

## Privacy Policy

Introduced on 21 December 2021

Revised on 18 June 2025

Les Amis du Biodôme de Montréal (SABM)'s mission is to make recognise and appreciate the living world to generate, both in their members and in the general public, an awareness of protection, management, and conservation of the natural heritage.

Communication with our members is key to carrying out our mission, and it is very important for us to respect the relationship that we enjoy with our members and subscribers.

This privacy policy comes from our efforts to ensure respect for our relationship with our members and subscribers, while allowing us to communicate with the broader number, in the most efficient manner. In this policy, you will find information about collection, use and safekeeping of the personal information you provide us with.

### **1. Type of information**

#### **1.1 Personal information**

Personal information refers to any information about a private individual or information that makes it possible to identify said individual.

The request for personal information from Les Amis du Biodôme may be done in a variety of ways – forms and surveys on our website, forms filled in at the service counter, telephone or in-person communications.

There are several reasons for a personal information request, such as processing a subscription, processing a subscription request to a newsletter, sending you invitations, signing you up to activities or programs, or sending any information about us that may interest you. We may also want to communicate by email or telephone on some occasions.

Les Amis du Biodôme shall not communicate your personal information to third parties, unless we are compelled:

- By law;
- By a court order or a body with jurisdiction to compel us to communicate said personal information;
- To ensure protection or defense of a legal interest;
- In accordance with the present policy;
- Unless the person concerned consents to it.

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Your financial information, such as banking or credit card data, are not collected and/or kept by Les Amis du Biodôme. We use third party services to collect any information linked to payments for subscriptions and for holidays at the Espace pour la Vie day camps.

## **1.2 Non Personal Information**

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As part of its website, Les Amis du Biodôme also collects global information, such as demographics about the website users (geographical spread of users), the number of visitors and the average time spent on each page, etc. This information is considered non-personal information.

Our site uses Google Analytics to record various data – where you are, at what time you connect to our site, which type of content you most interested in, etc. This information is very useful for determining our content choices.

We also use links in our newsletters to record opening and click rates that will help us determine the most interesting content for you.

## **2. Management of Personal Information**

### **2.1 Consent**

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Personal information collection is done with the person concerned on the basis of a real, free, informed, consent, given for specific purposes. SABM will always act cautiously and limit personal information collection to information that is really necessary for performing its functions or implementing a program managed by SABM; will inform the person whose personal information is collected about the conditions of such collection; will only share personal information with authorized persons, when the information is needed for performing their functions

Under the law, a person may request access to their own information and ask for amendments.

Moreover, a person has the following rights:

- Withdraw their consent to sharing or using personal information collected at any time
- Request, in certain circumstances, personal information to be erased, destroyed, or removed. There are exceptions according to which SABM may refuse a request to erase or destroy, for instance when personal information is needed in conformation with the law, or in relation to claims.
- Ask to pause the processing of some personal information, for instance, to verify accuracy or the reason for processing them
- Ask for some of the personal information to be transferred to another party.

The requests for access, for amendment, or any other question relative to this policy must be sent in writing to **marie-claude.bradet.ext@montreal.ca**

When the purpose for which the personal information has been collected is completed, this information is destroyed or anonymized, in accordance with the law. However, SABM reserves the right to keep, for a reasonable time, some personal information to comply with the law, prevent fraud, collect some costs, solve a claim or any other issues related to it, cooperate in an investigation.

Important – We may not be able to provide some information or to offer some services if some personal data are missing. For instance, we will not be able to register your membership if you don't provide an email address.

## **2.2 Information Sharing**

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When you buy a subscription, an Espace pour la Vie passport or a registration to the Espace pour la Vie day camps, we need to share your personal information with Espace pour la Vie, so they can identify you and give you access to their facilities.

## **2.3 Use of Third Parties**

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In some cases, collecting and saving personal information is not done by us. We entrust a third party with missions such as sending a survey, sending emails, hosting our website or managing registrations for the Espace pour la Vie day camps.

When choosing an external supplier, SABM uses all appropriate means to ensure that your personal information will be protected according to the law and collected, used, stored, and destroyed in a way that is aligned with this policy.

Nevertheless, when you leave the SABM site, the information given is not subjected anymore to the SABM privacy policy, but to the third-party site's privacy policy.

These third parties have the necessary resources to ensure safety and protect the confidentiality of the information, and they are governed by the applicable laws regarding privacy protection. If you would like to know exactly which third parties we work with, please reach out to our general manager, who will be happy to provide the information.

## **3. Access to your Personal Information**

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Les Amis du Biodôme ensures that, at any time, you may access your account and your personal information so that you can modify them yourselves. If you have any issues, please reach out to us (contact details are given below).

You accept and understand that you are responsible for the safety and confidentiality of the password associated with your account. Therefore, you agree to be the sole responsible, as far as SAMB is concerned, for all the activities taking place there. If you notice or suspect an intrusion (such as theft, loss, disclosure or unauthorised use of your connection information), you must report it immediately.

You may, at any time, **stop receiving emails** from les Amis Biodôme by clicking on the Unsubscribe link at the bottom of all our emails.

#### **4. Claim Management**

If someone thinks their personal information has been processed in an appropriate manner, or who believes that the law has not been complied with, may raise a claim. The claim needs to be made in writing to **marie-claude.bradet.ext@montreal.ca**

#### **5. Policy Updates and Revisions**

Should the present policy be updated and revised, it will be quickly made available on the Amis du Biodôme website.

The present policy conforms to the applicable laws of Quebec regarding privacy protection .

For any additional information, please reach out to the SABM personal information protection manager:

**Marie-Claude Bradet, general manager**

Email: **marie-claude.bradet.ext@montreal.ca**