

## **MEDTEQ+ PRIVACY POLICY**

This privacy policy (the "Privacy Policy") describes how MEDTEQ+ ("MEDTEQ+" or "we") collects, uses, and shares personal information collected through the MEDTEQ+ Website, Yapla and any related or successor sites, and any related mobile versions of these sites (collectively, the "Website"). We refer to visitors to our website as users ("Users" or "you"). Please read our terms of use. By visiting the Website, you accept and consent to the practices described in the following privacy policy.

If you have any reason to complain about the way we treat your personal information, or if you have any questions about our privacy policy, we invite you to contact the organization's designated Privacy Officer.

Iris Leroux  
Vice-President, Operations and Programs  
740 Notre-Dame Street West, Suite 1400  
Montreal, QC H3C 3X6  
Tel: 514 398-9772, ext. 2503  
[iris.leroux@medteq.ca](mailto:iris.leroux@medteq.ca)

### **1. WHAT TYPES OF INFORMATION DO WE COLLECT?**

We collect, use, store and transfer various types of personal information about you, which we have grouped as follows:

Information you give us. We obtain certain information when you provide it to us ("Contact Information"): For example, if you contact us using the form on our website, you may provide certain information, including your e-mail address, telephone number and organization. Some of this information may be used by MEDTEQ+ to identify or contact you directly. You may also choose to provide us with certain personal information, including your postal code and organization information when you sign up to receive e-mail alerts.

Information we collect about you. MEDTEQ+ also collects personal information through your use of the Website ("Other Data"). This information may include Internet Protocol (IP) address, unique device identifiers, advertising identifiers, operating system, mobile network information, browser type, existing applications, browsing activity, and non-precise device location information (for example, city or region).

### **2. HOW DO WE USE INFORMATION?**

We may use the contact information you provide to respond to your contact requests; provide you with the services you have requested and/or customer support; and communicate with you about news, events, opportunities, products or services that may be of interest to you; allow you to participate in contests, campaigns, promotions or surveys; and provide, develop, improve and personalize the Website.

MEDTEQ+ analyzes Other Data to help us determine how Users access certain parts of the Website and who our Users are. By recognizing usage patterns and trends, we can better design the Website to improve the User experience, both in terms of content and ease of use.

We will only use your personal information for the purposes for which it was collected.

### **3. HOW DO WE SHARE INFORMATION?**

MEDTEQ+ will only share the contact information you give us, as described in this Privacy Policy, or with your express permission. Once we have your permission, we may share your contact information with our partners and affiliates, if necessary, to contact you or provide you with the requested services. We do not sell your contact details to third parties.

We may share other data with third parties, including but not limited to sponsors, advisors, advertisers, analytics providers, and investors, to conduct our business. MEDTEQ+ uses Google Analytics to track aggregate visitor data, which does not include any personal information. We reserve the right to disclose other anonymous and aggregated data collected to third parties for lawful purposes.

MEDTEQ+ may disclose any personal information we hold about you to third parties where required or permitted to do so by law and to investigate, prevent or act regarding suspected or actual illegal activities, including, but not limited to, fraud and situations involving potential threats to the physical safety of any person.

### **4. SECURITY**

We take reasonable steps to protect information from loss, theft, alteration, or misuse. However, please note that even the best security measures cannot eliminate all risks. We cannot guarantee the security of your personal information, and any transmission of your personal information is at your own risk. We are not responsible for the circumvention of privacy settings or security measures by third parties.

### **5. COOKIES AND DO NOT TRACK ME**

MEDTEQ+ may allow third-party service providers to use cookies, web beacons and other technologies to collect information and track browsing activity over time and on third-party websites. These service providers may use your IP address or an anonymous identifier and certain browser information, along with other data about your visits to our website and other sites, to provide analytical information for our website and other sites. Like many other websites, we use Google Analytics. The traffic and usage data collected by Google (obtained via Google cookies on the Website) are subject to Google's privacy policy. Following the terms of use of the Google Analytics services, Google does not collect any contact details in connection with these services. Please note that Google offers a Google Analytics browser add-on (designed to be compatible only with certain browsers) to enable visitors to the Website to prevent the collection and use of their data by Google Analytics.

This add-on can be obtained here: <https://tools.google.com/dlpage/gaoptout?hl=en>

and other privacy controls are available here: [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html)

Please note that if you choose to disable or block cookies, some parts of the Website may not function properly, if at all.

We do not control the third-party technologies whose services we use to enhance the Website, and their use is governed by the privacy policies of the third parties using such technologies. For more information about third-party ad networks and similar entities that use these technologies, visit <http://www.aboutads.info/consumers>, and to opt out of the advertising practices of these ad networks and services, go to [www.aboutads.info/choices](http://www.aboutads.info/choices). Once you have clicked on the link, you can choose to no longer receive this type of advertising from all participating advertising companies or only advertising provided by specific advertising companies.

Except as described herein, MEDTEQ+ does not track your activity over time and across different websites or online services, except among the related sites that constitute the MEDTEQ+ Websites and as described herein, and we do not currently respond to "Do Not Track" signals from browsers concerning the Website. We do not allow our third-party service providers to collect information on the Website for other sites or their purposes other than those described in the preceding paragraph.

## **6. LINKS TO OTHER SITES**

The Website contains links to other sites owned by third parties. These sites are not covered by this Privacy Policy and we are not responsible for the privacy practices of such other sites. You should be aware of this when you leave the Website, and we encourage you to read the privacy statements of other websites.

## **7. INDIVIDUAL RIGHTS**

You have several rights about how we process your personal information. These rights include the following:

- The right to access any personal information we may hold about you.
- The right to rectify any inaccurate personal information we may hold about you.
- The right to have your personal information erased in certain circumstances, for example, where it is no longer necessary to process your personal information to achieve the purposes of the processing, where you object to your data being processed for certain purposes (for example, marketing purposes) or where your personal information is processed unlawfully; and
- the right, in certain limited circumstances, to have your data transferred to a new service provider if you no longer wish to use the Website or our services.

You may exercise any of these rights at any time by contacting us. You will not be charged a fee to access your personal information (or to exercise any of the other rights). However, we may charge you a reasonable fee if your request is unfounded, repetitive or excessive. In these circumstances, we may also refuse your request.

We may need to ask you for specific information to help us confirm your identity and guarantee your right access to your personal information (or to exercise one of your other rights). This is a security measure to ensure that personal information is not disclosed to anyone who is not entitled to receive it. We may also contact you to request further information about your request to expedite our response.

We aim to respond to all legitimate requests within one month. It may take longer if your request is particularly complex or if you have made several requests. In this case, we will inform you and keep you informed.

The basis on which we process your personal information.

We will process your personal information where this is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override these interests. Legitimate interest means our organization's interest in conducting and managing our business to enable us to provide the best possible service to our members and offer the best possible and safest experience on our website. We take care to consider and balance any potential impact on you (both positive and negative) and your rights before processing your personal information for our legitimate interests. We do not use your personal information for activities where the impact on you outweighs our interests (unless we have your consent or are required or permitted by law to do so). You can obtain further information on how we assess our legitimate interests about any potential impact on you in respect of specific activities by contacting us.

In general, we do not rely on consent as a legal basis for processing your personal information, except for sending direct marketing communications to third parties by email or SMS. You have the right to withdraw your consent to marketing at any time by contacting us.

You have the right to complain to the supervisory authority at any time in respect of data protection matters within your jurisdiction. However, we would appreciate the opportunity to address your concerns before you approach the supervisory authority, so please contact us first.

#### **Data retention**

We will only retain your personal information for as long as is necessary to fulfill the purposes for which we collected it, including to satisfy any legal, accounting, or reporting requirements.

In determining the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm resulting from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes by other means, as well as any applicable legal requirements.