

Privacy Policy

Introduction

Imarcom Inc. and its subsidiaries ("Imarcom," "our," "we," or "us") value the privacy of our employees, clients, suppliers, and contractors ("you," "your," or "yours"). Our goal is to handle your information with the utmost respect, in accordance with this privacy statement. Please read the details regarding our practices for collecting, using, managing, and securing your information, as well as your rights concerning your information.

What Information Is Covered?

In this privacy statement, "personal information" refers to any information related to an identifiable person, either directly or indirectly, including by reference to an identifier such as a name, identification number, location data, or an online identifier. Personal information also includes one or more specific factors pertaining to a person's physical, physiological, genetic, economic, cultural, or social identity and includes any additional information you may provide to us or that we may become aware of in the course of your employment or ongoing engagement with us.

The types of information you might provide to us include:

- Contact information (name, postal address, email address, mobile or other phone numbers)
- Age and date of birth
- Gender
- Payment information (payment details and bank information)
- Account information
- Product preferences and feedback
- Location information
- Content you provide (photos, videos, reviews, articles, survey responses, and comments)
- Device information provided via the type of device you use when visiting our website and social media pages, which may also include your unique device identifier, IP address, device type, or mobile operating system
- Information provided via social networks when you visit our social media pages (name, profile photo, likes, location, friends list, and other information you make publicly available on the social network)

Your Rights Regarding Your Personal Information

You have the following rights concerning your personal information :

- Request access to your personal information that we hold;
- Correct any incomplete or inaccurate personal information;

- Request the restriction, objection, or deletion of your personal information (under certain circumstances and in compliance with applicable laws);
- Receive a structured, commonly used, and machine-readable copy of the personal information you have provided to us (under certain circumstances and in compliance with applicable laws);
- Withdraw your consent if you have voluntarily provided your personal information or given consent for its use;
- Opt out of marketing communications at any time;
- File a complaint with a data protection authority.

If you wish to exercise any of your rights, please contact your point of contact within our organization or send an email to privacy@imarcom.net.

Complaints

If you have concerns about an alleged breach of any privacy law or regulation, you can contact the person with whom you usually interact within our organization or send an email to privacy@imarcom.net. We will investigate your complaint and provide you with details about how it is being handled. Additionally, you may file a complaint with the data protection authority in your country of residence or location, or pursue the matter before a competent court as specified in any applicable agreement with us.

Questions

If you have any questions regarding the processing of your personal information or if you wish to contact the Data Protection Officer, please reach out to us at privacy@imarcom.net. Once you contact us at the above email address, we will respond to your request or direct your inquiry to the appropriate person or team within our organization.

Purposes for Which We Process Personal Information

We process personal information for various purposes, as detailed below. We collect this personal information directly from you, for example, if you visit imarcom.net (our "site"), if you submit your contact information to receive marketing communications from us, if you submit event-related data to attend our events, or if you submit a job application via our career site or through a recruitment partner. We also process your personal information as part of providing services to your employer or service provider, and obtain your personal information from publicly available sources, such as LinkedIn. This privacy statement is intended to cover all the scenarios mentioned above.

(a) Visitors to imarcom.net

Legal Basis for Processing: Our legal basis for processing your personal information as a visitor to our site lies in our legitimate interests to efficiently provide information, products, and services, improve our website and user experience, and your explicit consent.

We process your personal information as a site visitor for several reasons, including site administration and management, personalization of your browsing experience, visitor data analysis, identification of your company or organization, business and service development, provision of marketing communications, benchmarking and data analytics, understanding visitor usage habits on our site, and enforcing terms of use.

When you visit our site, we collect various types of information about you, as detailed below.

Information You Provide Voluntarily (Contact Form)

We collect personal information that you voluntarily provide through our site. This includes information you share when filling out online forms to contact us, sign up for our newsletters, register for events, or participate in surveys. The information we collect may include your name, company or organization details, contact information (such as your email and phone number), budget information, and any other relevant information related to a new project that you choose to share with us.

We do not intentionally process special categories of data and do not intentionally collect such data unless you provide it to us, but we discourage you from providing such data. Special categories of personal data include information from which we can determine or infer biometric data, genetic data, union membership, physical or mental health status, political opinions, racial or ethnic origin, religious or philosophical beliefs, sexual life or orientation, and personal data related to criminal convictions and offenses. We do not want, nor will we ever ask for, such data on our site. We have free-text areas on our site where you may enter information, but we do not want you to share special categories of data with us. If you choose to provide us with special categories of data, you consent to their collection and processing by us.

If you communicate with us via our site, we will store your information in our Hubspot CRM system. We will delete your information if there is no activity or engagement with us for 36 months or as otherwise required by law. However, if you have opted out of receiving our publications, we will retain your basic contact information on our opt-out list

Information We Collect Automatically

When you visit our site, certain personal information is automatically collected from your device. This information includes your IP address, device type, browser, operating system, and an approximate estimate of your location. This information helps us better understand our visitors, their location, and their interests, enabling us to improve our site to make it more tailored to your needs. The collection of this data is facilitated by the use of cookies. However, if you have not consented to cookies on the site from the cookiebot modal dialog, no information will be collected, and only the cookies necessary for the functioning of the site will be transmitted.

To analyze this data and generate reports on user activity on our site, we rely on Google Analytics. Google Analytics processes personal information such as IP addresses, user identifiers, email addresses, and names. This helps us understand how individuals navigate our site, monitor overall site traffic, make informed decisions, and verify user identities. We are

responsible for managing this information, while Google Analytics hosts it. You can obtain more information about Google Analytics' privacy practices and exercise control over their tracking activities on their official website

(b) Clients

Legal Basis for Processing: We process personal information of our clients: (i) to fulfill our contractual obligations; (ii) to comply with our legal and regulatory obligations; (iii) in our legitimate interest to provide consistent, high-quality, and uninterrupted services, as well as to ensure the timely payment of fees and associated costs; (iv) in our legitimate interest to identify and resolve any conflicts of interest; and/or (v) in our legitimate interest to protect our organization from transactions involving illegal or fraudulent activities.

We process your personal information as a client for various reasons, including providing services, managing our relationship, fulfilling contractual agreements, conducting marketing and business development activities, and for historical and statistical purposes. We also use this information to comply with our legal and regulatory obligations, as well as to establish, exercise, or defend legal rights.

When you engage our services, we collect and use personal information when we have a legitimate business reason to do so in connection with those services. We also process personal information from individuals who are not our direct clients, such as employees, clients, and suppliers of our clients. For more details, please refer to the section titled "Individuals Whose Personal Information We Obtain in Connection with Providing Services to Our Clients."

The majority of the personal information we collect and use to provide our services is either voluntarily provided by our clients or collected by us from third-party sources at the request or direction of our clients. As a result, if you are one of our clients, it is generally clear to you what personal information we collect and use. This information may include basic information (e.g., your name, the organization you are associated with, your role and relationship to another person), your contact information (e.g., postal address, email address, and phone numbers), financial information (e.g., payment details), and any additional personal information related to you or other third parties that you provide to us in connection with receiving our services.

(c) Individuals Whose Personal Information We Obtain in Connection with Providing Services to Our Clients

Legal Basis for Processing: We process personal information of individuals whose personal information we obtain in connection with providing services to our clients to comply with: (i) our contractual obligations; (ii) our legal and regulatory obligations; and/or (iii) our legitimate interest in providing consistent, high-quality, and uninterrupted services to our clients.

We process the personal information of individuals whose personal information we obtain in connection with providing services to our clients for various reasons, including fulfilling our contractual obligations, complying with legal and regulatory requirements, and maintaining client relationships.

In providing services to our clients, we process the personal information of individuals with whom we do not have a direct relationship (contractual or otherwise). For example, when providing data management services, our team may need to access and manage information related to our clients' employees, suppliers, and customers, as well as other relevant information to provide accurate and quality data to our client. We ask our clients to confirm that they have the authority to share personal information with us in connection with our services and that the personal information they provide to us has been processed in accordance with applicable laws.

Due to the diversity of our services, we process many categories of information, including personal information (such as name, age, date of birth, gender, marital status, and country of residence), contact details (such as phone numbers, email addresses, postal addresses, and customer identifiers), financial details (such as transaction history or purchasing behavior), and employment details (such as role and rank).

(d) Contacts in Our Customer Relationship Management (CRM) Systems

Legal Basis for Processing: Our legal basis for processing personal information of contacts in our CRM system lies in our legitimate interest in managing the relationship with our business contacts and providing information about our organization, services, and events we organize, as well as your explicit consent.

We process personal information about contacts in our CRM systems. These contacts include former, current, and potential clients, as well as individuals associated with these clients and other business relationships such as consultants and partners in our CRM systems. If you have opted out of receiving future communications from us, your basic contact information may remain on our opt-out list.

The categories of personal information processed in our CRM systems include personal and contact information (such as names, job titles, addresses, email addresses, phone numbers), affiliation with the respective employer or organization, marketing preferences and user choices (such as consent to receive marketing communications), interaction data (such as responses to invitations, reading activities, and event attendance confirmations facilitated by cookies and similar technologies to personalize our communications).

We do not intentionally collect special categories of data unless you provide it to us. For example, if you disclose special dietary requirements that may reveal religious affiliations or food allergies when attending our events

(e) Individuals Corresponding with Us via Email

Legal Basis for Processing: Our legal basis for processing personal information of individuals corresponding with us via email lies in our legitimate interest in protecting our IT infrastructure from unauthorized access or data breaches and in our legitimate interest in analyzing email traffic.

If you correspond with us via email, your emails will be scanned by the tools we use to maintain the security of our IT infrastructure. This may result in your information being read by individuals other than the intended recipient.

(f) Job Applicants

Legal Basis for Processing: Our legal basis for processing personal information of job applicants lies in our legitimate interest in attracting, identifying, and recruiting talent; processing and managing applications for roles within our organization (e.g., screening and selecting candidates); recruiting and onboarding candidates by making an offer and conducting pre-employment checks; managing our career site (including conducting statistical analyses); complying with our legal or regulatory obligations; and the explicit consent of the applicant.

We collect personal information about and from job applicants in connection with the employment opportunities available within our organization. We collect some of this information directly from you, such as information you provide when submitting an application on our website. Other sources of applicant information include recruitment agencies, references (which may include feedback from former employees and employers), criminal background checks, and publicly available online sources, including professional profiles available online (such as LinkedIn).

The personal information collected and its use vary depending on the country where you are applying. In general, the information we collect from applicants includes basic contact information, CVs, identification documents, educational records, employment history, and references. We use your personal information to assess how your qualifications, experience, and education match our employment opportunities. Your information is shared with the relevant hiring manager, as well as with others involved in the recruitment process, to determine whether we want to invite you for an interview. If you progress to the interview or an equivalent stage, we will collect additional information, such as interview notes, assessments, feedback, and offer details.

We also collect special categories of data from applicants when required by law. This data may relate to your potential work environment with us or the eventual provision of benefits. Where legally permissible and only with your explicit consent, we may also collect information relating to disabilities to analyze workforce diversity. This information may also be used during onboarding to ensure you have a suitable work environment. Additionally, we may need to conduct background checks on applicants to assess their eligibility for employment. In some countries, we ask applicants to voluntarily provide diversity information regarding their race, ethnicity, and sexual orientation for workforce diversity purposes. However, if an applicant chooses not to provide this information, we may be legally required to make our own assessment of these criteria.

(g) Suppliers

Legal Basis for Processing: We process personal information of our suppliers (including contractors and individuals associated with our suppliers and contractors) to fulfill our

contractual obligations, comply with our legal and regulatory obligations, in our legitimate interest in managing payments and collecting amounts due to us, in our legitimate interest in protecting our organization from transactions involving proceeds of crime or assisting in illegal or fraudulent activities.

In general, the personal information we process about our suppliers is limited to payment information and contact details (such as names, employer name, phone numbers, and email addresses). Before engaging a new supplier, we also use supplier personal information to conduct required legal or regulatory background checks, such as screening for corruption, bribery, and fraud.

Retention

We retain personal information only for as long as it is necessary for the purposes described in the "Purposes for Which We Process Personal Information" section. To meet our legal obligations, establish, exercise, or defend our legal rights, and for archiving purposes, we must retain information for significant periods of time.

Maintaining the Accuracy of Your Personal Information

We ensure the accuracy and completeness of the personal information we hold about you. Please inform us of any changes to your contact information or other personal information by contacting the person you typically communicate with within our organization.

Security

We protect the confidentiality and security of the information we obtain in the course of our business activities. We limit access to this information and have implemented policies and procedures to protect the information against loss, misuse, and improper disclosure.

Transfers of Personal Information

We comply with local and international laws and regulations, including Quebec's Law 25 and the EU General Data Protection Regulation 2016/679 (GDPR), and our privacy practices are aligned with their requirements.

External Support Providers

We transfer or disclose the personal information we collect to external support providers (and their subsidiaries and affiliates) that we engage to support our internal processes. Our policy is to only use support providers who commit to maintaining appropriate levels of data protection, security, and confidentiality.

Changes to This Privacy Statement

We reserve the right to modify or supplement this privacy statement at any time. If we make significant changes, we will notify you by posting a notice of these changes on the website. Please check this page from time to time to stay informed of any changes to this privacy statement.