

# Privacy Policy – Le Centre de Pastorale

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Thank you for visiting the bookstore website **Le Centre de Pastorale** and to read its confidentiality policy (hereinafter the Policy).

By browsing our website or using our systems or services, you acknowledge that you have read and understood this policy and consent to your personal data and information being processed in accordance with it, where applicable.

This privacy policy consists of the following elements:

1. Objectives of the privacy policy,
2. Coming into force,
3. Conditions for obtaining consent,
4. Objectives of data collection,
5. Purposes of data processing,
6. Personal information collected,
7. The treatment processes used,
8. Terms of access and control of personal information,
9. Sharing and reasons for sharing personal information with third parties,
10. Use of cookies and similar technologies,
11. Retention of personal information.

## **1. Privacy Policy Objectives:**

Respect for privacy and the protection of personal information are essential to us, which is why, through this Policy, we intend to protect them in accordance with the laws in force.

In order to ensure this protection, Le Center de Pastorale bookstore undertakes to only collect, process and share information allowing the identification of an individual when the latter has consented, unless this is permitted or required by law. law, in which case your consent will not be necessary.<sup>1</sup>

The Policy aims to inform users of the reasons and how the Le Center de Pastorale bookstore, or any person acting on its behalf, will collect and use their personal information. It is intended to be in clear language in order to ensure informed consent from users.

For the purposes of this Policy, “personal information” means any information about an identifiable or identifiable individual. Where possible, we will anonymize, pseudonymize and/or aggregate these so that they no longer identify an individual.

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<sup>1</sup> For examples of when consent is not required under Canadian federal law, see section 4.3 of the [Personal Information Protection and Electronic Documents Act \(L.C. 2000, c. 5\)](#) .

## 2. Coming into force

This Policy applies from October 8, 2023.

## 3. Procedures for obtaining consent

We are committed to obtaining consent before collecting an individual's personal information. Consent may be express or implied and may be provided directly by the individual or their authorized representative.

We prioritize obtaining explicit consent, whether verbally, electronically or in writing. However, implied consent can be reasonably inferred from a person's action or inaction. For example, providing a name and address to receive a publication or a name and telephone number to obtain a response to a question is considered implied consent to the collection of information containing personal information. To determine the appropriate type of consent, we consider the sensitivity of the personal information in question, the purposes for which it is collected and the reasonable expectations of an individual in a similar situation.

If we want to use personal information for a new purpose, we will describe the intended use and ask for consent again.<sup>2</sup>

It is not always possible, particularly in the context of a request from the State, to obtain the consent of the person to collect, use or communicate their personal information. We undertake to never communicate this type of information, other than in accordance with this Policy, unless the law requires or permits us to do so.<sup>3</sup>

## 4. Objectives of data collection

The information collected is in accordance with the purposes and objectives set out in this confidentiality policy.

Here are some of the reasons we collect your personal information:

- **To provide products and services:** We will collect and process the data and information necessary to fulfill our mission and our contractual obligations.

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<sup>2</sup> Under Art. 4.2.4 and art. 4.3 of the [Personal Information Protection and Electronic Documents Act - L.C. 2000, c. 5](#) (ANNEX 1: Principles set out in the National Standard of Canada entitled Model Code for the Protection of Personal Information, CAN/CSA-Q830-96).

<sup>3</sup> To find out more about these particular situations, please refer in particular to articles 18 to 26 of the [Act respecting the protection of personal information in the private sector](#) for the provisions applicable in Quebec.

- **To ensure and improve these products and services** : The data collected during your interactions with our services may be used for the purpose of analyzing and improving the operation of our products and services.
- **To develop new products and services as well as for AI** : The data collected may be used in research and development to offer new products and services to our users, in particular through advertising and marketing messages. In addition, the data collected and aggregated may be processed by algorithms using artificial intelligence.
- **To offer personalized products and services** : The collection and analysis of data generated by your interactions with our services allows us to develop and create products and services that are relevant to always best meet your expectations in terms of culture and entertainment, particularly in order to provide adaptation measures for customers requiring them.
- **To evaluate the performance of products and services** : The data is collected in order to have information on the advantages but also the disadvantages of our products and services in order to evaluate them and resolve them if necessary, in particular through surveys. This allows us to ensure the quality of our products and services in addition to promoting risk management.
- **To protect the privacy of our users.** The data collected allows us to verify the identity and protect the privacy of people who communicate with us by telephone, electronically or otherwise.
- **To satisfy legal obligations.** The data is collected to meet obligations arising from laws, regulations or international treaties.

## 5. Personal information collected

Le Center de Pastorale bookstore may collect personal information in various forms, but will only do so by lawful means and only for the necessary purposes disclosed to you, as described in this Policy, or when permitted or required by law. .

The personal information collected, as well as its sensitivity, may vary depending on the context in which the interactions between you and the bookstore Le Center de Pastorale takes place. This is why we must first inform you of the nature of the personal information we use.

We protect all personal information collected. Among the personal information that may be collected and used, we pay particular attention to:

**Name and contact details.** First and last name, email address, postal address, telephone number and other similar data used to communicate with you.

**Identity documents.** Passwords, password hints and other similar security information used to identify you and access your account.

**Demographic data.** Data about you such as your age, gender, country and language of communication.

**Payment data.** Data necessary to process your payments, such as the payment instrument number (e.g. your credit card number) and the associated security code.

**Subscription data.** Information about your subscriptions relating to cultural events but also to newsletters from cultural companies.

**Images and sounds.** Audiovisual data to ensure the security of our users, particularly in places where cultural events take place for which we are organizers or hosts.

**Interactions.** Data relating to your use of the websites, platforms and tools created. This is data that you provide in order to use the products. In other cases, such as error reports, this is data that we generate.

Other examples of interaction data we collect include:

- **Data on sites visited and usage.** For example :
  - **Payment and account history.** Data about the items you purchase and the activities associated with your account.
  - **Troubleshooting and Help Data.** Data you provide when you contact bookstore Le Center de Pastorale for help, including the products you use, and other information that helps us resolve your problem.
- **Interests and preferences.** Data on your interests and preferences, in types of reading or styles of music (we also sell music CDs) that take you to bookstores, libraries, book fairs or concerts, types exhibitions and/or cultural events that interest you, the cities to which you are willing to go to attend certain cultural events. Aside from the information you explicitly provide, other data we collect sometimes allows us to define or guess your interests and preferences.
- **Content consumption data.** Data about media content (e.g. television, video, music, audio, books, applications and games) that you access through our products.
- **Searches and orders.** Search queries and commands you use when using our website.
- **Text, input, and ink data.** Text, input and ink data, as well as any related information.
- **Location data.** Data, which may or may not be precise, about the location of your device. For example, location data may be collected from a device's IP address or account profile data that is less specific about your location, such as the name of a person. city or postal code.
- **Other data.** Other data provided when you use our website, including data from Google Analytics.

## 6. The purposes of data processing:

**To provide our products and services.** We use data to operate our products and services, as well as provide you with rich, interactive experiences.

**Improvement of products and/or services.** We use the data to improve our products, in particular by adding new features or capabilities (error reporting when purchasing a ticket, or consulting an online program, etc.).

**Personalization.** Some products include personalized features, such as recommendations that optimize your experiences and satisfaction. These features use automated processes to tailor your experiences based on the data we have about you, such as inferences we make about you and your use of the product, your activities, your interests, your location.

**Development of products and/or services.** We use data to develop new products. For example, we use personal information that we anonymize or pseudonymize, to better understand the needs of our customers.

**Support client.** We use the data to diagnose and resolve problems with products and/or services, restore access to your personal account, provide other support and assistance services.

**Contribute to securing and resolving problems.** We use data to help secure and troubleshoot our products and services. This includes using data to ensure the security of services offered to our customers, detecting malware and malicious activity, resolving performance and compatibility issues to help customers get the most out of their experience and inform them of updates to our products and services. This may include the use of automated systems to detect security issues.

**Security.** We use data to protect the security of our products and our customers. Our security features can prevent malware from operating and notify users when malware is detected on their device or use video surveillance to ensure public safety at events.

**Surveys and promotional communications.** We use the data we collect to provide surveys and promotional communications. You can purchase email subscriptions, respond to surveys and choose whether or not to receive promotional communications from Le Center de Pastorale bookstore via email, SMS, postal mail and telephone. For more information on managing your contact information, email subscriptions and promotional communications, see the How you access and control your personal information section of this Policy.

**Relevant offers.** The Le Center de Pastorale bookstore uses data to provide you with relevant and important information regarding the products and services offered. We analyze data from different sources to predict what information will be most interesting and relevant to you and communicate it to you in different ways. For example, we can predict your entertainment interests and suggest new activities that you might like.

**Advertisement.** Le Center de Pastorale bookstore uses data collected through its interactions with you, some of our products and on third-party websites to advertise our products and services, particularly on third-party sites. We may sometimes use automated processes to make advertisements more relevant.

**Commercial transactions.** We use data to process your transactions with us. For example, we process payment information to provide customers with product subscriptions and use contact details to provide products purchased from our online stores/ticketing.

**Reporting and business operations.** We use data to analyze our operations and improve decision-making. This allows us to make informed decisions and report on the performance of our activities.

**Protection of rights and property.** We use data to detect and prevent fraud, resolve disputes, enforce contracts, and protect our property. For example, we use data to confirm the validity of tickets sold in order to combat fraud. We may use automated processes to detect and seek to prevent activities that violate our rights and those of third parties.

**Legal compliance.**<sup>4</sup> We process data to comply with the law. For example, we use the age of our clients to ensure that we meet our obligations to protect children's privacy or to ensure that the client meets the recommended age for the hearing. We also process contact details and identifiers to help customers exercise their data protection rights.

**Research.**<sup>5</sup> We use data to carry out research, including for scientific purposes and in the public interest, where permitted by law.

## **7. The treatment processes used**

The Le Centre de Pastorale bookstore attaches the greatest importance to the security of your personal information and is committed to processing it according to industry norms and standards, only for the purposes for which it is collected as described in this policy or in a specific notice to this effect. However, absolute backup of the latter is impossible given the security limits inherent in transmission via the Internet. The information transmitted to us is therefore ultimately at the user's own risk.

## **8. Terms of access and control of personal information**

Le Centre de Pastorale bookstore ensures that all personal information in its possession is as accurate, current and complete as necessary for the purposes for which it is used.

You have the right to request access to your personal information for verification purposes and to request a correction if it is inaccurate. If you believe that your personal information is inaccurate or if you would like access to your personal information, you can make a request using the contact information provided at the end of this Policy.

To the best of our ability, we will provide you with timely access to your personal information. However, for security reasons, we may need to verify your identity.

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<sup>4</sup> Articles 6 and 18 of the [Act respecting the protection of personal information in the private sector](#).

<sup>5</sup> Articles 18 and 21 of the [Act respecting the protection of personal information in the private sector](#).

Furthermore, there may be circumstances where we cannot give you access to your personal information. In particular, when access may lead to the disclosure of personal information of another person and that person refuses to consent to the disclosure thereof or when legal restrictions apply. If such a situation arises, we will notify you of the reason why we cannot give you access to your personal information.

If your request concerns data appearing on third party web pages or platforms, please contact those third parties directly.

#### **9. Sharing and reason for sharing personal information with third parties**

We do not share your personal information with companies, organizations, or people outside of Le Centre de Pastorale bookstore, with the exception of our suppliers and authorized partners who need to have access to the information for the purposes listed in this policy and within the limits thereof, as well as in the following cases:

- With your consent.
- For storage in cloud servers, in which case personal information could pass-through third-party jurisdictions. Please note that we only use the services of reputable companies with privacy policies.
- For external treatment needs: We transmit personal information to other companies or trusted persons who process it on our behalf, according to our instructions, in accordance with this privacy policy, with a degree of data security at least equivalent to ours and in compliance with any other appropriate security and confidentiality measures.
- For legal reasons: We transmit personal information outside of our company if access to it is necessary to comply with applicable laws and regulations.

The Le Center de Pastorale bookstore undertakes not to sell or rent your personal information to a third party.

#### **10. Cookies and Similar Technologies**

The Le Center de Pastorale bookstore may use cookies, Internet beacons, invisible pixels, log files or other technologies to collect certain personal information relating to visitors to our websites, as well as about the recipients of our newsletters, invitations and other communications. Cookies are pieces of information transmitted by the server to the browser during a visit to the website and which allow the current connection to be uniquely identified. This data may include information such as your Internet address (IP), browser type, browser version, the pages of our site that you visit, the time and date of your visit, the length of visit and any other statistics.

The cookies used are used in particular to find search history as well as baskets (e.g. ticket purchases) linked to the session, to facilitate the user's online browsing experience. It is important to know that activating the cookies option may, depending on the configuration chosen, allow other servers to install cookies on your system. You can set your browser settings to inform you of the presence of cookies, giving you the option to accept them or not.

Please note that our website may contain links or referrals to third party sites. This policy ceases to apply when you leave our website and the bookstore Le Center de Pastorale is not responsible for the collection or processing of personal information by these third parties or via these external sources.

## **11. Retention of personal information**

The Le Center de Pastorale bookstore keeps the data collected for different periods of time, depending on their nature and their usefulness in offering our products and services. During the retention period, the bookstore Le Center de Pastorale takes physical and technical measures to ensure the security of data containing personal information.

The main places where personal information is kept are in the city or town where the bookstore Le Center de Pastorale has its facilities and in the cities in which it uses servers containing the data collected by the bookstore Le Center de Pastorale.

Personal information may be stored outside the country in which you live, if a third-party provider or other entity to whom we disclose personal information in accordance with this Policy is located outside the country. In such cases, personal information may be subject to the local laws of the countries or territories in which the information is collected, used, disclosed or stored, and the government and law enforcement authorities of those countries. or territories may have access to it.

Once the retention period has expired, personal information is destroyed. Only statistics or reports containing depersonalized and anonymized data may be retained for extended periods of time.

### **Other information**

#### *Changes to these rules:*

We may make changes to this Privacy Policy from time to time. Any reduction in your rights under this Privacy Policy cannot be applied without your explicit consent. We always indicate the date the last changes were made and allow you to access archived versions for viewing, as we claim the greatest transparency about changes to our privacy policies. If the changes are material, we will post a prominent notice on our website (including, for certain services, by email notification).

*Person responsible for compliance:*

If you have any questions, comments or complaints about this policy, you can contact the person responsible for ensuring compliance with this privacy policy:

Gilles Beaulieu, manager  
Le Centre de Pastorale, bookstore  
35, rue Saint-Jean-Baptiste Ouest  
Rimouski, Qc, Canada, G5L 4J2  
Téléphone : (418) 723-5004  
Télécopieur : (418) 723-5060  
[librairiepastorale@globetrotter.net](mailto:librairiepastorale@globetrotter.net)

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*Translation of this policy from French to English by Google Docs*