

PRIVACY POLICY

Préma-Québec

As an organization dedicated to raising funds for the health and social services sector, we collect, use and disclose information daily to provide our services in soliciting contributions of various kinds, participating in events, requesting assistance and providing information. Respecting privacy is essential to Préma-Québec, so we conform to the highest ethical standards when handling all information, especially personal information.

This Privacy Policy is intended to help you understand our practices regarding collecting, using, disclosing and retaining personal information. By providing us with personal information (through our website, by completing an event registration form or any other digital collection method, by e-mail, in person or by telephone), you agree to its processing by this Privacy Policy. You authorize Préma-Québec, its third parties and service providers to process your personal information for the purposes below.

This Privacy Policy does not apply to, and Préma-Québec is not responsible for, any third-party websites that may be accessed through links from this website. If you follow a link to a third-party website, that organization will have its privacy policies that you should review before submitting any personal information.

WHO ARE WE AND WHAT DO WE DO?

Préma-Québec is the only organization in the province that helps parents of premature children. Every year, 8% of births occur prematurely. Founded in 2003 by parents of premature babies, the association is supported by doctors, nurses and other neonatal care professionals.

Préma-Québec works regularly with six neonatal units in Quebec. It organizes annual training sessions for healthcare professionals and several activities designed to raise public awareness of prematurity.

Préma-Québec wants:

- To support parents living with their child's prematurity by promoting dialogue between the healthcare team and families to facilitate the child's treatment. Préma-Québec wishes to bring together all the players in the Quebec medical community to contribute to the cause of premature infants.
- To inform parents and the general public about the importance of taking prematurity into account in Quebec's healthcare services.
- To provide parents with realistic, up-to-date and accessible information on the various aspects of neonatology: hospital stay, breastfeeding, pathologies and follow-up. Direct parents to the appropriate institutions.
- To offer one-time financial assistance to families living anywhere in the province or who often have to make significant financial commitments to stay at their baby's bedside during hospitalization.
- To promote public awareness of prematurity and the real needs of families during the child's hospitalization. Inform and encourage the public to get involved in the cause of premature babies and their families.

Mission: Préma-Québec's mission is to improve the quality of life of premature infants by offering psychological and financial support to their parents.

Vision: Listening to the needs of parents and offering appropriate services are at the heart of Préma-Québec's concerns. The entire team works to make Préma-Québec and the cause of prematurity better known worldwide and to share a message of hope with all who live with this reality against their will.

Values: Humanity, kindness, support, openness

WHAT PERSONAL INFORMATION DO WE COLLECT?

We may collect and process various types of personal information in the course of our business and to provide our services, including:

- Professional and personal contact information, such as first name, last name, address(es), e-mail address(es), date of birth and telephone number(s).
- Biographical information includes job title, employer, professional and personal background, photos, videos, or audio content.
- Marketing information, communication preferences, and related information such as food preferences, comments and survey responses.

- Information related to contribution history, participation in organization events, billing and financial information, such as a billing address, bank account information or payment data.
- Service-related information, such as details of services we have provided to you.
- Information about your professional background, networks, social involvement, professional affiliations and family relationships.
- Recruitment information, such as a resume, education and work history, details of professional affiliations and other information relevant to potential recruitment by Préma-Québec.
- Website usage and other technical information, such as website visits, your interaction with our advertising and online content, or information collected through cookies and other tracking technologies.
- Information provided to us by or on behalf of our customers and recipients or generated by us in the course of providing our services, which may, where relevant, include special categories of personal information (such as racial or ethnic origin, political opinions, religious or philosophical beliefs, conditions surrounding the birth of a child, physical or psychological health, sexual orientation, etc.).
- Information includes your donation and community investment policy, your contributions, the recipient organizations and what they are dedicated to, if applicable, the recognition obtained, the decision-making process and the people involved in the organization and this process.
- Any other personal information you provide. Please note that if you provide us with personal data about other persons (such as your customers, family members, directors, officers, shareholders or beneficial owners), you must ensure that you have duly notified them that you are providing us with their information and that you have obtained their consent to such disclosure.
- Where applicable, evidence of consent is given to us (date, time, means) when such support is necessary to process personal information.

We do not knowingly collect information from children or others under 14. If you are a minor under the age of 14, please do not provide us with any personal information without the express consent of a parent or guardian. If you are a parent or guardian and know your children have provided us with personal information, please contact us. If we learn that we have collected personal information from minor children without verification of parental consent, we will delete that information from our servers.

HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

We collect your personal information directly from you and through our interactions with you, as follows:

- Registration for events, training courses and newsletters
- Registration for benefit events
- Any donation to our organization, regardless of the form it takes
- Registration as a volunteer for our organization
- Sign up for one of our services and programs
- Send us your testimonial via our website
- In the course of the services we provide to you
- Participation in a survey
- Participation in a contest
- Exchanges by mail, e-mail or telephone.

We also collect public information on public platforms, including our website.

HOW DO WE USE PERSONAL INFORMATION?

We may use personal information in any of the ways listed below, with your consent or, where applicable, under another legal basis. In each case, we indicate the purposes for which we use your personal information:

- To provide our services and for business purposes, to manage and execute our services and programs, including fulfilling our obligations under any agreement between you and us.
- To facilitate the use of our websites to keep the content relevant and to assure that the content of our websites is presented in the most efficient way for you and your device.
- For marketing and business development purposes - to provide details of new services, information on developments in our organization and sector and invitations to seminars and events where an individual has opted to receive such information.
- For research and development purposes (including security) - we conduct analyses to understand better the service and marketing requirements of our customers and beneficiaries, understand our organization better, and develop our services and offerings.
- For recruitment purposes - to process job applications and assess whether an individual meets the position requirements for which they may apply at Préma-Québec.
- To meet our legal, regulatory or risk management obligations.
- To prevent fraud and conduct other background checks that may be required at any time by applicable law, regulation and best practices (if false or inaccurate information is provided or fraud is detected or suspected, data may be forwarded to fraud prevention organizations and may be recorded by us or such organizations). When processing special categories of personal information, we may also rely on critical public interests (crime prevention or detection) or legally founded claims.
- To enforce our rights, to comply with our legal or regulatory obligations to provide information or to protect the rights of third parties.
- To ensure we get paid - to collect payments owed to us and, where appropriate, to enforce such collections by debt collection agencies or other legal means (including legal actions).
- To organize or change our organization - if we undertake a reorganization (for example, by merging, consolidating or transferring part of our organization's mission), we may need to share some or all personal information to an applicable third party (or its advisors) as part of any due diligence process or transfer to such reorganized entity or third party for the same purposes as set out in this Privacy Policy or to analyze any proposed reorganization. In such a

situation, we will take all possible steps to ensure the protection and security of personal information.

WITH WHOM DO WE SHARE PERSONAL INFORMATION?

Préma-Québec is a non-profit organization duly incorporated and recognized as a charitable organization. Consequently, the personal information we collect may be transmitted to and processed by any entity in the Préma-Québec network. We may also share personal information with third parties, including the following:

- Employees and professionals in the healthcare industry for referrals, follow-up of requests and management of services and programs offered to our customers.
- Third-party service providers and partners, including those who provide us with donation solicitation, data analysis, website, application development, hosting, maintenance and other services. These third parties may access or process personal information in connection with the services they provide to us. We limit the information we provide to these service providers to what is reasonably necessary for them to perform their functions, and our contracts with these service providers require them to maintain the confidentiality of such information.
- Government authorities and law enforcement agencies as required by applicable law. More specifically, we may disclose personal and other information if we are required to do so by tax or different rules or if we believe in good faith that such disclosure is necessary to comply with applicable laws in response to a court order, government subpoena or search warrant, or otherwise to cooperate with such government authorities and law enforcement agencies.
- The purchaser, successor or assignee in connection with any merger, acquisition, debt financing, asset sale or similar transaction, as well as in the event of insolvency, bankruptcy or receivership involving the transfer of personal information as a business asset to one or more third parties.
- We will only use personal information for the primary purpose and the applicable, legitimate purpose for which it was collected or for purposes consistent with that primary purpose.

The organization uses the services of third-party sites, such as Google and Facebook, to promote its content and offers.

When you visit our website, these third parties may use cookies, tracking pixels or similar technologies on your hard disk to collect or receive information about your browsing on the website and elsewhere on the Internet. These technologies enable us to deliver relevant advertising targeted to your interests. You can consult cookies and delete them if you wish. You have complete control over them. Please refer to your browser settings to make the appropriate changes.

If you want third-party sites to store cookies on your hard drive to offer targeted advertising, you can activate this option.

Please consult our Cookie Policy (see page 14) for more information.

HOW LONG DO WE RETAIN PERSONAL INFORMATION?

We will retain personal information only as long as necessary for the purposes set out in this Privacy Policy and to comply with our legal and regulatory obligations. To learn more about how long we retain personal information, please contact us as indicated in the "How to contact us" section.

WHERE DO WE RETAIN PERSONAL INFORMATION AND TRANSFERS OUTSIDE QUEBEC?

As part of our commitment to confidentiality, we would like to inform you where and how your data is stored.

Local storage

The personal information we collect is stored locally on a secure server on our premises. We have implemented robust physical and electronic security measures to protect this data from unauthorized access, modification, disclosure or destruction. The server is maintained in a controlled environment with restricted access.

Cloud storage in Quebec

In addition to local storage, we also use a SharePoint cloud storage located in Quebec to store specific data. Sharepoint is a service provided by Microsoft and complies with international security standards. Data stored in the cloud is encrypted and protected by additional security measures. The fact that this data is stored in Quebec ensures compliance with local privacy laws.

The combined use of local and cloud storage enables us to maintain both redundancy and accessibility of your data while ensuring it is kept safe and secure.

HOW DO WE PROTECT PERSONAL INFORMATION?

We follow widely accepted industry standards to protect the information submitted to us at the time of transmission and after receipt. We maintain appropriate physical, technical or administrative safeguards to protect personal data against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access, misuse or other unlawful forms of processing of personal information in our possession. We have taken steps to ensure that the only

employees with access to your data are those who need to know it or whose duties reasonably require them to know it.

However, no method of transmission over the Internet, nor any means of electronic storage, is 100% secure. We, therefore, cannot ensure or warrant the security of any information you transmit or provide to us, and you do so at your own risk. Nor can we guarantee that such information will not be accessed, obtained, disclosed, modified or destroyed due to a breach of our physical, technical or administrative safeguards. If you believe your personal information has been compromised, please contact us as indicated in the "How to contact us" section. In the event of a privacy incident involving your personal information, we will notify you as soon as we become aware of the incident. We will take reasonable steps to minimize the risk of harm and prevent similar incidents.

WHAT RIGHTS DOES AN INDIVIDUAL HAVE REGARDING THEIR PERSONAL INFORMATION?

Under certain circumstances and by applicable data protection laws, an individual has the following rights:

- **Access:** the right to ask whether we process information and, if so, to request access to personal information. Subject to applicable law and, where appropriate, the payment of a monetary sum, the individual may thus receive a copy of our personal data and certain other information concerning them.
- **Accuracy:** We must take reasonable steps to ensure that personal information is accurate, complete, reliable and up-to-date.
- **Rectification:** the right to request rectification of any incomplete or inaccurate personal information we hold.

- Deindexing: the right to ask to stop disseminating their personal information or to delete any hyperlink attached to their name giving access to data if such dissemination causes them prejudice or violates the law or court order (right to erasure or oblivion).
- Anonymization: Our organization can, instead of destroying personal information, anonymize it and use it only for severe and legitimate purposes (e.g., keeping information required for tax inspection purposes).
- The right to be informed when you are the subject of a decision based exclusively on automated processing.
- The right to be informed when identification, location or profiling technology is used and the means offered to activate these functions.

Finally, it is also possible to file a complaint with a data protection supervisory authority, specifically in the country, province or state in which you usually reside (in Quebec, the Commission d'accès à l'information), in which we are located or in which an alleged breach of data protection laws has occurred.

To request these rights, please contact us as indicated in the "How to contact us" section.

HOW DO WE USE COOKIES AND SIMILAR TECHNOLOGIES?

For detailed information about the cookies we use, please refer to our Cookie Policy below, which forms part of this Privacy Policy (see page 14).

HOW TO CONTACT US?

If you have any questions, comments or complaints about this Privacy Policy or your personal information, or if you wish to assert your rights, file a complaint or obtain information about our policies and practices regarding our service providers outside Canada, please contact our Privacy Officer by e-mail at info@premaquebec.ca, by telephone (1-888-651-4909) or by mail at the following address:

Préma-Québec
Ginette Mantha
Privacy Officer
305-150 Grant Street, Longueuil, Quebec, J4H 3H6, Canada

HOW DO WE UPDATE THIS PRIVACY POLICY?

We may change the content of our websites and the way we use cookies without notice, and, as a result, our Privacy Policy and Cookie Policy may change from time to time in the future. We therefore encourage you to review them each time you visit the website to stay informed about how we handle personal information.

This policy was last updated on August 8, 2023.

Cookie Policy

Consent

By using our websites (premaquebec.ca, premaquebec.com), you consent to cookies using this cookie policy. You will see an invitation to do so on your first visit to this website. However, it is only sometimes displayed on subsequent visits. You may withdraw your consent at any time by following the instructions below.

Disable cookies

Whenever the organization setting the cookie offers an automatic deactivation tool for that cookie or those cookies, we indicate the organization's name, the category of cookies it is developing and a link to its automated deactivation tool. In all other cases, we display the cookies' names and their source as of the date of this Cookie Policy so that you can quickly identify them and disable them if you wish using your browser controls.

If you do not agree to use cookies, please disable them by following the instructions for your browser at the following site ([Tout sur les cookies informatique | All About Cookies](#)) or use an automatic deactivation tool, if available. However, some services will not work as well if cookies are disabled.

After your initial visit to this website, we may change our cookies. This Cookie Policy will always tell you who is setting cookies, for what purpose and how to disable them if you check back occasionally.

What types of cookies does Préma-Québec use?

The categories of cookies used by Préma-Québec and its suppliers are described below.

Strictly necessary cookies

These cookies are essential to navigate the website and access its functionalities.

The services you request (such as page navigation) cannot be provided without these cookies.

Performance indicators

We use analytical cookies to analyze how our visitors use our websites and to monitor website performance. This allows us to ensure a high-quality experience by personalizing our offers and quickly identifying and correcting any problems. For example, we may use performance cookies to track which pages are most popular, establish which linking is most effective, and determine why certain pages receive error messages. We may also use these cookies to target items or services on the site according to their relevance to you based on your website use. We or our suppliers do not link the information collected by these cookies to your personal information.

Website functionality cookies

We use cookies to provide you with certain functionality. For example, to remember your choices (such as your username, language or region) or to recognize the platform from which you access the site and to provide you with enhanced and more personal functionality. These cookies are not used to track your browsing on other websites.

Target indicators

Target cookies (or advertising cookies) collect information about your browsing habits and are used to target advertising to you and your interests better. They are used by services provided by third parties, such as the Like or Share buttons. The AddThis cookies mentioned above are also examples of targeting cookies. Third parties provide these services in exchange for acknowledging that you have visited our website.

When you use LinkedIn, Twitter or other available sharing buttons, you are directed to a page controlled by those companies, which may place cookies (including targeting cookies), and you will be subject to the cookie policies of LinkedIn, Twitter or other relevant websites, respectively.

Use of IP addresses and web logs

We may also use your IP address and browser type to help diagnose problems with our server, to administrate our website and to improve the service we offer you. An IP address is a numeric code that identifies your computer on the Internet. Your IP address may also be used to gather broad demographic information.

We may use IP address verification to identify the domain from which you came (e.g., google.com) to understand our users' demographics better.

Information from these types of cookies and technologies is not combined with information about you from any other source and will not be used to determine your identity.

Invisible pixels in HTML e-mails and webinars

Our marketing e-mails contain a unique campaign-related "web beacon" that notifies us if our e-mails are opened and, combined with other technology, verifies clicks on links within the e-mail. We may use this information for various purposes, including determining which of our e-mails are most interesting to you and asking users who do not open our e-mails if they wish to continue receiving them. The pixel will be removed when you delete the e-mail. If you do not want the pixel downloaded to your device, you should choose not to click on the links we send you. This information may be linked to your identity.

Cookie policy does not cover third-party websites.

Please note that this Cookie Policy does not apply to, and we are not responsible for, the privacy practices of third-party websites that may be linked to or from this website.

Changes to the cookie policy

We may update this Cookie Policy occasionally, and we encourage you to review the policy periodically to stay informed about how we use cookies. This Cookie Policy was last edited on August 8, 2023.