

Privacy Policy
TRAFIC INNOVATION

Last Updated: February 2025

Traffic Innovation respects your privacy. This policy explains how we collect, use, and protect your personal information. It also details the circumstances under which we may disclose it, your rights, and some of the options available to you.

This policy applies whenever you use our website (hereinafter referred to as our "Site"), contact us, or use any of our services. It applies to all personal information we hold in this regard.

By providing your personal information (through the Site, by email, or in person), you agree that it will be processed in accordance with this policy and authorize Traffic Innovation to process your personal information for the purposes outlined below.

What is Personal Information?

Under the law on the protection of personal information in the private sector, personal information refers to any information that relates to an individual and allows them to be identified directly or indirectly. The information we collect depends on the nature of your interaction.

WHAT PERSONAL INFORMATION DO WE COLLECT AND WHY?

When?	What Information Do We Collect?	Why?
When you choose to leave a review or comments on our Site	• Content of these communications	• To use or publicly repost them on our Site
• With your consent, publish your comments and reviews online to highlight and improve our product range		
When you subscribe to our newsletter or contact customer service	• Email address	
• Phone number		
• Content of your message	• To inform you about our events, promotions, and surveys	
• To market and promote our products and services		
When you browse the Site	• IP address	
• Device identification number		
• Information about your operating system, browser, or referring site		
• Information about your usage or online behavior	• To ensure the Site functions properly	
• To tailor our content, understand browsing trends, evaluate the effectiveness of advertising campaigns, and improve your overall experience		
• To infer your location, preferences, or interests		

TO WHOM DO WE DISCLOSE YOUR PERSONAL INFORMATION AND WHY?

As part of our operations, we may disclose some of your personal information to third parties acting on our behalf and under our direction, as permitted or required by law.

When we use a service provider, we take appropriate steps to ensure that your information is used solely to provide our services and in accordance with applicable laws and this policy. We only share the information necessary to fulfill

these tasks. Traffic Innovation is committed to taking the necessary measures to regain possession of personal information and prevent unauthorized actions or breaches of this policy.

Category of Third Party	Information Shared or Collected	What They Do for Us
Payment Services • Payment information • Handle non-cash payments and verify and validate the information you provide when placing an order	• Contact details • Process orders	
Hosting Services	• All personal information we collect	• Host data on secure cloud servers
Delivery Services • Browsing information • Purchase history	• Contact details • Deliver products	
Customer Support Services • Handle returns		• Provide customer service
Survey Agencies		• Conduct research surveys
Advertising Partners • Create custom audiences to improve the relevance of targeted ads		• Display advertisements on third-party sites
Analytics Partners		• Improve the quality of analytical data and help us understand how users interact with our Site

WHERE DO WE STORE YOUR PERSONAL INFORMATION?

Some of our third-party service providers are partially or entirely located outside the province of Quebec. Consequently, your personal information may be hosted and processed outside your province of residence and may be subject to the laws and access by governmental or regulatory agencies outside your province of residence.

Before disclosing your personal information, we take protective measures. We ensure that personal information is transferred to countries that have received an adequacy decision from the competent authority or that personal information is adequately protected through technical, organizational, contractual, or other appropriate legal means.

For additional questions, you may contact our Privacy Officer at the details provided below.

HOW DO WE PROTECT YOUR PERSONAL INFORMATION?

We limit access to your personal information

Only staff members and service providers who need to process your personal information to perform their duties can access it. They only have access to the information necessary to complete their tasks.

We have implemented several measures to protect your personal information against loss, theft, and unauthorized access, use, or disclosure. These include:

- Physical measures, such as locked premises.
- Technological measures, such as using secure servers, firewalls, and authentication measures.
- Organizational measures, such as adopting an internal policy on personal data protection.

HOW LONG DO WE RETAIN YOUR PERSONAL INFORMATION?

We retain your personal information for as long as necessary to achieve the purposes for which we collected it, as long as we have a business or legal reason to do so, or as otherwise permitted or required by law.

Even if you no longer have a relationship with us, we may need to retain your personal information for a certain period to comply with our obligations or in exceptional circumstances, such as in the case of a dispute. While we retain it, we continue to protect your personal information and ensure its confidentiality.

WHAT ARE YOUR RIGHTS REGARDING YOUR PERSONAL INFORMATION?

We ensure that the personal information we hold is accurate, complete, and up-to-date to serve you optimally. Here are your rights regarding the personal information we collect and use:

- **Access.** You have the right to view and obtain a copy of any personal information we have about you.
- **Correction.** You may request that we correct any inaccurate, outdated, or incomplete information we hold about you.
- **Portability.** You may request that computerized personal data be provided in a structured and commonly used technological format.
- **Deletion.** You may ask us to delete outdated or unjustified information.
- **Withdrawal of consent.** You may withdraw your consent at any time regarding the use or disclosure of your personal information by Traffic Innovation. You may also unsubscribe from our promotional emails at any time by clicking the link at the bottom of an email and following the instructions.

To exercise any of these rights, please contact our Privacy Officer at the details below.

HOW TO CONTACT US?

If you have any questions or concerns regarding the protection of your personal information, you can contact our Privacy Officer, **Ms. Véronique Laforce, Vice President of Sales and Marketing**, at:

By email at:
info@trafic-innovation.com

By mail at:
226, rue Roy
Saint-Eustache, (Quebec)
H2L 1E4

WILL WE UPDATE THIS POLICY?

We may update this Privacy Policy in accordance with applicable personal data protection laws. Any significant changes will be notified via a prominent notice on our Site or by other means to reach you effectively.