- Web hosting service providers

We may also be required to share your personal information in the following situations:

- **Business transfers.** We may share or transfer your information as part of or during negotiations of any merger, sale of company assets, financing, or acquisition of all or part of our business to another company.
- **Affiliates.** We may share your information with our affiliates, in which case we will ask these affiliates to comply with this privacy notice. Affiliated companies include our parent company and any subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.
- **Business partners.** We may share your information with our business partners to offer you certain products, services, or promotions.
- **Other users.** When you share personal information (e.g., by posting comments, contributions, or any other content on the Services) or otherwise interact with public areas of the Services, this personal information may be viewed by all users and may be made public outside the Services. in perpetuity. Similarly, other users may view descriptions of your activity, communicate with you within our Services, and view your profile.
- **Offer wall.** Our applications may display an "offer wall" hosted by a third party. Such an offer wall allows third-party advertisers to offer virtual currency, gifts, or other items to users in exchange for accepting and completing an advertising offer. Such an offer wall may appear in our application(s) and be displayed to you based on certain data, such as your geographic area or demographic information. When you click on an offer wall, you will be redirected to an external website owned by other individuals and will leave our application(s). A unique identifier, such as your user ID, will be shared with the offer wall provider to prevent fraud and properly credit your account with the corresponding reward.

5. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

In brief: We may use cookies and other tracking technologies to collect and store your information.

We may use cookies and similar tracking technologies (such as web beacons and pixels) to access or store information. Specific information about how we use these technologies and how you can refuse certain cookies is provided in our Cookie Notice.

6. HOW LONG DO WE RETAIN YOUR INFORMATION?

In brief: We retain your information for as long as necessary to achieve the purposes described in this privacy notice, unless otherwise required by law.

We will only retain your personal information for as long as necessary for the purposes outlined in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No purpose of this notice will require us to keep your personal information for longer than the period during which users have an account with us.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it or, if this is not possible (for example, because your personal information has been stored in backup archives), we will securely store your personal information and isolate it from any further processing until deletion is possible.

7. HOW DO WE KEEP YOUR INFORMATION SECURE?

In brief: Our aim is to protect your personal information through a system of organizational and technical security measures.

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of all personal information we process. However, despite our protective measures and efforts to secure your information, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure. Therefore, we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to compromise our security and collect, access, steal, or inappropriately modify your information. While we do our best to protect your personal information, the transmission of personal information to and from our Services is at your own risk. You should only access the Services in a secure environment.

8. DO WE COLLECT INFORMATION ABOUT MINORS?

In brief: We do not knowingly collect data from children under 18 and do not market to them.

We do not knowingly solicit data from or market to children under 18 years of age. By using the Services, you represent that you are at least 18 years old or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users under 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we have collected from children under age 18, please contact us at epageau@groupepageau.com.

9. WHAT ARE YOUR PRIVACY RIGHTS?

In brief: In certain regions, such as Canada, you have rights that give you better access and control over your personal information. You can view, modify, or terminate your account at any time.

In some regions (such as Canada), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; (iv) where applicable, to data portability; and (v) not to be subject to automated decision-making. In certain circumstances, you may also have the right to object to the processing of your personal information. You can make such a request by contacting us using the contact details provided in the "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" section below.

We will review and respond to any requests in accordance with applicable data protection laws.

Withdraw your consent: If we rely on your consent to process your personal information, which may be express and/or implied consent under applicable law, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us using the contact details provided in the "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" section below.

However, please note that this will not affect the lawfulness of processing before its withdrawal nor, where applicable, processing of your personal information conducted based on lawful processing grounds other than consent.

Unsubscribe from marketing and promotional communications: You can unsubscribe from our marketing and promotional communications at any time by clicking on the unsubscribe link in the emails we send, or by contacting us using the contact details provided in the "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" section below. You will then be removed from the marketing lists. However, we may still contact you — for example, to send you service-related messages that are necessary for the administration and use of your account, to respond to service inquiries, or for other non-commercial purposes.

Account Information

If you wish to at any time review or change your account information or terminate your account, you can:

- Log into your account settings and update your user account.
- Contact us using the contact information provided.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, resolve issues, facilitate any investigations, enforce our legal terms, and/or comply with applicable legal requirements.

Cookies and similar technologies: Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and reject them. If you choose to delete cookies or reject cookies, this could affect certain features or services of our Services.

If you have any questions or comments about your privacy rights, you can email us at epageau@groupepageau.com.

10. DO WE TRACK YOU USING COOKIES?

In brief: At this time, we do not respond to Do Not Track signals.

Most web browsers and some mobile operating systems and mobile apps include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage, no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking that we must follow in the future is adopted, we will inform you of this practice in a revised version of this privacy notice.

11. DO WE UPDATE THIS NOTICE?

In brief: Yes, we will update this notice as necessary to stay compliant with applicable laws.

We may update this privacy notice from time to time. The updated version will be indicated by a "Revised" date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to frequently review this privacy notice to be informed of how we are protecting your information.

12. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments about this notice, you can email us at epageau@groupepageau.com or contact us by mail at:

Groupe Pageau inc.
719-375, Rue Mathieu-Da Costa
Québec (Québec)
G2K 0K4

Phone: 418 623-3383
Toll-Free: 1 800 387-3383

13. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Depending on the laws applicable in your country, you may have the right to request access to the personal information we collect from you, to modify this information, or to delete it. To request a review, update, or deletion of your personal information, please visit: <https://salonsindustriels.com/>.