

# PRIVACY POLICY

Last updated: December 9, 2022

## INTRODUCTION

Founded in 1914, by the Corporation des concessionnaires d'automobiles de Montréal, the Salon International de l'auto de Montréal is today the most important auto show in Quebec ("**The Salon de l'Auto**") !

Respecting your privacy and protecting your personal information is very important to the Salon International de l'Auto de Montréal Ltd. ("**SIAM**", "**our**", "**we**" or "**us**") which manages the Salon de l'Auto. When you use our Salon de l'Auto™ application (the "**Application**"), SIAM ensures that it has effective controls in place to protect the confidential nature of the personal information in its custody.

By using our Application and in order to provide you with quality services, we may have access to certain personal information, being information about you or which, taken separately or in combination with other data, allows to identify you. This information may include: title, last name, first name, e-mail address, first three digits of your postal code, telephone number and information about your preferences and any other personal information you may wish to provide ("**Personal Information**"). Generally, Personal Information does not include your business contact information such as your name, title, business address or business telephone number.

This *Privacy Policy* (the "**Policy**") sets out what Personal Information we may collect from you, why we collect it, how we use it and how we protect your Personal Information. We also want you to know how we share it with other entities or companies for technical reasons. This Policy also describes the choices you can make about how we collect, use and protect your Personal Information.

By providing us with Personal Information, through our Application, you consent to the collection, use and disclosure of your Personal Information as set forth in this Policy.

## 1. WHAT INFORMATION WE COLLECT

### Use of our Application

We collect the following information when you download and create an account on our Application:

- Your contact and profile information, including your name, email address; your preferences such as language and the types of communication you wish to receive from us.
- Depending on the games you choose to participate in our Application, you may be asked for additional information, including opinions, ratings, comments and information on your preferences.
- If you choose to participate in our surveys, contests, events, requests for information in the Application, we may collect information about you in connection with the survey, contest, request for information or event; your contact information, such as your name,

email address and general information about you that you choose to provide, such as your preferences in terms of vehicles.

- When you choose to use the automated chat functionality (chatbots) to make an inquiry or other request, we may collect information about you, such as your name and email address, your specific inquiry and information related to your use of our Application.
- Customer support questions, problems and general comments you choose to provide.
- Any other Personal Information you may provide to us.

## **2. COOKIES AND OTHER TRACKING TECHNOLOGIES ON OUR SITE, THROUGH OUR APPLICATION**

We do not currently use any common information gathering tools, such as usage data collection tools, cookies and similar technologies to automatically collect information that may contain Personal Information from your mobile device when you use our Application.

## **3. WHY IS YOUR INFORMATION COLLECTED AND HOW IS IT USED ?**

SIAM collects and uses your Personal Information to:

- a) provide you with the Application;
- b) manage your account and communicate with you and maintain your customer account;
- c) send you information regarding the Application or information you have requested or to respond to your requests and questions;
- d) communicate with you (via your email) and present you with surveys, contests, promotions and special offers;
- e) help us learn more about your needs, preferences and interactions with our Application; and
- f) to conduct statistical, marketing and performance research to help us evaluate our Application, measure our performance and improve the experiences of the Salon de l'Auto and the Application. SIAM will not use your Personal Information for any purpose other than those identified in this document.

SIAM strives to limit the collection of Personal Information to that which is strictly necessary to fulfill the purposes for which it is collected. We will not disclose or use your Personal Information for any other purpose, but note the following clarifications and exceptions:

- **Law Enforcement:** We may share your Personal Information to respond to law enforcement requests, court orders, or other legal processes or if we believe that such disclosure is necessary to investigate, prevent, or respond to illegal activities, fraud, physical threats to you or others, or as required by any other applicable law or regulation, and to the extent necessary to protect the property, interests, and rights of SIAM.
- **Aggregate Statistics and Reports:** We freely use and disclose data in an anonymous form, for example, for statistical, analytical, calibration, management and quality

improvement purposes in connection with the Services, or for the development or provision of other products and Services by SIAM or for the benefit of all users of its Services generally. SIAM guarantees, however, that this aggregated and anonymized data will never allow you to be identified in any way or contain Personal Information.

- **Our employees and authorized service providers (the "Authorized Personnel"):** Authorized Personnel may have access to your Personal Information in order to assist us in providing the Application. Authorized Personnel have access and use such Personal Information in accordance with our instructions, only on a need-to-know basis, and under strict confidentiality and security obligations. Please be assured that our Authorized Personnel handle such information with the utmost discretion and care and comply with this Policy and applicable legal and regulatory requirements.
- **Business Transfers :** SIAM may be involved in the sale of all or substantially all of its business or in any other similar transaction. As part of such a transaction, we may assign or disclose your Personal Information to the organization acquiring SIAM, or potential acquirer, but we will require that organization to agree to protect the privacy of your Personal Information in a manner consistent with this Policy.
- **Express Consent :** SIAM may also disclose your Personal Information if you expressly request or consent to such disclosure.

#### 4. CONSENT

SIAM will obtain the necessary Personal Information directly from you with your consent, subject to exceptions provided by law. Personal Information will only be used for the purposes for which it was collected unless we obtain your consent.

SIAM will not collect, use or disclose Personal Information without your consent unless authorized or required to do so by law.

Please note that you have the right to refuse to provide us with Personal Information. You also have the right, subject to reasonable notice and applicable legal or contractual restrictions, to withdraw your consent to the use of Personal Information previously collected by contacting our Privacy Officer at the contact information below. Refusal to disclose information or withdrawal of your consent may prevent us from providing or continuing to provide you with some of our services.

In addition, we provide "opt-out" or "unsubscribe" instructions on our electronic communications to allow you to opt-out of future electronic communications.

#### 5. YOUR PERSONAL INFORMATION AND THIRD PARTIES

Our Application may reference, incorporate or link to third party sites. These third-party sites ("**Third-Party Sites**"), whose links are provided solely for your convenience and are not under our control. These Third-Party Sites are governed by their own privacy policies and may collect your Personal Information. The Third-Party Sites are not developed, sold or designed by SIAM. Accordingly, SIAM does not warrant and is not responsible for the collection, use and disclosure of your Personal Information by these Third-Party Sites. This Policy does not apply to the practices of third parties, and SIAM assumes no responsibility or liability for your use of such Third-Party Sites or your access to Third-Party Sites through our Application. By using our Application, or by accessing Third-Party Sites through our Application, you release SIAM from any and all liability for the actions, practices and omissions of such third parties. Please review the Policy of each Third-Party Site you visit. We do not rent or sell your Personal Information to third parties.

In addition, by accessing our Application, you grant SIAM the right to share your Personal Information with third party service providers acceptable to us who will use this information to help us respond to your requests and provide you with the Application, including, without limitation, the service provider who developed the Application, IAIAO, the service provider who provides hosting for the Application, Google Cloud in Montreal. Please note that we will only share Personal Information for the purpose of providing the Application to you, and that we will ensure that these third-party providers agree to keep such information confidential and secure. In addition, you grant SIAM the right to share your Personal Information with those automobile dealerships to whom you have authorized access and those automobile manufacturers to whom you have authorized access. Please note that we will only share your name, email address, first three digits of your postal code and telephone number with them for the purpose of contacting you as authorized.

## **6. TRANSFER OF PERSONAL INFORMATION ABROAD**

Please note that some of our service providers who process, manage or store Personal Information on our behalf may be located outside of Canada. As a result, some of your Personal Information may be transferred to another country and may be subject to the laws of that country.

However, we take care to protect the Personal Information in our custody, including Personal Information that is entrusted to a supplier whether located in Canada or abroad. Our privacy policies and practices require that a written undertaking be signed by such service provider to comply with its obligation to maintain the confidentiality and security of Personal Information in its custody. This includes implementing robust and effective security measures and not disclosing your information to others.

## **7. PROTECTION OF PERSONAL INFORMATION**

We take appropriate steps to maintain the confidentiality of Personal Information and to protect such Personal Information from loss, as well as from unauthorized access, disclosure, copying, use or modification, taking into account, in particular, the sensitivity of the information and the purposes for which it is to be used.

SIAM uses commercially reasonable and appropriate physical, electronic and managerial procedures and generally accepted industry standards to safeguard and secure the Personal Information we collect.

In addition, the Personal Information we hold is only accessible to those persons who have the authority to access it and who consult it only when necessary for the performance of their duties.

To this end, we require our agents and suppliers of goods and services who have access to Personal Information to sign confidentiality agreements and to implement security measures deemed equivalent.

Please note, however, that since no mechanism offers maximum security, using the Internet to transmit, create or store Personal Information always involves some risk.

If you believe that your Personal Information has been compromised, we invite you to contact our Privacy Officer at the coordinates below.

## **8. MINORS**

Our Application is designed to be used by persons 18 years of age and older. However, since the minimum driving age in Quebec is 16, if a minor of 16 years of age wishes to use our Application, he or she may do so. SIAM does not knowingly collect Personal Information from children under the age of 16. Persons under the age of 16 should not use the Application or provide SIAM with Personal Information. If we become aware that we have collected Personal Information from individuals under the age of 16, we will ensure that it is deleted from our records as soon as possible.

In all cases, if a minor under the age of 14 inadvertently uses our Application, we will not collect Personal Information from that minor without the consent of the parent or guardian. If we become aware that we have unintentionally collected Personal Information from individuals under the age of 14 without the consent of the parent or guardian, we will ensure that it is deleted from our records as soon as possible. If you are the parent or guardian of a minor under the age of 14 and you are aware that your minor child has provided Personal Information, we invite you to contact our Privacy Officer at the contact information below so that we may take appropriate action.

## **9. RETENTION PERIOD**

With the exception of non-identifiable and anonymized information that SIAM may retain in perpetuity and in any reasonable location, SIAM will host and retain your Personal Information for as long as necessary to fulfill the purposes set forth in this Policy and to ensure compliance with our legal and regulatory obligations. You may withdraw or change your consent to our use of your Personal Information at any time, or request that we permanently delete it, subject to conditions imposed by law.

If you wish to learn more about how long we retain your Personal Information, we invite you to contact our Privacy Officer as indicated below.

## **10. ACCESSING, CORRECTING AND UPDATING PERSONAL INFORMATION**

You have the right to access and obtain copies of your Personal Information. You also have the right to update, rectify and correct any Personal Information that you believe is inaccurate or incomplete. To do so, please submit a written request to the Privacy Officer at the address below, who will respond to you in writing no later than 30 days from the date of receipt of any such request.

If you wish to obtain copies of your Personal Information, we may charge you a nominal fee, which will be disclosed to you in advance, simply to cover the cost of transcription, reproduction or transmission.

## **11. ELECTRONIC COMMUNICATIONS (E-MAIL)**

Your e-mail address may be used to send you electronic communications from time to time. At any time, you may ask us to stop sending you electronic communications by contacting SIAM's Privacy Officer at the contact information below or by using the "unsubscribe" instructions at the bottom of such communications.

## **12. MODIFICATIONS TO THIS POLICY**

SIAM reserves the right to make changes to this Policy at any time. Any such changes will be posted at [www.salonautomontreal.com](http://www.salonautomontreal.com) and will be effective immediately upon posting. We will

take reasonable steps, if necessary, to notify affected individuals of any material changes. When we make changes to this Policy, we will revise the "last updated" date at the beginning of this Policy.

You may contact our Privacy Officer at the address or numbers listed below to obtain a current copy of this Policy.

### **13. TERMS OF USE OF THE APPLICATION**

The terms of use of the Application, which are set forth in the end user license agreement at [www.salonautomontreal.com](http://www.salonautomontreal.com) contain important provisions that disclaim and exclude the liability of SIAM with respect to your use of the Application, as well as provisions determining the applicable law and exclusive jurisdiction for the resolution of any dispute regarding your use of the Application. Each of these provisions also applies to any dispute that may arise in connection with this Policy and the collection, use and disclosure of your Personal Information, and have the same force and effect as if they had been reproduced directly in this Policy.

### **14. QUESTIONS, COMMENTS, COMPLAINTS AND PRIVACY OFFICERS**

SIAM is responsible for Personal Information in its custody or control and has designated a Privacy Officer who is accountable for compliance with this Policy and applicable privacy laws.

If you have any questions, comments, concerns or complaints regarding this Policy and the privacy practices of SIAM, we invite you to contact our Privacy Officer, Mr. Denis Dessureault, Executive Vice-President, at the following coordinates

Salon International de l'Auto de Montréal Ltd.  
2335, Guénette Sreet  
Saint-Laurent, Québec  
H4R 2E9  
Office : 514-331-6571  
Email : [prp@ccam.qc.ca](mailto:prp@ccam.qc.ca)

You may also file a complaint in writing to the *Commission d'Accès à l'information - Direction de la surveillance* at the following address: 900-2045, Stanley Street, Montréal, Québec, H3A 2V4 or by email at [cai.communications@cai.gouv.qc.ca](mailto:cai.communications@cai.gouv.qc.ca).