

TOURISME MAURICIE

Edit history

Date	Version	Author	Modification details
11-03-2025	1.0	TCJ	Base document creation
02-06-2025	1.0	JGP	Translation with AI

1. General Information

1.1 Introduction

Privacy protection is important to Tourisme Mauricie (hereinafter referred to as “the Organization,” “we,” or “our”). For this reason, we have implemented protective measures and sound management practices for your Personal Information (as defined below), in accordance with applicable laws.

This Privacy Policy (the “Policy”) outlines our practices regarding the collection, use, processing, disclosure, and retention of the Personal Information of our clients, visitors, and users.

By using Tourisme Mauricie’s domain names, including tourismemauricie.com and other web properties owned by the Organization (collectively, the “Website”), or any of our Services, you agree that we may collect, use, process, disclose, and retain your Personal Information as described in this Policy. If you do not agree to comply with and be bound by this Policy, you are not authorized to visit, access, or use our Website or Services, or to share your Personal Information with us.

This Policy does not apply to the Personal Information of the Organization’s employees, representatives, or consultants, or any other individuals affiliated with the Organization, nor to any information that does not constitute Personal Information (as defined below).

1.2 Person in charge of personal information protection

Questions, comments, and complaints regarding this Policy and the Organization’s privacy practices may be directed to our Privacy Officer at the following contact information:

Email : vtherrien@tourismemauricie.com

Address : Madame Valérie Therrien
Directrice générale
1250, avenue de la Station, C.P. 100
Shawinigan (Québec) G9N 8K9
819 536-3334 # 248

Definitions

The following terms and expressions, when capitalized in this Policy, have the meanings assigned to them below, unless otherwise expressly or implicitly stated in the text:

“Service Provider”: Any third party receiving Personal Information previously disclosed by the Organization in order to carry out a service contract, either directly or through another subcontractor, service provider, or partner of the Organization.

“Personal Information”: Any information about an individual that allows, directly or indirectly, for that individual to be identified.

“Sensitive Personal Information”: Personal Information which, due to its nature or the context in which it is used or disclosed, gives rise to a high reasonable expectation of privacy. This may include, for example, medical, biometric, genetic or financial information, as well as information related to sexual life or orientation, religious or philosophical beliefs, union membership, or ethnic origin.

“Privacy Officer”: The individual responsible for implementing this Policy, whose contact details are provided in Section 1.2 of this Policy.

“Services”: Refers to the Website and all related services offered by the Organization, including professional services and, where applicable, associated media, printed materials, and “online” or electronic documentation.

2. Processing of personal information

2.1 Collection of personal information

It is essential to read this Policy in conjunction with our Website Terms of Use.

As part of our activities, we may collect various types of Personal Information, including but not limited to the following:

Through our Website:

- Contact information, such as your first and last name, email address, and company name, when you subscribe to our newsletter or create a user account with us;
- Information collected automatically when using the Website and our Services, including:
 - Log data and other activity-related information on the Website, such as your IP address, pages visited, time and date of visits, browser type, device operating system, and other hardware and software details;
 - Geolocation data, such as your IP address, or a precise or approximate location determined through your IP address or your mobile device's GPS (depending on your device settings);

In the performance of mandates you entrust to us

- Contact information, such as your first and last name, email address, phone number, mailing address, and business number, for the creation of a client account;
- Information you choose to provide or transmit to us, for example, when you fill out a form, respond to surveys, or communicate with one of our employees or representatives;

In each case, this Personal Information is used and disclosed for the purposes listed in Section 2.2 below. Furthermore, we ensure that only the Personal Information strictly necessary to achieve these purposes is collected. Should we need to use your Personal Information for any other purpose, we will inform you unless an exception provided by law allows such use without your consent.

2.2 Use of personal information

We may use your personal information for the legitimate purposes described below:

- To provide you with our Services;
- To enable you to subscribe to our newsletter;
- To operate, maintain, monitor, develop, improve, and offer all functionalities of our Website;
- To comply with our obligations under applicable laws and regulations;

- To improve our Services and develop new ones;
- For marketing and business development purposes, if you have previously consented to such use;
- To send you messages, updates, and security alerts;
- To respond to your inquiries and provide support as needed;
- To administer a contest, promotion, survey, or other Website or Service feature;
- To collect feedback and comments regarding our Services;
- To conduct research and analysis related to our business and Services;
- To detect and prevent fraud, errors, spam, abuse, security incidents, and other harmful activities;
- To establish, exercise, or defend a legal right or proceeding;
- To send you communications in accordance with the law;
- For any other purpose permitted or required by law.

Please note that we do not use the information we collect to draw inferences or make any kind of interpretations.

Only members of our Organization's staff who require access to your Personal Information as part of their duties will be granted such access, in accordance with our internal Personal Information Policy.

2.3 Disclosure of Personal Information

We may disclose your Personal Information with your consent or, where permitted by law, without

2.3.1 Service Providers and Other Third Parties

We may disclose Personal Information without your consent to Service Providers in order to perform various services on our behalf, such as IT management and security, marketing, as well as data analysis, hosting, and storage.

Before disclosing your Personal Information to Service Providers, we enter into written agreements with them and only provide the Personal Information necessary for them to perform their services. These agreements include, at a minimum: (a) the measures the Service Provider must

take to ensure the confidentiality of the Personal Information entrusted to them;

- (b) the Service Provider's obligation to use such information solely for the performance of its contract;
- (c) the Service Provider's commitment not to retain this information after the contract ends;
- (d) the Service Provider's commitment to notify the Organization's Privacy Officer of any breach or attempted breach of their confidentiality obligations; and
- (e) the Service Provider's commitment to allow the Organization's Privacy Officer to carry out any audit related to the confidentiality of such information.

2.3.2 Compliance with Laws, Response to Legal Requests, Prevention of Harm, and Protection of Our Rights

We may disclose your Personal Information when we believe such disclosure is authorized, necessary,

- to respond to requests from public and governmental authorities, including authorities outside your country of residence;
- to protect our operations;
- to comply with legal proceedings;
- to protect our rights, privacy, safety, property, or those of you or others;
- to allow us to pursue available remedies or limit the damages we may sustain; and
- as required by applicable laws, including laws outside your country of residence.

2.3.3 Business transaction

As permitted by law, we may disclose your Personal Information without your consent in the event of a sale, transfer, or assignment of all or part of the Organization or our assets (for example, as part of a merger, consolidation, change of control, reorganization, bankruptcy, liquidation, or any other business transaction, including during negotiations of such transactions).

2.3.4 Retention of personal information

Subject to applicable laws, we retain your Personal Information only for as long as necessary to fulfill the purposes for which it was collected, unless you have consented to its use or processing for another purpose, or unless the law requires a minimum retention period. Additionally, these retention periods may be adjusted from time to time due to legitimate interests (e.g., to ensure the security of Personal Information, to prevent misuse and breaches, or to pursue criminal actions).

Rest assured that once the purpose for which the information was collected has been fulfilled, we will destroy or anonymize that information in accordance with applicable laws.

We reserve the right to establish Personal Information destruction policies from time to time. If you request the destruction of your Personal Information, we will make reasonable efforts to comply with your request unless we are permitted or required by law to retain it.

To obtain more information on the periods during which your Personal Information is retained, please contact our Privacy Officer using the contact information provided in Section 1.2 of this Policy.

3. Consent

BY VISITING, USING OUR WEBSITE OR OTHERWISE COMMUNICATING WITH US, YOU AGREE TO THE TERMS OF THIS PRIVACY POLICY. YOU CONSENT TO THE COLLECTION, USE, RETENTION, DISCLOSURE, AND DESTRUCTION OF YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THE TERMS DESCRIBED HEREIN. IF OTHER CONDITIONS APPLY, THEY WILL BE SPECIFIED AT THE TIME OF COLLECTION.

IF YOU DO NOT WISH FOR YOUR PERSONAL INFORMATION TO BE COLLECTED, USED, OR DISCLOSED IN THIS MANNER, PLEASE REFRAIN FROM PROVIDING IT TO US OR EXERCISE YOUR RIGHT TO WITHDRAW YOUR CONSENT.

YOU UNDERSTAND THAT CERTAIN FEATURES OF OUR WEBSITE MAY NO LONGER BE ACCESSIBLE OR MAY BE RESTRICTED AS A RESULT OF YOUR REFUSAL TO PROVIDE THE REQUIRED INFORMATION OR, WHERE APPLICABLE, YOUR WITHDRAWAL OF CONSENT.

We will seek your explicit consent before using or disclosing your Personal Information for purposes other than those stated herein.

4. Cookies

- **Definition**

A cookie is a small text file sent by a server to your browser, which your browser will send back the next time it connects to servers sharing the same domain name.

[When you first visit the website, a pop-up window will allow you to accept or reject certain categories of cookies.]

If you wish, you can configure your browser to notify you when you receive cookies or to refuse them altogether. You do not need to accept [non-essential] cookies to visit our website. However, refusing them may prevent you from using certain features.

- **Types of cookies**

Technical Cookies: Technical cookies are used throughout the browsing experience to facilitate use of the website. For example, a technical cookie may be used to remember your username to make logging in easier, or to store your preferences or selected options.

Analytics Cookies: These cookies are anonymous and used to collect statistics on how the website is used.

Advertising Cookies: These cookies may be added by the website or by other advertising platforms. They collect information anonymously and help create your visitor profile.

5. Your rights

As a data subject, you may exercise the rights set out below by completing the form available [\[here\]](#) and sending it by email or mail to the attention of our Privacy Officer using the contact information provided in Section 1.2 of this Policy.

- You have the right to be informed of the Personal Information we hold about you and to request a copy, subject to the exceptions provided by applicable law.
- You have the right to have the Personal Information we hold about you corrected, modified, and updated if it is incomplete, ambiguous, outdated, or inaccurate.
- You have the right to withdraw or change your consent for the Organization to collect, use, disclose, or retain your Personal Information at any time, subject to applicable legal and contractual restrictions.
- Under certain conditions, you have the right to ask us to stop disseminating your Personal Information and to de-index any link associated with your name that provides access to such information, particularly if such dissemination violates the law or a court order.
- You have the right to file a complaint with the Commission d'accès à l'information, subject to the conditions provided by applicable law.

To follow up on your request, you may be asked to provide appropriate identification or to identify yourself by other means.

We encourage all our clients to keep their Personal Information with us up to date. Decisions regarding the various services we may offer our clients may vary depending on the accuracy of this data. It is therefore essential to ensure that we have an accurate picture of your situation.

6. Security measures

The Organization has implemented physical, technological, and organizational security measures designed to adequately protect the confidentiality and security of your Personal Information against loss, theft, or any unauthorized access, disclosure, reproduction, transmission, use, or modification. These measures include, among others, encryption, access control, task separation, internal audits, and more.

Among the various measures implemented:

- Our website uses Cloudflare: <https://www.cloudflare.com/privacypolicy/> (Use CTRL+F to find the term "End users"; other categories do not directly concern site users).
- Our site also uses WordFence: <https://www.wordfence.com/help/general-data-protection-regulation/>

- **Backups:** We perform daily backups that are retained for 14 days. These backups are hosted directly on our server and are not managed by a third-party provider. The data includes all content on the website as well as information stored in the database (WordPress users, form entries, etc.). All data is deleted after 14 days.
- **Server:** Our server is located in Québec, in Beauharnois, so backup data does not cross borders.
- **Staff commitment:** Our Organization's employees have reviewed this Policy and are committed to complying with it and maintaining the confidentiality of personal information regarding our potential and current clients. Additionally, every employee agrees to follow and adhere to a governance policy applicable to all Organization personnel.
- **Access control:** We have implemented measures to restrict access to personal information only to individuals who have a valid reason to consult, process, disclose, or otherwise use your data.
- **Service providers and third parties:** Any service providers or third parties with whom we do business and to whom we may need to disclose your personal information have previously agreed to protect the confidentiality and privacy of such data.
- **Data disposal:** Once the purpose for which your personal information was collected has been fulfilled and we no longer need to retain it, the Organization will destroy or anonymize the data, subject to applicable laws.

We have adopted policies and practices to guide our governance regarding the protection of Personal Information. These include, in particular:

- the applicable framework for the use, disclosure, retention, and destruction of Personal Information;
- the roles and responsibilities of our employees throughout the lifecycle of this information;
- a complaint handling process regarding the protection of this information.

Despite the measures described above, we cannot guarantee the absolute security of your Personal Information. If you have reason to believe that your Personal Information is no longer secure,

please contact our Privacy Officer immediately using the contact information provided in Section 1.2 above.

7. Changes to this Privacy Policy

We reserve the right to modify this Policy at any time in accordance with applicable legislation. In the event of changes, we will publish the revised version of the Privacy Policy and update the revision date in the footer. If you do not agree with the new terms of the Privacy Policy, we invite you to stop using our Website and Services. If you choose to continue using our Website or Services after the new version of the Policy comes into effect, your use of our Website and Services will then be governed by that new version.

8. Third-Party Websites

From time to time, we may include on our Website references or links to websites, products, or services provided by third parties (“Third-Party Services”). These Third-Party Services, which are not operated or controlled by the Organization, are governed by privacy policies that are entirely separate and independent from ours. Therefore, we assume no responsibility for the content and activities of these sites. This Policy applies solely to our Website and the services we offer. It does not extend to any Third-Party Services.

Limitation of liability

The Organization undertakes to take all reasonable measures to ensure a level of confidentiality and security for Personal Information that meets appropriate technological standards given its field of activity.

Notwithstanding the foregoing, you acknowledge and understand that no computer system offers absolute security and that there is always a degree of risk when transmitting Personal Information over the public Internet.

In the event of a breach of the confidentiality or security of your Personal Information that presents a risk of serious harm, you will be notified as soon as possible, and the Organization will take the necessary steps to preserve the confidentiality and security of your Personal Information

9. Contact us

Any questions, comments, requests, or concerns regarding this Privacy Policy must be directed to our Privacy Officer using the contact information provided in Section 1.2 of this Policy.