

PRIVACY POLICY

The Défi Canderel Challenge is Canderel Management Inc.'s philanthropic endeavour in support of cancer research. Two non-profit organizations registered in Canada are the beneficiaries of this initiative: the Institut du cancer de Montréal (charitable number: 10750 8384 RR0001) and McGill University's Rosalind and Morris Goodman Cancer Institute (charitable number: charity: 11912 8981 RR0001).

As part of our daily activities, we collect, use and disclose information for the purposes of providing our services related to the solicitation of donations in various forms, the participation to events and draws, and information about our donors and the users of our various platforms and services. Privacy is important to us. We adhere to the highest ethical standards when handling all information, particularly personal information.

This Privacy Policy is intended to help you understand our practices regarding the collection, use, disclosure and retention of personal information. By providing us with personal information (through our website, by completing an event entry form or donation form, by email, in person or by telephone, or in other circumstances), you agree that they be treated in accordance with what is indicated in this Privacy Policy, and you authorize Défi Canderel, its beneficiaries, its third parties and its service providers to process your personal information for the purposes set out below.

This Privacy Policy does not apply to third party websites which can be accessed by clicking on links found on this website, and Canderel or the Défi Canderel are in no way responsible for such third-party websites. If you follow a link to a third-party website, that third-party will have its own privacy policies which you should review before submitting any personal information.

WHO ARE WE?

The Défi Canderel Challenge is a philanthropic initiative created by Canderel Management Inc. in 1989. Its objective is to raise funds to support cancer research by carrying out various activities, including direct solicitation campaigns and charitable events. Funds raised during the annual Défi Canderel campaigns are divided between two beneficiaries: the Institut du cancer de Montréal (charitable number: 10750 8384 RR0001) and McGill University's Rosalind and Morris Goodman Cancer Institute (charitable number: charity: 11912 8981 RR0001). These two non-profit organizations registered in Canada then invest the funds provided in their programs and projects.

WHAT PERSONAL INFORMATION DO WE COLLECT?

We may collect and process different types of personal information in the course of our business and provision of services, including:

- Professional and/or personal contact details, such as first name, last name, address(es), email address(es), date of birth and telephone number(s);
- Biographical information such as job title, employer name, professional and/or personal background, photos and video or audio content;
- Information relating to marketing and communications preferences, as well as related information such as dietary preferences, comments and survey responses;

- Information relating to the history of contributions, participation in organizational 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, your networks, your social involvement, your professional affiliations and family ties;
- Information about website usage and other technical information, such as details about visits to our websites, 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 clients or that we produce as part of our provision of services and which could, where relevant, include special categories of information such as your donation policy and community investments, your contributions, the beneficiary organizations and what they are dedicated to if applicable, the recognition obtained, the decision-making process and the people involved in the organization and in this process;
- Any other personal information provided. Please note that if you provide us with personal information about other people (such as your customers, directors, officers, shareholders or beneficial owners), you must ensure that you have properly notified them that you are providing their personal information to us and that you have obtained their consent to such communication of information;
- Where applicable, evidence of the consent given to us (date, time, means), in circumstances where such consent is necessary for the processing of personal information.

We do not knowingly collect information from anyone under the age of 14. If you are a minor under the age of 14, please do not provide us with personal information without the express consent of a parent or guardian. If you are a parent or guardian and you are aware that your child or 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 take steps to delete that information from our servers.

HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

We collect your personal information from you and during our interactions with you, including:

- When you register to our events, training and newsletters;
- When you register to attend our benefit events;
- When you make a donation to our organization, in any form;
- When you register as a volunteer for our organization;
- During the provision of services that we provide to you.

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

HOW DO WE USE YOUR PERSONAL INFORMATION?

We may use your personal information with your consent or, where applicable, on another legal basis, to conduct our activities and implement our mission, including:

- To provide our services as well as to conduct our business, to administer and carry out our services, including to carry out our obligations arising from any agreement entered into between yourself and the Défi Canderel.
- To make our websites easier to use and to ensure that content is relevant and to ensure that content on our websites is presented in the most effective 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 industry and invitations to seminars and events where an individual has chosen to receive such information.
- For research and development purposes (including from a security perspective) – to conduct analysis to better understand our customers' service and marketing requirements and to better understand our organization and develop our services and our offers.
- To meet our legal, regulatory or risk management obligations.
- To prevent fraud and/or conduct other background checks that may be required at any time under applicable law or regulation and/or best practices (if false or inaccurate information is provided or if fraud is observed or suspected, information may be transmitted to fraud prevention organizations and may be recorded by us or by such organizations). When we process special category personal information, we may also rely on public interest (prevention or detection of crime) or legal claims;
- To enforce our rights, to meet our legal or regulatory obligations regarding the communication of information or to protect the rights of third parties.
- To ensure we get paid – to collect payments owed to us and, where applicable, to enforce such collections through debt collection agencies or other legal means (including by taking legal action).
- In order to reorganize or change our organization – if we undertake a reorganization (for example, by merging, consolidating or transferring part of the mission of our organization), we may need to transfer some or all of the personal information to an applicable third party (or its advisors) in connection with 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 for the purposes of analyzing any proposed reorganization. In such a situation, we will take all possible means to ensure the protection and security of personal information.

WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

The Défi Canderel Challenge raises funds on behalf of two non-profit organizations duly incorporated and recognized as charitable organizations. Consequently, the personal information that we collect may be transmitted to any entity in the Défi Canderel network and its beneficiaries, and be processed by such an entity. We may also share personal information with certain third parties, including the following:

- Volunteers and clients of the Défi Canderel for the purposes of recruiting human resources, volunteers and for the purposes of soliciting financial or other contributions;
- Third party service providers and/or partners, including those who provide us with donation solicitation, database analysis, website analysis, application development, hosting, maintenance and other services. These third parties may have access to or process personal information as part of the services they provide to us. We limit the information we provide to these service providers to only that information that is reasonably necessary to enable them to perform their functions, and our contracts with these service providers require them to safeguard the confidentiality of this information;
- Government authorities and law enforcement agencies where required by applicable laws. For greater clarity, we may disclose personal information and other information if we are required to do so by laws, including tax laws, or if we believe in good faith that such disclosure is necessary to comply with applicable laws, in response to a court order or government subpoena or search warrant, or otherwise to cooperate with such government authorities and law enforcement agencies;
- The purchaser, successor or assignee in the context of any merger, acquisition, debt financing, sale of assets or similar transaction, as well as in the event of insolvency, bankruptcy or receivership providing for the transfer of personal information as a business asset to one or more third parties.

We will only use personal information for the sole purpose of fulfilling the primary purpose and legitimate purpose for which it was collected, or for purposes consistent with that primary purpose.

The organization uses third-party services, such as Google and Meta, to promote its content and offers.

When you visit our website, these third parties may use cookies, web beacons or other similar technologies to collect or receive information about your browsing on the website and elsewhere on the Internet. These technologies make it possible to deliver relevant and targeted advertising based on your interests. You can view cookie settings and delete undesired cookies in your browser settings.

You can further enable the option allowing third party sites to store cookies on your hard drive in order to provide you with targeted advertising.

For more information, please refer to our Cookies Policy.

FOR HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?

We only retain personal information for as long as necessary for the purposes set out in this Privacy Policy and to comply with our legal and regulatory obligations.

To find out more about how long we retain personal information, please contact us using the contact information provided under the “HOW TO CONTACT US” section.

HOW DO WE PROTECT YOUR PERSONAL INFORMATION?

We follow generally accepted industry standards to protect the information submitted to us, during and following its transmission. We keep appropriate physical, technical and administrative safeguards to protect personal information against accidental or unlawful destruction, an accidental loss, an unauthorized modification, disclosure or access, a misuse, or other unlawful form of processing of personal information in our possession. We have taken steps to ensure that only staff members who have a need to know your personal information or whose duties reasonably require it to be known to them have access to your personal information.

However, no method of transmission over the Internet and no method of electronic storage is 100% secure. We therefore cannot ensure or warrant the complete security of any information you transmit or provide to us, and you therefore do so at your own risk. We also cannot guarantee that such information will not be accessed, obtained, disclosed, modified or destroyed as a result of the violation of our physical, technical or administrative safeguards. If you have reason to believe that personal information has been compromised, please contact us using the contact information provided under the “HOW TO CONTACT US”. If a confidentiality incident occurs affecting your personal information, we undertake to notify you as soon as possible following our knowledge of this incident. We will take reasonable measures to reduce the risk of harm being caused and prevent new incidents of the same nature from occurring.

WHAT RIGHTS DOES AN INDIVIDUAL HAVE REGARDING THEIR PERSONAL INFORMATION?

In certain circumstances and in accordance with applicable data protection laws, an individual has the following rights:

- Access: the right to ask whether we are processing their information and, if so, to request access to their personal information. Subject to applicable law and, where applicable, to the payment of a monetary sum, the individual may receive a copy of the personal information that we hold and certain other information concerning them;
- Accuracy: we are required to take reasonable steps to ensure that the personal information in our possession is accurate, complete, non-misleading and up to date;
- Rectification: the right to request rectification of any incomplete or inaccurate personal information in our files;
- Deindexation: the right to ask to stop disseminating their personal information or to deindex any hyperlink attached to their name giving access to information if this dissemination causes them harm or contravenes the law or a court order (right to erasure or oblivion);
- Anonymization: anonymization instead of destruction of personal information, so that it can be used, but only for serious and legitimate purposes (e.g.: retention of information required for the purposes of tax audits);
- The right to be informed when you are the subject of a decision based exclusively on automated processing;
- The right to be informed when using identification, location or profiling technology and the means offered to activate these functions.

Finally, it is also possible to file a complaint with a data protection authority, more particularly in the country, province or state in which you normally 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 been committed.

To exercise any of 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.

HOW TO CONTACT US

To ask questions, make comments or make a complaint regarding this Privacy Policy or with respect to personal information, exercise your rights, file a complaint or obtain information on our policies and our practices regarding our service providers outside of Canada, contact us by email cvadnais@canderel.com or by mail:

Défi Canderel

Attn: Chantal Vadnais
900-2000 Peel Street
Montreal, Quebec
H3A 2W5

HOW DO WE UPDATE THIS PRIVACY POLICY?

We may change the content of our websites and the way we use cookies without notice and, therefore, our Privacy Policy and our Cookie Policy may be modified from time to time in the future. We therefore encourage you to review it each time you visit our website to stay up to date on the ways in which we treat personal information. This policy was last updated on 2023-08-20.

COOKIES POLICY

CONSENT

By using our website deficanderel.com, you consent to the use of cookies in accordance with this Cookie Policy. You will have seen an invitation for this on your first visit to this website; although it is not usually displayed on subsequent visits, you can withdraw your consent at any time.

DISABLING COOKIES

When the organization setting the cookie provides an automatic deactivation tool, we indicate its name, the category of cookies it sets as well as a link to its automatic deactivation tool. In all other cases, we indicate the name of the cookies themselves and their source as of the date of this Cookie Policy so that you can easily identify them and disable them if you wish using your browser controls.

If you do not accept the use of these cookies, please disable them. However, be advised that some services will not work as well if cookies are disabled.

After your initial visit to this website, we may change the cookies we use. This Cookie Policy will always let you know who sets cookies, for what purpose and how to disable them if you check it from time to time.

WHAT TYPES OF COOKIES ARE USED BY DÉFI CANDEREL?

The categories of cookies used by Défi Canderel and its suppliers are described below.

Strictly necessary witnesses

These cookies are essential to enable you to navigate the website and access its features.

Without these cookies, the services you request (such as navigation from one page to another) cannot be provided.

Performance Cookies

We use performance 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 offering and quickly spotting and troubleshooting any issues. For example, we may use performance cookies to track which pages are most popular, to determine which method of linking between pages is most effective, and to determine why certain pages receive error messages. We may also use these cookies to target articles or services on the site based on their relevance to you which we can determine by collecting data on your use of the website. We or our suppliers do not associate the information collected by these cookies with your personal information or identity.

Website functionality cookies

We use cookies to provide certain functionality to you. For example, to remember choices you make (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 features. These cookies are not used to track your browsing on other sites.

Targeting Cookies

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

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

Using IP Addresses and Web Logs

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

We may conduct IP address checks to establish the domain you are coming from (e.g. google.com) to get a better picture of our user demographics.

Information from these types of cookies and technologies is not linked to information about you or your identity from another source.

Web beacons in HTML emails and webinars

Our marketing emails may contain a unique campaign-specific “web beacon” that notifies us if our emails are opened and, combined with other technology, verifies clicks on links in the email. We may use this information for various purposes, including to determine which of our emails are of most interest to you and to ask users who do not open our emails if they wish to continue receiving them. The pixel will be deleted when you delete the email. If you do not want the pixel to be downloaded to your device, you should choose not to click on the links we send you. This information may be linked to your personal identity.

This Cookie Policy does not cover third party websites

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

Changes to Cookie Policy

We may update this Cookie Policy at any time. We therefore encourage you to review it each time you visit our website to stay up to date on the ways in which we use cookies. This Cookie Policy was last updated on 2023-06-08.