

## **Terms of use for the web application Activateur™**

### **Centre québécois de développement durable**

Effective date : November 26, 2020

#### **Application purpose and ownership**

L'Activateur™ is a web-based self-assessment application designed for organizations wishing to evaluate, plan and communicate their sustainable development practices. L'Activateur™ is a trademark in the process of being registered, developed by the Centre québécois de développement durable (hereinafter referred to as CQDD), located at 580, rue Sacré-Cœur Ouest, suite 202, Alma (Québec) G8B 1M3.

The user of the web application l'Activateur™ is bound by the present conditions as soon as he/she creates an account to complete the self-assessment for the organization with which he/she is affiliated. By creating an account, the user agrees to these terms of use.

#### **Intellectual property**

The content of l'Activateur™ website, including the source code used for its design, is the property of CQDD, with the exception of the content of the pages generated automatically by the application, which present the organizations that have completed the self-assessment and agreed to make public informations of their choice.

#### **Public communication page**

CQDD is not responsible for the information that will be shared on the organization public page, which will have been generated automatically according to what the user has chosen to make public or not. All images, data and information on the organization public page are the responsibility of the user and the organization to which he or she belongs.

#### **Authorization granted to users**

Users may copy, reproduce and share the results of their self-assessment, the content of their action plan and the information communicated on their organization public page for their own benefit.

#### **Liability limits**

As the administrator of Activateur™, CQDD uses reasonable efforts to ensure that the application is up to date but makes no statement that the information contained on the site is error-free, reliable or up to date at all times.

#### **Hyperlinks**

When the user clicks on a hyperlink located on the web application, the information exchanged from that point on is no longer subject to the privacy policies of l'Activateur™ but to those of the redirecting site. CQDD is not responsible for information provided by the user to these third-party sites.

**Applicable laws**

CQDD and its web application l'Activateur™ are governed by the laws applicable in Quebec, which can be consulted on the websites of the Commission d'accès à l'information du Québec and the Office of the Privacy Commissioner of Canada.

**Changes without notice**

These terms of use are dynamic and subject to change at any time without notice.

## Privacy Policy

### Centre québécois de développement durable

The Centre québécois de développement durable (CQDD) attaches great importance to the protection of personal information. The present policy will allow the reader to appreciate the ways in which the CQDD collects, uses and discloses personal information that you may entrust to us during your use of our website, products and services, including electronic tools and other means of communication such as applications, activity registration forms, various publications, newsletters and bulletins, as well as online or postal payments.

This Policy is an integral part of our Terms of Use, which describes the obligations you agree to comply with when using our services. Through this policy, we are committed to collecting, using and disclosing your personal information with care and respect. By using our services, you acknowledge that you have read and understood this Privacy Policy and, unless otherwise indicated, you consent to the collection, use and disclosure of your personal information in accordance with this Privacy Policy.

This policy is complemented by :

- Procedure for storing, destroying and anonymizing personal information;
- Procedure for requesting access to personal information and handling complaints;
- Procedure for requesting de-indexation and deletion of personal information;
- Procedure for managing security incidents and breaches of personal information;
- Procedure for managing staff turnover.

### Objectives

The objectives of this policy are to :

- Present the principles governing the protection of personal information;
- Define the roles and responsibilities of the various parties involved in protecting personal information.

### Scope of application

This policy applies to anyone who communicates personal information to the CQDD.

This policy applies to personal information collected, held, stored, shared, used or destroyed by CQDD.

### Definitions

Data: Any information stored, collected, processed or used, regardless of format or medium.

Data governance: A set of policies, standards, procedures and roles for managing data responsibly and ethically.

Personal information: Any information concerning a natural person that enables that person to be identified, directly or indirectly.

## **Principles**

CQDD is committed to respecting and applying the principles relating to the protection of personal information. The detailed expectations of the various parties responsible for applying the policy are more fully described in the internal directives and procedures that follow from this policy.

## **Liability**

CQDD is responsible for all personal information under its control, including that entrusted to a third party for processing.

What personal information do we collect? Here are some examples:

- Last name, first name;
- Phone number;
- Residential address;
- Personal e-mail address;
- Date of birth;
- Social insurance number;
- Credit card, money order or cheque information;
- Banking information;
- IP address;

And specifically, with respect to the use of l'Activateur™ web application:

- The type of device and operating system used to access the application;
- Browsing behavior;
- Where and when the application was used, and which sections were consulted.

Any other personal information that we have not requested (such as personal information that you voluntarily provide to us in an email or by sharing your comments through our site).

## **Purposes for which your personal information is collected**

CQDD may use your personal information for the following purposes:

- To provide you with our services;
- To manage our relationship with you and the provision of our customer service;
- To identify yourself in our system;
- To manage our company and its activities;

- To answer questions you send us in person, by email, phone, fax or via our website;
- To contact you, following receipt of your curriculum vitae, by applying our hiring process;
- To facilitate and process your registration for certain training courses, events and services;
- To communicate with you by email or phone about our mission, service offerings, programs and events;
- To supply and evaluate the projects you have registered for;
- To collect payment for services provided to you, for subscriptions, for the purchase of articles or online tickets;
- To issue tax receipts, where applicable;
- To identify the location of IP addresses and deliver relevant content to users;
- To improve the website and facilitate the development of new services, tools and site functionalities that correspond to your needs;
- For market segmentation to identify target populations;
- For any other purpose permitted or required by law.

### **When do we collect your information**

We may collect your personal information when you use our services and provide it voluntarily. For example, we may ask you to provide personal information if you:

- Use our services;
- Fill out an interest form to participate in an activity, training session, event or to sign up for a service offering;
- Fill in a registration form to take part in an activity, training course or event, or to sign up for a service;
- Take a survey;
- Buy an item in person or from the site;
- Use our online tools;
- Send a question or comment to our organization in person, by email, phone, fax or via our website;
- Contact an employee, volunteer or administrator in person, by email, fax or phone;
- Participate in an event organized by or associated with the CQDD;
- Post comments, messages or other content on our site, including on our online tools or blogs, on the contact us page or through other site features;
- Subscribe to online communications, such as our newsletters;
- Use features of our website that require personal information.

Personal information posted, used or disclosed through a Facebook page or any other social networking site is subject to the privacy policies of those websites and is not covered by this Privacy Policy.

## **Limiting Collection of Personal Information**

CQDD identifies the purposes for which it collects personal information and informs the individuals concerned of the use that will be made of this information. The collection of personal information is limited to that which is necessary for the purposes identified in this Privacy Policy and we collect, use and disclose your personal information in accordance with this Privacy Policy.

## **Consent**

CQDD informs the person concerned and obtains his or her consent for any collection, use or communication of personal information concerning him or her, subject to certain exceptions provided for in the law. Consent may also be given by an authorized representative.

Consent must be manifest, free, informed, given for specific purposes and not obtained by subterfuge.

## **Use, disclosure and retention of personal information**

Your personal information will not be used without your consent for purposes other than those for which it was collected or in accordance with applicable law. From time to time, we may use personal information collected for emerging or additional purposes and, if so, we will amend this Privacy Policy to include such emerging or additional purposes and obtain your consent.

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected and to meet our legal obligations.

CQDD may use or disclose personal information for other purposes with the consent of the individual or as required by law:

- With service providers who assist CQDD with its activities and services, including those offered to customers, the monitoring and analysis of site activity, and the operation and maintenance of the site. These service providers and business partners may only use your personal information for the purposes described in this Privacy Policy;
- When necessary to protect the safety, property or other rights of the organization, its representatives and services users, including to detect and protect against fraud;
- If we sell or transfer our business or assets, in whole or in part, to a related company or third party. Your personal information will continue to be subject to any pre-existing privacy policy, unless you agree to the privacy policy of the company or third party that acquired your personal information.

## **Data processing in other countries**

To provide services to you, we may use data processors and other third parties on our behalf such as MailChimp, Stripe, Eventbrite, etc. These third parties may store, process and transmit personal information on servers located outside Canada, in jurisdictions where privacy laws may differ from those in Canada, which may include the United States of America. As a result, personal information may be subject to access requests from governments and law enforcement tribunals in those jurisdictions, in accordance with the laws of those jurisdictions. For example, we may share information in response to valid requests from government authorities, courts and law enforcement officials in those countries.

Subject to applicable laws in these other jurisdictions, we will make every reasonable effort to ensure that adequate safeguards are in place with our third parties, requiring them to maintain a level of protection for personal information equivalent to that which applies in Canada.

## **Links to other websites**

The website may contain links to other Internet sites or resources, including those owned by our sponsors, partners or collaborators. When you click on one of these links, you are contacting another website or resource that may collect information about you voluntarily or through the use of cookies or other technologies. We are not responsible for the privacy practices or the content of any sites owned and operated by third parties. As these other sites may collect and process the information they collect differently, we encourage you to review and carefully read the privacy policy of each site you visit.

## **Provide your credit card details on our site or on the site of our suppliers**

If you make a credit card payment on our website or through one of our suppliers, we request information that is reasonably necessary to complete the transaction. The information you provide for a one-time payment, such as credit card number and security code, name on card and expiration date, is transmitted directly from you to the credit card processing company; CQDD does not store any of this personal data. Our suppliers will send you an email confirming that the credit card transaction has been completed.

## **Cookies, web beacons and similar technologies**

During your interactions with our services, we may use automated data collection technology or services to record and collect information that identifies your computer, tracks your use of this website and collects other personal information and internet browsing habits. This data collection technology may include cookies, web beacons and similar markers that are part of this site to enhance functionality and navigation for our visitors.

The information tracked through these mechanisms includes the following:

- Your IP address;
- The type of browser and operating system used;

- Website pages visited.

Please note that CQDD may use cookies on its site. You may refuse or disable cookies by modifying your browser settings according to the instructions provided in your internet service provider's help file. Please note that by choosing to disable cookies, you may limit your access to some of the customized features of this site. Cookies and web beacons do not collect or contain any personal information about you.

### **Google Analytics**

Our website uses Google Analytics, a web analysis service provided by Google Inc. (hereinafter referred to as "Google"). Google Analytics uses cookies, which are data files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of our website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for our website operators and providing details of other website activity in connection with internet services. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google is not authorized to use your IP address or any other information held by Google in any way whatsoever. You may set your Internet browser not to accept cookies, however, it is important to note that without cookies, certain features and functionality of our site may be unusable.

In addition, we use cookies to perform frequency, page use and marketing evaluations. With respect to the above evaluations, we use the information recorded through cookies without any link to your personal information, making it completely anonymous.

You can set your internet browser to notify you when you receive a cookie. You can decide in each case whether to accept cookies, or you can refuse to accept all cookies. However, if you refuse cookies, you may limit the way in which you can use our site. You may delete cookies already stored on your hard drive at any time. Details on how to do this can be found in the user guide for your Internet browser program.

### **Security**

To protect your personal information, CQDD employs security safeguards appropriate to the sensitivity of the information.

We maintain reasonable technical, physical and administrative safeguards to protect your personal information against loss, theft and unauthorized access. All personal information you provide to us is stored using secure computer equipment and applications. Unfortunately, the security of any data transmission over the Internet cannot be fully guaranteed. Therefore, while we are fully committed to protecting your personal information, we cannot ensure or warrant the security of any information or personal information you provide to us.

We also take reasonable steps to ensure that CQDD employees and volunteers understand the importance of maintaining the confidentiality of personal information and are vigilant in their management and use of it. We also take reasonable steps to ensure that unauthorized persons do not have access to your personal information, including information that we have destroyed or disposed of.

### **Accessibility and accuracy of your personal information**

You may request access to the personal information we hold about you by contacting us using the contact information provided below, and we will respond to your request within the time limits set by applicable law. We will verify your identity before providing you with the personal information we hold about you. Such a request for access is free of charge unless you wish to obtain a copy of the documents. Please note that we cannot authorize access to your personal information when it cannot be separated from information about other individuals, cannot be disclosed for security or trade secret reasons, or is protected by legal privilege. If we are unable to provide you with access to your personal information, we will notify you of the reasons for denying access.

You may request that your personal information be updated or changed by contacting us using the contact information provided below. We will endeavour to correct or update personal information that you identify as inaccurate or incomplete. Where appropriate, changes will also be forwarded to relevant third parties having access to such information.

Person responsible for personal information  
Catherine Bédard - Administration Coordinator  
Email address: [vieprivee@cqdd.qc.ca](mailto:vieprivee@cqdd.qc.ca)  
Phone: (418) 668 7533 ext. 101

### **Email communications**

CQDD complies with Canada's Anti-Spam Legislation and will not send you electronic communications that contravene this law.

### **Changes to this privacy policy**

CQDD may, from time to time and at its sole discretion, modify this Privacy Policy without notice to you. CQDD's collection, use and disclosure of your personal information will be governed by the version of this Privacy Policy then in effect. We will post the most current version on our website, indicating at the bottom of this page the date of revision. Please ensure that you are aware of any updates or changes. Your continued use of our site following any changes to this Privacy Policy constitutes your consent to the terms of the revised Privacy Policy.

## **Your consent to the provisions of this privacy policy**

When you use our services and provide us with your personal information, you knowingly consent to the collection, use, disclosure and transfer of your personal information in accordance with this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Services or provide any personal information. If you do not understand the nature, purpose and consequences of the collection, use and disclosure of your personal information at CQDD, please contact us so that we may address your questions or concerns.

Subject to legal and contractual requirements, you may refuse or withdraw your consent to certain of the purposes identified in this Privacy Policy at any time by contacting us using the contact information provided below. If you refuse or withdraw your consent, you acknowledge that CQDD may not be able to provide or continue to provide you with certain services or information that may be useful to you.

## **Roles and responsibilities**

### Board of Directors

- Approves the present policy and its amendments, if any;
- Designates the person responsible for the application of this policy.

### Management

- Reviews and recommends this policy and any amendments to it to the Board of Directors;
- Designates the person who will act as Privacy Officer;
- Approves guidelines related to the Privacy Policy.

### Privacy Officer

- Acts as the person responsible for this policy;
- Manages the application of this policy and its directives;
- Responsible for the management of any privacy incident in accordance with applicable laws;
- Reports periodically to management and the Board of Directors on the management of this policy;
- Acts as respondent for all matters relating to the protection of personal information.

## **Possibility of lodging a complaint about non-compliance with the principles**

CQDD makes it possible to lodge a complaint in the event of non-compliance with the principles relating to the confidentiality of personal information, by establishing this policy and procedures relating to the handling of complaints and the settlement of disputes, which it makes accessible to the persons concerned.

## **How to reach us**

We welcome your feedback. If you have any questions, comments or concerns about this Privacy Policy, or if you would like to :

- Consult the personal information you have provided to us to verify its accuracy, update it or delete it from our files;
- Request that we stop sending communications or other contact to you;
- Report any violation of this Privacy Policy;

Please contact the Privacy Officer as follows:

Catherine Bédard

[vieprivee@cqdd.qc.ca](mailto:vieprivee@cqdd.qc.ca)

Phone: (418) 668-7533 ext. 101

580, rue Sacré-Cœur Ouest, suite 202, Alma (Québec) G8B 1M3

## **Review**

This policy is revised from time to time, without exceeding a period of 3 years from the date of its adoption or last revision.

## **Entry into force and revision**

This Privacy Policy is effective as of January 24, 2024.