

# Privacy Policy

## 1. Personal Data We Process

### A. Privacy Commitment

Qualigraf Canada takes your privacy seriously. We process personal data about you when you use our website, our services, or when you provide this information to us directly.

For the purposes of the Personal Information Protection and Electronic Documents Act (PIPEDA) and relevant provincial legislation, Qualigraf Canada is the data controller.

### B. Summary

We are committed to handling your personal data with care. This privacy policy provides a clear and transparent overview of:

1. Why we collect and process your personal data.
2. What personal data we may collect from you.
3. How long we retain your personal data.
4. The third-party processors we work with.
5. Your rights under Canadian privacy laws.
6. The security measures we take to protect your data.

## 2. Overview of Personal Data We May Collect

## **A. From Website Visitors**

1. Full name
2. Organization name
3. Email address
4. Phone number
5. Other information you provide via contact forms
6. Location data
7. Information about your activity on our website
8. IP address
9. Browser and device type

## **3. Special or Sensitive Data**

### **A. Minors**

Our website and services are not intended for individuals under 13 years of age and we do not knowingly collect data from minors, unless consent is provided by a parent or legal guardian. We encourage parents to monitor their children's internet use.

### **B. If You Suspect an Error**

If you believe we have collected data from a minor without consent, please contact us at [info@qualigraf.com](mailto:info@qualigraf.com). We will promptly delete such data.

## **4. Why and How Long We Retain Data**

### **A. Purposes**

1. To contact you when necessary for service delivery.
2. To send you tips related to meeting organization.
3. To send newsletters if you've subscribed.

4. To allow demo or trial account requests via the website.
5. To respond to inquiries submitted through the contact form.
6. To analyze website usage and improve our services.

## **B. Retention Periods**

1. Website form submissions are deleted within 60 days.
2. Newsletter subscription data is deleted when a user unsubscribes.
3. CRM data is retained as long as relevant for ongoing or potential business relationships. For specific retention inquiries, email [info@qualigraf.com](mailto:info@qualigraf.com).

## **5. Third-Party Processors**

### **A. We may share/store your data with the following:**

1. Email and marketing platforms such as HubSpot or Inboxify (or other similar platforms) for newsletters and tips. We maintain a data processing agreement with these providers.
2. Form data is stored in our website CMS (e.g., WordPress) and CRM to ensure continuity of service and timely responses. This backup is deleted within 6 months.
3. These processors are contractually obligated to maintain the same level of data protection we uphold.

## **6. Website Use and Cookies**

## A. Cookies

Qualigraf Canada uses cookies:

1. Functional cookies: Ensure the website operates properly (e.g., remembering preferences).
2. Analytical cookies: Track website usage patterns (e.g., via Google Analytics).
3. Tracking cookies: May be set by third parties to deliver personalized ads based on browsing behavior.

## B. If You Suspect an Error

You can control cookie settings on your first website visit. Non-essential cookies are only placed after your active consent. You can change preferences at any time.

# 7. Access, Modify, or Delete Your Data

## A. Your Rights

You have the right to:

1. Access your personal data.
2. Request correction.
3. Request data minimization.
4. Request deletion.
5. Request data portability.
6. File a complaint (see Section 8).

# 8. Complaints

## A. Internal Resolution

If you have concerns about our data practices, please contact us at [info@qualigraf.com](mailto:info@qualigraf.com). We aim to resolve all complaints amicably.

## **B. Regulatory Complaint**

You may also file a complaint with the Office of the Privacy Commissioner of Canada:

<https://www.priv.gc.ca/en/report-a-concern/>

## **9. SSL Encryption and Data Security**

### **A. Secure Communication**

Qualigraf Canada uses SSL encryption to protect all data transmitted via our website. You can verify this by checking for the padlock icon in your browser and the URL beginning with "https://".

### **B. Security Measures**

We take appropriate measures to prevent unauthorized access, misuse, or loss of your data. If you believe your data is not properly secured, contact us at [info@qualigraf.com](mailto:info@qualigraf.com).

## **10. Changes to This Privacy Policy**

### **A. Updates**

We regularly review and may update this policy based on new legal requirements or service changes. We will notify website visitors of updates via version changes.

### **B. Version**

Current version: 20250414

## **11. Changes to This Privacy Policy**

## **A. Contact**

For questions or concerns about this policy, email us at [info@qualigraf.com](mailto:info@qualigraf.com)