

Privacy Policy

Protecting privacy and maintaining the confidentiality of personal information has always been a priority for Familiprix Inc. (hereinafter referred to as "Familiprix")

The purpose of this policy is to demonstrate Familiprix's commitment to respect Personal Information and privacy and to inform you of how Familiprix collects, holds, uses, discloses, transfers and stores your Information, all in accordance with the Personal Information Protection Act in the Private Sector and its associated regulations. Please take the time to familiarize yourself with our privacy practices and let us know if you have any questions.

This Policy should be read in conjunction with Familiprix's General Terms of Use.

Definitions

"Platform": refers, individually or collectively, to the Familiprix website (www.familiprix.com), any mobile app developed by or on behalf of Familiprix and/or social networks and/or social media and/or any other medium or platform that allows the Customer to interact online with Familiprix including its content and any functionality made available to the Customer.

"Customer" or "you": refers to any individual aged 13 years or over or their authorized representative who (i) accesses and/or uses the Platform (ii) orders and/or purchases services and/or products offered by Familiprix on the Platform and/or in Familiprix affiliated branches (iii) contacts Familiprix (iv) enters an advertising contest and/or responds to a survey conducted by and/or on behalf of Familiprix (v) is a member of a Familiprix loyalty program and/or holds a customer account with Familiprix, and/or any other account of any nature whatsoever (vi) uses any other customer service offered by Familiprix.

"Personal Information": refers to any information that relates to an identifiable individual or that separately or in combination with other data identifies the Customer. This includes, the Customer name, date of birth, contact information including postal address, email address and telephone number, financial information including credit cards if any, loyalty program membership number, information request, orders and/or purchases of services and/or products, which is provided freely by the Customer, either verbally, in writing, electronically or in any manner and by any means whatsoever.

"Information": refers to Personal Information and Technical Information.

"Third party": refers to any individual or legal entity other than the Customer, Familiprix, its agent and/or partner.

Scope of the Privacy Policy

This Policy applies to all Personal Information collected by Familiprix from Customers when they access and/or use the Platform, as well as in any other communication with Familiprix, whether by telephone, mail, electronically or otherwise, in connection with services, products, loyalty programs, advertising, surveys and/or promotional contests offered by and/or on behalf of Familiprix (hereinafter individually and/or collectively "Communication(s)"). Customers acknowledge that each time they access and/or use the Platform or when communicating with Familiprix, they give Familiprix and their trusted partners explicit (by their specific words or actions) or implicit (by their behaviour) permission to collect, use and communicate their Information in accordance with the provisions of this Policy.

This Policy also extends to Consumer Information collected by Familiprix from its trusted partners, with their consent, for the purpose of providing the Customer with the services and products they wish to obtain.

Notwithstanding the foregoing, Familiprix may, without the Customer's consent, collect the Customer's Personal Information from a Third Party if permitted by law. Thus, Familiprix may, without the Customer's consent, collect Personal Information from the Customer when it is in the Customer's interest and when such Information cannot be collected by Familiprix in a timely manner, or when the collection of such Personal Information from a Third Party is necessary to ensure that the Information is accurate.

This Policy does not apply to Customer Personal Information that has been collected by the Familiprix affiliated pharmacist in the course of his or her practice, unless the Customer consents, tacitly or explicitly, to the sharing of such Personal Information with Familiprix. Such a situation could occur, for example, when you use the Profil Santé, which has its own specific terms and conditions and confidentiality that will be brought to the attention of any person on first use.

Collection of Personal Information

Familiprix will collect your Information when you access and/or use the Platform, when you communicate with Familiprix, when you order, purchase, return and/or exchange a service or product, when you complete a survey and/or enter an advertising contest, when you join one of Familiprix' loyalty programs, when you receive advertising, or when you open a Familiprix' account.

The Information that Familiprix will collect may include Personal Information as defined herein and/or other Technical Information, in particular: the device you use to access Familiprix' Platform, the type of your operating system, the type of your browser, your domain, software applications, your Internet Protocol (IP) address of the device you use to connect to the Internet, your localization data, the security level, your browsing behaviour on the Platform, the links on which you click, form data and downloads, pages visited on the Platform, duration of visits and successful downloads, type of browser used, level of encryption supported by your browser, website that directed you to Familiprix, and other data collected, all using cookies and/or similar technologies (e.g., web beacons, spy pixels, mobile device identifiers, and tracking URLs) (all referred to as "cookies").

You may choose not to provide us with certain Information, but we may not be able to provide you with the service and/or product and/or information you request.

Though cookies allow the Platform to identify you as a Visitor, they cannot be used to identify you directly by your name or other Personal Information unless you log in to the Platform with your Familiprix account. In this case, the cookies will be associated with you and it will be possible to identify you.

Some cookies are required to allow you to access and/or use the Platform and to allow us to improve our online security measures and maintain the integrity of accounts, such as my Familiprix and/or Profil Santé account, and/or the payment services, if applicable,

Other cookies are used to evaluate the performance of our online services and/or to improve and enrich their content, to evaluate the performance of our advertisements, services and/or products, and to monitor and analyze the Customer's activities in order to better understand their interests and needs and provide a more personalized experience.

Some cookies are placed on our Platform by our advertising partners. They can be used by these companies to create profiles based on your interests and present you with relevant ads on other sites.

Our emails may contain web beacons and tracking URLs to see if you have opened a specific message or accessed a specific link.

Our Platform can use social plugins provided and operated by Third Parties, such as Facebook's "Like" button. You can send to the Third Party the information you view in a section of our Platform. If you are not logged into your account with a Third Party, such Third Party will not be able to know your identity. If you are connected to your account with a third party, then this third party may link information or actions relating to your interactions with the Platform to the account you hold with such Third Party. Please refer to the Third Party's privacy policies for more information on its privacy practices.

The Technical Information collected is not nominative and is displayed at Familiprix in the form of numbers. However, when such Technical Information is associated with your Familiprix account and/or contact information, Familiprix and/or its service provider may treat it as Personal Information.

As we respect your right to privacy, you may not allow certain types of cookies in your browser. The browser you use allows you to view cookies and control their use. You may, at any time, accept or delete cookies, individually or collectively, via the security settings of your Internet browser or mobile device. In this case, many features of many websites will no longer be accessible and Familiprix may not be able to provide you with the service and/or product and/or information you request.

You can prevent the deployment of Third Party cookies. This can reduce advertising based on your interests. To help you manage cookies used for advertising, please visit the following sites:

- Office of the Privacy Commissioner of Canada (<https://www.priv.gc.ca/fr/>)
- Microsoft Cookies Guide (<https://support.microsoft.com/en-us/help/260971/description-of-cookies>)
- Digital Advertising Alliance of Canada (DAAC): (<https://youradchoices.ca/en/learn>)

Remarketing

Familiprix uses an advertising delivery strategy offered by Google AdWords or any other available technology. This strategy essentially allows Familiprix – in case you have already visited its Platform and/or provided it with your email address, either explicitly or implicitly – to send you advertisements that correspond to your previous searches.

To do this, Familiprix places a cookie on your browser, which will be added to a remarketing list that Familiprix has created. It is based on this list that Familiprix Internet advertising and ads on Third Party websites will be sent to you since you have already visited the Platform and/or provided your email address explicitly or implicitly. The cookie does not identify you except as provided herein. Furthermore, the cookie does not give us access to your computer or device. You can disable the use of Google AdWords or any other similar technologies by visiting the online help pages of the major browsers.

Use of Personal Information

Familiprix will collect your Personal Information for the following purposes:

- Authenticate the Customer's identity
- Communicate with the Customer by sending notification of information concerning the Customer; Answer any questions he may have and/or ensure follow-up;
- Personalize customer service in branches, on the phone, online, on the Platform or by any other means whatsoever;
- Allow the Customer to register, participate, confirm his registration to the programs, resources, and Communications offered by Familiprix and to some of the Platform's features;
- Understand the Customer's needs and preferences;
- Develop, improve, market and offer services and products that meet the Customer's needs;
- Prevent, detect and protect the Customer against fraud and security threats or to manage risks;
- Manage the Familiprix account on the Platform;
- Deal with complaints and maintain the business relationship with the Customer;
- Comply and satisfy legislative or regulatory requirements or other terms and conditions authorized by law;
- Evaluate and improve the functions of the Platform, Communications and certain services offered by Familiprix.

Confidentiality

Familiprix acknowledges the confidential nature of Personal Information and undertakes to take all appropriate measures to protect its confidentiality.

Limitation of Use and Disclosure

Familiprix will use or disclose your Personal Information only for the sole purpose for which it was collected, unless you give your consent or as otherwise required by law.

In certain circumstances provided by law, Familiprix may disclose Personal Information, without the Customer's consent, to Third Parties including (i) judicial and regulatory authorities in the case of criminal activities or suspected violations of the law, for the detection and prevention of fraud, when necessary to meet the legal or regulatory requirements of governments, regulatory agencies or other self-regulatory organizations; (ii) to an individual or organization to comply with a court order; (iii) to another individual due to an emergency situation that endangers the life, health or safety of the Customer; (iv) to protect Familiprix property (e.g., the collection of an outstanding debt); (v) to an individual exposed to the danger, to his/her representative or to any person who may assist them in preventing an act of violence, including suicide, when there are reasonable grounds to believe that an imminent danger of death or serious injury threatens an identifiable person or group of persons.

Familiprix will not give, sell, or rent Personal Information to any company or person other than companies related to Familiprix and/or companies mandated by Familiprix to provide services on its behalf, such as data storage and processing, account administration, analysis and marketing and/or management of Personal Information, the Platform and Communications, unless you give consent or as permitted by law. Familiprix may disclose to a related company and/or an authorized company only the Personal Information they need to provide the services. For example, Familiprix may transfer your personal

information to a service provider with whom it has a contractual agreement stipulating appropriate standards of protection for Personal Information and Privacy, where such a service provider assists Familiprix for the abovementioned reasons.

Familiprix may acquire new company(ies). As a result, Customer Information will be transferred to the new company(ies).

Furthermore, in the event of a reorganization, merger or sale, Familiprix will transfer Customer Information as an asset to the new owner.

Retention

Familiprix will retain Customer Personal Information only for the time reasonably necessary to fulfill the purpose for which it was collected or to meet legal requirements. In the event that you have ceased doing business with Familiprix, we will still have to retain certain Personal Information for a reasonable period of time and then destroy it after a period of time determined according to its sensitivity, purpose, use, quantity, distribution and medium.

Accuracy of Personal Information and Correction of Data

Familiprix will ensure that your Personal Information is accurate, and up to date, if necessary, but will not update it on a regular basis. You are therefore responsible for providing us with written updates of your Personal Information from time to time, where applicable. Failure to notify us of a change in your Personal Information may adversely affect the manner in which we communicate with you or offer you services.

Security Measures

Familiprix takes reasonable precautions, including physical, organizational, contractual and technological security measures, to protect your Personal Information from loss, theft, destruction, unauthorized access, disclosure, copying, use or modification. Access to your Personal Information is granted to employees only on a reasonable need-to-know basis for professional and legal purposes or in the course of their duties.

In general, only Familiprix employees working in the sales and purchasing, advertising, merchandising, customer service and information technology departments have access to Personal Information collected by Familiprix, and only to the extent necessary to perform their duties.

Access to Personal Information

By accessing the Platform, you will be able to access the Personal Information that Familiprix has collected about you and correct it if necessary. You may also submit a written request to **the person in charge of the protection of personal information**, in order to review and correct, if necessary, the Personal Information that Familiprix has collected, used or disclosed about you by mail to: prp@familiprix.com or to the person at the following address:

Familiprix inc.
Head of Legal Services and Corporate Secretary
6000, Armand-Viau Street
Quebec (Quebec) G2C 2C5

You may decide to stop receiving marketing or promotional communications in electronic form from Familiprix by unsubscribing using the mechanism indicated in such communications or by sending a written request to one of the abovementioned addresses, or by calling 1-844-704-8040.

We will attempt to respond to each of your written requests within thirty (30) days of receipt or within any other period provided by law and, if we are unable to do so within that time, we will notify you in writing.

Before we allow you to access, use or disclose the Personal Information we hold about you, we may ask you to provide satisfactory identification. In such case, any information provided to identify you will be used only for this purpose.

For any questions regarding Personal Health Information, please contact the Familiprix affiliated pharmacist-owner who provided you with pharmaceutical services.

Use of Google Maps/ Google Earth APIs

The use of Google Maps/ Google Earth APIs on our Platform is subject to Google's privacy policies.

<http://www.google.com/intl/fr/policies/privacy>

Interpretation

A version of this document is available in French. In the event of any discrepancy, the French version shall prevail over the English version.

Last updated: September 22, 2022.