

POLICY CONCERNING THE PROTECTION OF PERSONAL INFORMATION

This policy concerning the protection of personal information (the “**Policy**”) is applicable to all web sites (collectively, the “**Web Sites**”) owned and operated by Olymel L.P. (“**Olymel**”), including, as of the date hereof, the Web Sites at <http://www.olymel.ca/>, <https://www.olymel.com/>, <https://www.flamingo.ca/>, <https://lafleur.com/>, <https://olymelfoodservice.com/>, <http://achatquiredonne.ca/>, <http://purchaseandgiveback.ca/>, <https://alphageneolytel.com/>, <https://chefgeorges.ca/>, <http://toureiffel.ca/>, <http://www.nostrano.ca/>, <http://lamerepoule.ca/>, <http://www.lafernandiere.com/>, <http://www.labellebretagne.com/>, <http://www.olymelpork.com/>, <http://www.porcolymel.com/>, <http://carrieres.olytel.ca/>, <http://extranet.olytel.ca/>, <http://www.bilopage.com/>, www.pintys.com and <http://porcolymel.com/fr/> (including all of its subdomains).

The terms “you” and “yours” refer to the person using, viewing, consulting or visiting any of the Web Sites. The terms “we” and “ours” refer to Olymel.

The Policy is intended to help you understand how Olymel collects, uses, processes, discloses, stores and protects the personal information you provide to us when you use any of the Web Sites. It is important for you to read and understand the Policy since it forms part of a contract between you and us.

Privacy laws in Canada generally define “personal information” as any information about an identifiable individual, which includes information that can be used on its own or with other information to identify, contact, or locate a single person.

Olymel may offer you the opportunity of connecting to any Web Site or of using our services and tools via a mobile device. The Policy applies to all types of mobile access to the Web Site and to the use of mobile devices to access the Web Site.

1. Consent

By using any Web Site, including by purchasing products online, when applicable, you consent to the collection, use, and disclosure of your personal information, as outlined in this Policy.

2. Collection of Personal Information during Navigation

Olymel does not collect your personal information when you navigate a Web Site unless you voluntarily register for a specific service which requests such information from you, including, but not limited to:

- (a) by registering for newsletters;
- (b) by participating in contests or sweepstakes;
- (c) by creating a user account and by choosing a password;
- (d) by contacting us directly through a contact form available on a Web Site;
- (e) when you proceed with the purchase of products via any Web Site; or

- (f) by requesting the provision of a discount coupon for an Olymel product.

You may provide us with personal information such as your first name, your last name, your email and postal address, your telephone number(s), your gender, your date of birth, your number of children and their dates of birth, your baby's due date (if you are pregnant), information pertaining to your PayPal account, the names of persons to which purchases were shipped, as well as their email and postal addresses and telephone numbers, information on the products that interest you, the industry in which you work, the identity of your employer or the entity you represent, financial information, and, in some cases, your personal opinion and preferences, such as product and product category preferences.

By providing us with this personal information, by sending us an email, or by visiting a Web Site, you are electronically communicating with us. You agree then to receive non-commercial electronic communications from us and any other Olymel affiliates or brands, either by Internet, emails or by notices posted on any Web Site in accordance with the Policy. You agree that by electronically transmitting to you agreements, notices, information and other communications, we comply with any legal requirement that such communications be in writing.

3. Information Collected in the Newsletter/ Subscribe Sections

In the Newsletter/ Subscribe sections, you may provide Olymel with your first and last names, email or postal address and certain other information through a registration form. All this information is used to send you various information by email or other means, if you so desire.

If you so desire, you may delete your user profile for any Olymel newsletters by visiting the following page <http://communications.olymel.ca/fr/desabonnement.html> (FR) and <http://communications.olymel.ca/en/unsubscribe.html> (EN), by sending a written request to that effect to our Consumer Services using the contact information provided in Section 18 or by opting out of receiving further communications by clicking on the link at the bottom of each email communication.

4. Information collected in the "Contact Us" Sections

In the "Contact Us" Sections, you may provide Olymel with your first and last names, email or postal address, telephone number and certain other information through a contact form. All this information is used to identify you and to send you by email or other means, if you so desire, an answer to your questions or requests submitted to Olymel.

You may delete your contact profile by sending a written request to that effect to our Consumer Services using the contact information provided in Section 18.

If you submit a request by email on any Web Site, the personal information that this request may contain will be forwarded solely to employees, representatives or agents of Olymel who require access to it in the scope of their duties.

5. Cookies

We may use cookies to track your preferences and activities on the Web Sites. Such cookies on the Web Sites may be generated, analyzed and managed by Google Analytics, Google Search Console, Google Tag Manager, SEOMorz, Inc., Ahrefs Pte. Ltd. and Facebook Pixels. By using and visiting any Web Site, you consent to our use of cookies on and off such Web Site.

- For more information on how Google Analytics collects and processes data, please visit the following pages: www.google.com/policies/privacy/partners/ and <https://marketingplatform.google.com/about/analytics/terms/us/>.
- For more information on Google Search Console, please visit the following pages: <https://developers.google.com/terms> and <https://policies.google.com/terms?hl=en>.
- For more information on Google Tag Manager and its privacy policy, please visit the following page: <https://www.google.com/analytics/tag-manager/use-policy/>.
- For more information on SEOMorz, Inc., please visit the following pages: <https://moz.com/terms-of-use>, <https://moz.com/privacy-policy> and <https://moz.com/gdpr>.
- For more information Ahrefs Pte. Ltd., please visit the following pages: <https://ahrefs.com/terms> and <https://www.iubenda.com/privacy-policy/794932/legal>.
- For more information on Facebook Pixels, please visit the following page: https://www.facebook.com/legal/technology_terms. Third parties, including Facebook, may use cookies, web beacons, and other storage technologies to collect or receive information from the Web Sites and elsewhere on the internet and use that information to provide measurement services and target ads. For more details about how Facebook collects and uses your personal data, and what you can do to protect your personal information, please refer to Facebook's privacy policy available at <https://www.facebook.com/about/privacy/>.

Cookies are small data files that are transmitted to your computer's hard drive by a Web Site. They record your preferences so that your subsequent visits to such Web Site run more efficiently. Cookies can record a variety of information, including the number of times you visit a Web Site, your registration information and the number of times you visit a page or other element of the Web Site. We use cookies on the Web Sites to (i) improve customer service online and functionality of the Web Sites; (ii) to personalize content of the Web Sites; (iii) tailor and measure ads; (iv) provide a safer experience. Most browsers are designed to accept cookies, but they can easily be modified to block them. Your browser's help files contain information about blocking cookies, detecting cookies that are sent to you and disabling them. You can also choose the exclusion option by clicking on the following link: <http://optout.networkadvertising.org/?c=1> or <http://optout.aboutads.info/?c=2&lang=EN>. You may also prevent analytics information from being transferred to and processed by Google Analytics, by downloading and installing the Google Analytics Opt-out Browser Add-on available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

However, it is important for you to know that without cookies, you will not be able to access some of the functions of a Web Site and therefore will not be able to take full advantage of same.

6. Other Information Collected

When you access a Web Site, as is the case for most web sites, some information is automatically collected. In particular, the country where you are accessing such Web Site, the domain name and IP address you are using to access such Web Site and your type of browser and operating system may be collected. Olymel uses this information for statistical purposes to analyze traffic to the Web Sites and to help make improvements.

7. Use of Personal Information

Olymel may use your personal information to:

- (a) process and confirm your product order;
- (b) answer questions about the status of your order;
- (c) provide you with updates on the status of your order;
- (d) complete and fulfil a transaction;
- (e) send you or your friends, relatives or associates, products that you have ordered;
- (f) answer your questions and requests submitted through contact forms, including by email;
- (g) subject to your express consent, communicate with you (via email, post or otherwise) and provide you with newsletters, discount coupons, promotional materials and additional information regarding our products, services, partners, surveys, contests, sweepstakes, promotions and specials;
- (h) subject to your express consent, send you invitations to certain promotional events, contests, sweepstakes and surveys;
- (i) notify winners of contests and sweepstakes;
- (j) verify you or your child's age;
- (k) help us learn more about your shopping preferences; and
- (l) conduct marketing and performance researches to assist us in measuring our customer service, benchmarking our performance and to help us improve your shopping experiences and product offerings.

As provided above in Section 3, you may always choose not to receive promotional materials or marketing information. For clarity, we will not send commercial electronic messages without your express consent.

8. Social Media

Icons leading directly to Olymel social media accounts (collectively, the "**Social Media**") (such as Facebook, Twitter, Instagram and Youtube) will be available on the Web Sites' home pages. Social Media accounts are managed by Olymel's internal communications team. Olymel will make reasonable effort to respond to any comments or questions on Social Media within a reasonable time.

9. Protection of Personal Information

Olymel has put in place reasonable physical, electronic, and administrative measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

To prevent unauthorized access to your user account on a Web Site, please maintain the accuracy and integrity of the personal information associated with your user account and ensure this information is appropriately used.

10. Storage and Retention of Personal Information

Your personal information is stored in our service provider's secure servers located in the province of Québec, Canada.

Except as otherwise permitted or required by applicable law or regulation, we will only retain your personal information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Under some circumstances we may anonymize your personal information so that it can no longer be associated with you. We reserve the right to use such anonymous and de-identified data for any legitimate business purpose without further notice to you or your consent.

11. Children under the Age of 13

The Web Sites are not intended for children under 13 years of age. No one under age 13 may provide any personal information to the Web Sites. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on any Web Site or on or through any of their features, make any purchases through a Web Site, or provide any information about yourself to us, including your name, address, telephone number, or email address. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, we invite you to contact our Consumer Services using the contact information provided in Section 18.

12. Access to Personal Information

To access your personal information, we invite you to send a written request for access to our Consumer Services using the contact information provided in Section 18.

Upon receipt of such a request for access, subject to certain exceptions, Olymel will inform you of the existence, use and disclosure of your personal information and provide you with access to that personal information. When you request access to your personal information, we may ask you for specific information to confirm your identity and right of access, as well as to seek and provide the personal information we hold about you.

Your right to access your personal information is not absolute. We are authorized or required by law or regulatory requirements to deny you access when (i) such access would prevent Olymel from complying with a legal obligation; (ii) such personal information has already been destroyed because of legal requirements or because we no longer needed it for our business or commercial purposes; or (iii) such access would reveal personal information about a third party. In the event that we are unable to provide you with access to your personal information, we will inform you of the reasons, subject to legal or regulatory restrictions.

13. Correction or Modification of Personal Information

If you believe that your personal information is inaccurate, incorrect or incomplete, you must notify Olymel by contacting our Consumer Services using the contact information provided in

Section 18. You have the right to request that your personal information be corrected or updated. We may ask you to provide the necessary documentation to support your request for correction or update.

If you have consented to the collection, use or disclosure of your personal information as described in the Policy, you may withdraw your consent at any time by contacting our Consumer Services using the contact information provided in Section 18.

14. Non-Disclosure of Personal Information

Except as provided in Section 10, Olymel does not disclose to third parties personal information gathered on any Web Site, unless Olymel obtains your authorization to do so or in particular circumstances, for example, to process your order for products online, when the law requires it, in the context of judicial acts or in response to the request of authorities responsible for the application of the law.

Moreover, Olymel does not sell the list of any Web Site users. Only the employees, representatives or agents of Olymel responsible for the management and development of the Web Sites or for the processing of online orders for products have access to information that is collected through the Web Sites as part of their duties. These employees, representatives or agents all have been instructed to comply with this Policy and have the legal obligation to comply with this Policy.

15. Risks Associated with the Internet

Despite Olymel's efforts to ensure no third parties will access or obtain personal information concerning you through the Web Sites, complete confidentiality and security cannot currently be guaranteed on the Internet. Communication via Internet is subject to interception, loss or alteration. You acknowledge and agree that Olymel cannot be held responsible for damages resulting from the transmission of confidential information or personal information over the Internet and that such communications are at your own risk.

16. Hyperlinks to Other Web Sites

The Web Sites may contain hyperlinks enabling users to visit web sites maintained by other entities. Olymel has no control over these web sites and is not responsible for those listed on the Web Sites. Any information you transmit to these web sites will be subject to privacy policies applicable to those web sites.

17. Modifications

Olymel reserves the right to modify at any time the Policy without notice. You may consult the Policy at any time on the Web Sites.

We will advise you of any forthcoming changes to the Policy by posting an update notice on the Web Sites. If you continue to use any Web Site after a new version of the Policy has been posted, you are confirming your acceptance of the changes and are bound by these changes. It is your responsibility to regularly examine the Policy and the changes that will eventually be made to the Policy.

18. Questions

If you have any questions or requests regarding the Policy, please contact our Consumer Services at the following address: ServiceClientele2@OLYMEL.com
