

## **BMI PRIVACY POLICY**

BMI Canada Inc., BMI USA Inc. and their affiliates (hereinafter “BMI”) hereby informs you about the use we make of the information we collect when you visit our Website (or our social media platforms) and when you visit the sites of our affiliated companies via a hyperlink which we authorize (hereafter, the “Site”). Accordingly, this Privacy Policy (hereafter, the “Policy”) defines how we collect, use, disclose and process the information you provide.

### **PERSONAL INFORMATION**

#### 1. What does “Personal Information” (hereafter “PI”) mean and how is it collected?

PI is information about an identifiable individual. In other words, it is information which can be used to identify you. Our servers may also collect your computer’s IP address and the name of your Internet service provider. In most cases, that information is not PI, but rather Browsing Data, and we refer you to the “Browsing Data” section below to better understand our policy in that regard.

#### 2. How is the PI used?

Collecting PI allows us to be able to provide you with our services, to provide you with a service that is more relevant to your needs, to improve the content, the interface and the features of the Site based on the collected information, to contact you and, if you informed us that you so desired, to send you information occasionally via email. Such data is also used for monitoring purposes and to improve utilization.

#### 3. Is the PI shared with third parties?

We do not transfer, sell or disclose your PI in any manner whatsoever to any third party, including other customers or partners, without first obtaining your consent. Notwithstanding the foregoing, your PI may be disclosed: (i) to BMI’s subsidiaries and affiliated companies and (ii) to third-party companies hired by BMI to store or process such information in the name and on behalf of BMI pursuant to contractual agreements which guarantee the confidentiality and safety of the PI, and (iii) to BMI’s partners for specific events or projects. In the latter case, it is BMI’s partners who are responsible for the confidentiality of your PI in accordance with their own policies and BMI is relieved of any liability related to the processing of personal data in this context. Please see the following page: [Google \(google.com/analytics\)](https://www.google.com/analytics).

Please note that BMI may use the services of providers located outside of Canada. As a result, it is possible, in rare cases, that the applicable laws in those foreign countries allow PI to be disclosed to judicial, quasi-judicial or governmental authorities.

#### 4. Do we receive PI from third parties?

When you use our social media partners’ single sign-on, we may receive your email address, as well as your public profile information. If you wish to control that information, you must configure your privacy settings on the relevant social networks.

## 5. How is the PI stored and for how long?

The PI collected is stored on servers that cannot be accessed by the public and is protected with appropriate security measures. Thus, rest assured that security measures are in place to protect your data against loss, theft, and unauthorized access, copying, use or modifications.

We keep the PI only to the extent it remains necessary or relevant for the purposes mentioned in the Policy or as required by law.

## 6. What are the risks?

Notwithstanding the above, and despite our good will and the measures we put in place, no data transmission on the Site or on Internet generally is completely guaranteed or without risk. Thus, we cannot guarantee the absolute security of your PI and therefore we cannot accept any liability for any third party who could use or misuse it, intercept it during transmission via Internet or as a result of hacking or fraud.

Be vigilant, our Site may contain links to websites managed by third parties, which are offered only for information purposes. You will leave the Site if you activate these links. Be aware that the Site and BMI have no control over third party websites and that BMI cannot, in any case, be held liable for such links being listed on the Site. You should also be aware that certain third parties may collect your data, such as your IP address and browsing data, without us knowing it. We do everything we can to prevent this from happening, but certain third-party practices remain beyond our control.

Furthermore, the voluntary disclosure of PI via messaging during chat sessions, on a blog or on any interactive page where you contribute publicly by posting online content that you generate is not covered by this Policy. BMI assumes no responsibility with regards thereto.

## 7. Can you access your PI?

Yes, you can access the PI that concerns you or ask that it be corrected by submitting a request in writing to our privacy officer ([francois.clement@bmicanada.com](mailto:francois.clement@bmicanada.com)). We will be able to answer your request only if we have a personalized file about you (which is the case when you have disclosed PI to us or consent to disclose PI to us).

## **BROWSING DATA**

### 1. What does “Browsing Data” mean and how is it collected?

Browsing Data is anonymous data about your browsing activity or your device. The Browsing Data is collected by using cookies, which are small data files that are stored on the hard drive of your electronic device when you browse this site. The cookies are automatically sent by this site’s server to your device’s browser and are archived, by default, on its hard drive.

The Browsing Data is anonymous and is not used by us to discover your identity (by matching or otherwise). It is only used for the purposes described below.

## 2. Who collects the Browsing Data?

The Browsing Data is or may be collected, in whole or in part, by (i) us, namely BMI, its subsidiaries and affiliated companies (hereafter, “us”) and (ii) certain companies with whom we collaborate for commercial or non-commercial purposes (such as our advertising partners, content partners, companies that may acquire some of our assets, or technological service, solution and platform providers connected to this site (“Partners”).

The data we and our Partners may collect is “non-sensitive” and depersonalized. Our Partners are also required by law to adhere to the recognized principles that apply to the protection of personal information and to comply with their own privacy policies.

## 3. How is the Browsing Data used?

That information is collected to allow us to generate statistical data regarding our level of readership, the performance and use of our sites and their contents and to improve your browsing experience.

## 4. How can you prevent your Browsing Data from being collected?

You may, at any time, from your browser, simply delete the cookies stored on your computer or deactivate completely the feature which stores or archives cookies on that site. Some features also exist to allow you to deactivate certain cookies and to keep only the cookies you want. If you this is what you prefer, refer to the settings on your browser.

If you choose to deactivate the cookies, you will still be able to access the information on this site. However, if the cookies are deactivated, this site will treat you as a new user every time you visit, and only random non-personalized advertisements will be shared with you.

It is possible however that certain advanced features of this site may be unintentionally affected, as some cookies provide the interconnections between the various pages of the site. If such deactivation affects your browsing, please contact us, at any time, via the contact information listed on this site.

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PRIVACY OFFICER

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