

Privacy Policy

Effective Date: 29-10-2024

Last Update: 29-10-2024

General Information

a) Introduction

Purpose of this Policy. The protection of privacy is important to Restaurants Pacini Inc., its Franchisees and Related Entities (hereinafter the "**Company**", "**We**", "**Us**", "**Our**"). For this reason, We have implemented safeguards and sound management practices for Your Personal Information in accordance with applicable laws in Quebec and Canada.

Supplement to Terms and Conditions. This privacy policy (hereinafter the "**Policy**"), which should be read in conjunction with Our Terms and Conditions, describes Our practices with respect to the collection, use, processing, disclosure, retention and destruction of Personal Information of people benefiting from Our Services, visitors to this Website and its users (hereinafter "**You**", "**Your**").

Consent. By using Our website <https://pacini.com/> (hereinafter the "**Website**") or any of Our Services, You agree that We may collect, use, communicate, disclose and retain (hereinafter "**Process**" or "**Processing**") Your Personal Information in accordance with the terms described herein. If You do not agree to abide by and be bound by this Policy, You may not visit, access or use Our Website or Services, or share Your Personal Information with Us.

Policy Limitations. This Policy does not apply to Personal Information of the Company's employees, representatives and consultants, or any other person affiliated with the Company, or to any information that does not constitute Personal Information as defined by applicable laws in Quebec and Canada.

b) Data Protection Officer

Contact Information for the Data Protection Officer. All comments, questions and complaints regarding the Company's Privacy Policy and practices may be addressed to Our Data Protection Officer at the following coordinates:

Phone number: 450-444-4749 poste 257.

Email Address: cpo-dpvp@pacini.com

1. Definitions

Definitions of Certain Notions and Expressions. The following notions and expressions, when they appear with a capitalized first letter in the Policy, have the meaning attributed to them hereinafter, unless otherwise implied or explicit in the text:

"Company", "We", "Us", "Our": Restaurants Pacini Inc, its Franchisees and its Related Entities such as Tok Tok;

"Service Provider" means any individual or entity that processes Personal Information on behalf of the Company. This includes third-party companies or individuals employed by the Company to facilitate the Services, to provide the Services on behalf of the Company, to perform services related to the Services or to assist the Company in analyzing the use of the Services.

"Cookie Banner" is a pop-up window requesting Your consent to certain collection of Your Personal Information on the Website.

"Franchisees and Related Entities": such as the entities listed here: <https://pacini.com/restaurants/>

"Personal Information" means any information that relates to a natural person and allows that person to be identified, i.e., that directly or indirectly reveals something about the identity, characteristics (e.g., abilities, preferences, psychological tendencies, predispositions, mental abilities, character and behaviour of the data subject) or activities of that person, regardless of the nature of the medium or the form in which the information is accessible (written, graphic, sound, visual, computerized or other).

"Data Protection Officer" is the person in charge of applying this Policy, whose contact information is identified in Section **0b) Data Protection Officer** of this Policy.

"Services" refers to the Website applications, Our pages on social networks and any programs and Services rendered to You therein such as:

- Catering services ;
- Allowing delivery services of Our Products.

"Website": This website is: <https://pacini.com/>;

"Cookies" are text files that are installed on Your computer or mobile device. These cookies may contain information about Your search history, the web pages You visit and Your web browser.

"Process", "Treatment" covers all operations that may affect or concern Personal Information, including collection, use, storage, destruction, communication or transmission.

"You", "Your": The people benefiting from Our Services, the visitors to the Website and all users having recourse to the Company's Services.

2. Personal Data Processing

3.1 Collection of Personal Information

3.1.1 Collection Methods

Various Means. We collect Your Personal Information through Our Website or other technological means in a variety of ways:

- **Automatically.** When You connect to Our Website, the device You use to connect will communicate Personal Information to Us;
- **Electronic Forms.** By completing and sending Us one of Our electronic forms;
- **Communicated Emails.** By emails that You communicate to Us using one of the email addresses available on Our Website;
- **Cookies.** Cookies include those identified in Our [Cookie Policy](#) ;
- **Surveillance Cameras.** By surveillance cameras installed on Our property; and
- **Third Parties.** By third parties who collect Your Personal Information on Our behalf, as identified in Section **3.2 - Collection of Personal Information by a Third Party** of this Policy.

Profiling, Identification and Location. Our Website has functions that enable us to profile Your activities on Our Website, to identify You and to locate You. **Profiling** and **identification** are sometimes used by third parties identified in Section **3.5 - Access, Disclosure and Transfer of Personal Information** through the use of cookies. The **location** feature is used to help You locate our nearest restaurant. We disable these functions by default. You can activate them by clicking on the Cookie Banner or by clicking on the alert message that will ask you for your location.

3.1.2 Personal Information Collected

Categories of Information Collected. In the course of Our activities, We may collect and process various types of Personal Information, including the information listed below:

- **Identifying information and Your contact details,** including Your first and last name, Your postal address, Your email address and Your telephone number;
- **Demographic information,** such as Your age or place of residence;

- **Technical or numerical information**, including connection information and other information about Your activities on the Website, such as Your IP address, the pages You consulted, the time and date of Your visits, Your number of connections, Your domain name, the address of the referring site (if You access the Website from another site), the type of browser You use, the operating system of Your device and other hardware and software information;
- Your **consent** to the use of certain cookies on Our Website and to the disclosure or use of Your Personal Information;
- **Information necessary for the provision of Our Services**, such as information concerning the Services We have rendered or are rendering to You;
- **Information that You choose to provide or transmit to Us**, for example, when You fill out an online form, respond to solicitations or surveys, or communicate with one of Our employees or representatives;
- **Financial information**, such as Your credit card number, if You wish to order online; and
- **Location information** such as your location and the distance between you and our nearest restaurant. The collection of this information is only activated if you agree to it.

Limiting Processing to Necessary and Legitimate Purposes. In each case, Personal Information is processed in accordance with the legitimate and necessary purposes listed in Section **3.4 - Use of Personal Information** below.

3.2 Collection of Personal Information by a Third Party

Third Parties Collecting Personal Information on Our Behalf. We receive Your Personal Information from several third parties such as:

- **Delivery platforms** if you wish to order takeaway or order delivery at one of our restaurants;
- **Payment platforms** to allow You to pay electronically for Our Services;
- **Event organization platforms** such as Bell's SHOPICO to offer Our Services to customers who request them through the use of such a platform.
- **Customer satisfaction platforms** if you leave comments on our website, our social media.

These third parties may communicate the following Personal Information to Us:

- Your **identification and contact information** ;
- **Information required to provide Our Services**;

- Your **consents**; and
- Your **financial information**.

Please also note that **Restaurants Pacini Inc.** shares the personal information identified in Section **3.12 - Personal Information Collected** with its **Franchisees and Related Entities such as Tok Tok** to fulfill the purposes identified in Section **3.4 - Use of Personal Information**. Similarly, **Franchisees and Related Entities of Restaurants Pacini Inc.** share the same Personal Information with Restaurants Pacini Inc. for the same purposes.

3.3 Refuse a Collection

Withholding Consent. Unless the Law or Your contractual obligations provide otherwise, You may refuse or withdraw Your consent to certain specific uses or disclosures of Your Personal Information:

- By not entering Your Personal Information in Our electronic or paper forms when the provision of such information is indicated as being optional;
- By selecting "decline" in the Cookie Banner; or
- By sending a request to Our Data Protection Officer at the coordinates identified in Section **1b)** of this Policy.

Measures Offered to Refuse Means of Collecting Personal Information. You may also provide Us with Your Personal Information by means other than through technological means such as Our Website. You may provide Us with the following:

- By email ;
- By telephone; or
- In person.

3.4 Use of Personal Information

Purposes of Personal Information. We may use Your Personal Information for the purposes described below:

- Operate, maintain, supervise, develop, improve and offer the functionalities of Our Website;
- Provide You with relevant information about becoming one of Our franchisees;
- Introduce You to Us and provide Our Services;
- Evaluate a job application;

- Perform Our contractual obligations to You;
- Manage invoicing and process payments;
- Handle and resolve complaints and dissatisfactions;
- Develop, improve and offer new Services;
- Send You messages or updates;
- Marketing and business development purposes;
- Answer Your questions and provide You with assistance if needed;
- Conduct research, analysis and statistics related to Our Company and Our Services;
- Detect and prevent fraud, errors, spam, abuse, security incidents and other harmful activities; or
- For any other purpose imposed or permitted by applicable law.

3.5 Access, Disclosure and Transfer of Personal Information

Access and Disclosure. We may transfer, disclose or provide access to Your Personal Information to Our employees and Service Providers who need to know that information to operate Our Website, perform Our Services, conduct Our business or serve You.

3.5.1 Access to Personal Information Within the Company

Limiting Access to Personal Information. Your Personal Information is only accessible to Our directors, employees or representatives who require access to Your Personal Information to perform their duties. As such, Your Information may be accessible to:

- Our Data Protection Officer;
- Our IT services;
- Our customer service;
- Our sales services;
- Our billing services;
- Our marketing services;
- Our human resources (when applying for a job).

3.5.2 Disclosure of Personal Information

Safeguards for Disclosure to Third Parties. We will only disclose Your Personal Information to Our Service Providers if they have previously agreed in writing to maintain the confidentiality of Your Personal Information in accordance with applicable laws and Our Information Governance Program through the implementation of various safeguards and information governance measures. These measures are proportionate to the sensitivity of the Personal Information processed or communicated. Without limitation, Our Service Providers may only use Your Personal Information in a confidential manner in accordance with Our instructions and only for the purposes for which it was provided. Furthermore, We only provide Our Service Providers with the Personal Information that is necessary for the performance of their mandate or contract, and We require such Service Providers to destroy the Personal Information in an appropriate manner upon termination of the contract or as soon as its use is no longer necessary.

Our Service Providers. Although We try to avoid sharing Your Personal Information with third parties, We may use Service Providers to perform various services on Our behalf, such as IT management and security, marketing, and data analysis, hosting and storage. We have defined below certain cases in which such sharing may take place:

- **Pacini Restaurants Inc.** respectively shares the Personal Information identified in Section **3.12 - Personal Information Collected** with its **Franchisees and Related Entities** to fulfill the purposes identified in Section **3.4 - Use of Personal Information**.

- We use the **Google Analytics** Cookie to analyze website traffic, compile statistics and to restrict robot requests to Our Website. For more information, see **Google's** [privacy policy](#) and their [table of cookies for advertising and measurement](#);

This Cookie communicates to Google for the purposes identified in Our **Cookie Policy**;

- We use **Google AdSense** to analyze the audience for Our Services and the effectiveness of advertising. For more information, see **Google's** [privacy policy](#) and their [advertising and measurement cookie table](#);

Please note that this Cookie may identify You and profile Your web activities in order to provide You with advertising tailored to Your interests (targeted advertising);

This Cookie communicates to Google for the purposes identified in Our **Cookie Policy**;

- We use **DoubleClick** to analyze the audience for Our Services, compile statistics and converse with customers and prospects. For more information, see **Google's** [privacy policy](#) and their [advertising and measurement cookie table](#);

Please note that this Cookie may identify You and profile Your web activities in order to provide You with advertising tailored to Your interests (targeted advertising);

This Cookie communicates to Google for the purposes identified in our [Cookie Policy](#);

- We use **Microsoft (Bing) Ads** services to collect and store data to create usage profiles using pseudonyms. For more information, please consult **Microsoft's** [privacy policy](#);

This Cookie communicates to Microsoft for the purposes identified in Our **Cookie Policy**;

- We use **Meta (Facebook Pixel)** services to help understand and serve ads, compile statistics and converse with customers. It also enables real-time bidding from third-party advertisers. For more information, see **Meta's** [privacy policy](#);

Please note that this Cookie can identify You and profile Your web activities in order to provide You with advertising tailored to Your interests (targeted advertising);

This Cookie communicates to Meta for the purposes identified in Our **Cookie Policy**;

- We use **Microsoft** services (**Outlook and the Microsoft Office suite**) to store Our documents and emails. For more information, see **Microsoft's** [privacy policy](#);

All categories of Personal Information identified in Section **3.1 - Collection of Personal Information** may be communicated or stored through this service.

- We use the services of [web host] to host Our Website;

All categories of Personal Information identified in Section **3.1 - Collection of Personal Information** may be communicated or stored through this service.

- We use **Metatracer** on Our digital systems to facilitate the detection and management of Your Personal Information, all to ensure Our compliance with privacy laws.

Metatracer collects, as Personal Information, only identifying information.

3.5.3 Communication Outside Quebec

Disclosure of Personal Information Outside Quebec. We may disclose Your Personal Information outside Quebec.

Safeguards When Communicating Outside Quebec. Before disclosing Your Personal Information to third parties outside Quebec, We conduct a privacy impact assessment to evaluate the risks that may affect the security of Your Personal Information. This assessment is also used to identify appropriate security measures to reduce or eliminate these risks. The communication will then be subject to a written agreement binding these third parties to respect such measures.

3.5.4 Compliance with Legislation, Responding to Legal Requests, Preventing Harm and Protecting Our Rights

Specific Disclosures of Your Personal Information. We may disclose Your Personal Information when We believe that such disclosure is authorized, necessary or appropriate, including:

- To respond to requests from public and governmental authorities, including public and governmental authorities outside Your country of residence;
- To protect Our business;
- To comply with legal proceedings;
- To protect Our rights, the privacy of Our employees, officers and directors, Our security and Our property;
- To protect Your privacy and Your rights, or the privacy and rights of third parties;
- To enable Us to pursue available remedies or limit the damages We may suffer; and
- When it is compliant or mandatory according to applicable laws, including laws outside Your country of residence.

3.5.5 Commercial Transaction

Possibility of Commercial Transactions. We may share, transfer or communicate, in strict compliance with this Policy and the provisions of the *Act respecting the protection of personal information in the private sector*, RLRQ c P-39.1 (the "**Private Sector Act**") and the *Act to modernize legislative provisions respecting the protection of personal information*, LQ 2021, c 25 (the "**Law 25**", assented to on September 22, 2021), Your Personal Information in the event of a sale, transfer or assignment, in whole or in part, of the Organization or Our assets (for example, as a result of a merger, consolidation, change of control, reorganization, bankruptcy, liquidation or any other business transaction, including in connection with the negotiation of such transactions). In such a case, We will inform You before Your Personal Information is transferred and is governed by another privacy policy.

3.6 Consent

Consent for Collection, Use or Disclosure of Personal Information. Unless otherwise required by law, the Company obtains Your consent to the collection, use and disclosure of its Personal Information. However, if You provide Us with Personal Information about other people, You must ensure that You have duly notified them that You are providing Us with their information in addition to obtaining their consent to such disclosure.

Consent Requirements. We will seek Your manifest, free, informed and purposeful consent before using or disclosing Your Personal Information for purposes other than those set out herein. We will also seek Your express consent whenever sensitive Personal Information is involved in any of the Company's processing activities. We will ask for Your consent for each specific purpose in clear and simple terms, separate from any other information provided to You.

BY USING OUR WEBSITES, TRANSMITTING YOUR PERSONAL INFORMATION BY EMAIL OR USING AN ONLINE FORM, YOU CONSENT TO THIS PRIVACY POLICY AND TO THE COLLECTION AND PROCESSING OF YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THE PRIVACY POLICY.

Refusal to Use the Website. If You do not consent, please stop using the Website. Except where otherwise provided by law, You may withdraw Your consent at any time upon reasonable notice. Please note that if You choose to withdraw Your consent to the collection, use or disclosure of Your Personal Information, certain features of Our Website may no longer be available to You or We may no longer be able to offer You some of Our Services.

3.7 Retention of Personal Information

Retention of Personal Information. Subject to applicable law, We retain Your Personal Information only for as long as is necessary to fulfill the purposes for which it was collected, unless You consent to Your Personal Information being used or processed for another purpose.

Additional Information. To obtain more information about the periods during which Your Personal Information is kept, please contact Our Data Protection Officer using the contact details provided in Section **0b) – Data Protection Officer** of this Policy.

3. Your Rights

List of Rights. As a data subject, You may exercise the rights set out below by contacting Our Data Protection Officer in writing at the contact information provided in Section **0b) – Data Protection Officer** of the Policy. Please note that We may ask You to verify Your identity before responding to any of these requests.

- You have the right to be informed of the Personal Information We hold about You, its use, disclosure, retention and destruction, subject to exceptions provided by applicable law;
- You have the right to access Your Personal Information, to request a copy of the documents containing Your Personal Information, subject to the exceptions provided by applicable law, and to obtain, if applicable, additional details on how We use, communicate, store and destroy it by communicating a written request to Our Data Protection Officer at the coordinates identified in Section **0b) – Data Protection Officer** of this Policy;

- You have the right to have the Personal Information We hold about You rectified, amended and updated if it is incomplete, equivocal, out of date or inaccurate by sending a written request to Our Data Protection Officer at the contact information identified in Section **0b) – Data Protection Officer** of this Policy;
- You have the right to withdraw or modify Your consent to the collection, use and communication of certain of Your Personal Information collected (as identified in Section **3.1 - Collection of Personal Information** of this Policy) at any time, subject to applicable legal and contractual restrictions;
- You have the right to ask Us to stop disseminating Your Personal Information and to de-index any link attached to Your name which gives access to this information if such dissemination contravenes the law or a court order;
- You have the right to request that Your Personal Information be communicated to You or transferred to another organization in a structured and commonly used technological format;
- The right to be informed of any privacy incident concerning Your Personal Information that could cause You serious harm. To this end, we maintain a register of all privacy incidents and assess the harm they may cause; and
- You have the right to file a complaint with the Commission d'accès à l'information, subject to the conditions set out in the applicable law.

4. Questions and Complaints

Complaint Process. You may address any complaints regarding Our practices and policies for the protection of Your Personal Information by contacting Our Data Protection Officer using the contact information identified in Section **0b) – Data Protection Officer**.

Questions. You may also contact Our Data Protection Officer with any questions regarding this Privacy Policy using the contact information identified in Section **0b) – Data Protection Officer**.

Necessity to Identify You. In order to process Your request, You may be asked to provide an appropriate identification document or to identify Yourself in some other way.

5. Cookies and Similar Technologies

Use of Cookies. Cookies are small text files that are stored on Your device or browser. They make it possible to collect certain information when You visit the Website, including Your preferred language, the type and version of Your browser, the type of device You are using and Your device's unique identifier. While some cookies are deleted after Your browser session ends, other cookies are retained on Your device or browser to enable Your browser to be recognized the next

time You visit the Website. We use cookies and other similar collection technologies such as Pixels (collectively "**Cookies**") to help Us operate, protect and optimize the Website and the Services We offer.

Certain Uses of Cookies. While some of the Cookies We use are deleted after Your browser session ends, other Cookies are retained on Your device or browser to enable Us to recognize Your browser the next time You visit the Website. In particular, they enable Us to guarantee the operation of the Website, to improve the user's browsing experience and to provide certain data that enables Us to better understand the traffic and interactions that take place on Our Website, as well as to detect certain types of fraud. Cookies do not harm Your device and cannot be used to extract Your Personal Information.

Possible Browser Settings. You can set Your browser to notify You when Cookies are set on Your visit to the Website, so that You can decide in each case whether to accept or reject the use of some or all Cookies. Please note that disabling Cookies on Your browser may adversely affect Your browsing experience on the Website and prevent You from using some of its features.

Cookie Policies. To learn more about how We use Cookies, You may consult Our "[Cookie Policy](#)".

6. Safety Measures

Objectives of Our Security Measures. We have implemented physical, technological and organizational security measures to adequately protect the confidentiality and security of Your Personal Information against loss, theft or any unauthorized access, infringement, disclosure, reproduction, communication, use or modification. These measures include:

- **Administrative Measures.** On the administrative front, the adoption of a series of measures, policies and procedures as part of the implementation of Our Information Governance program, including:
 - Govern the access, disclosure, retention, de-identification, destruction or anonymization of Personal Information;
 - Determine the roles and responsibilities of Our employees throughout the life cycle of Personal Information and documents;
 - Establish procedures for intervention and response in the event of a confidentiality incident;
 - Govern the process for requests and complaints relating to the protection and handling of Personal Information.
- **Technical Measures.** On a technical level, the use of several means such as:
 - The use of Secure Socket Layer (SSL) technology;

- Limiting access privileges to Personal Information in accordance with Section Erreur ! Source du renvoi introuvable. - **Access to Personal Information Within the Company;**
- The use of backup systems;
- The use of network monitoring software;
- The use of a firewall system;
- The encryption, segregation of duties, access controls and internal audits.

Incomplete List of Measures. Given the public nature of this Policy, we have not provided an exhaustive list of the measures we are implementing.

Impossibility of Guaranteeing a Complete Absence of Risk. Despite the measures described above, We cannot guarantee the absolute security of Your Personal Information. If You have reason to believe that Your Personal Information is no longer secure, please contact Our Data Protection Officer immediately using the contact details set out in Section **1b) – Data Protection Officer** above.

7. Changes to this Privacy Policy

Right to Change this Policy. We reserve the right to modify this Policy at any time in accordance with applicable law. In the event of a change, We will post the revised version of the Privacy Policy and revise the last update date in the footer of the Privacy Policy. We will notify You reasonably, prior to the effective date of the new version of Our Policy. If You do not agree to the new terms of the Privacy Policy, please do not continue to use Our Website and Services. If You continue to use Our Website or Services after the new version of Our Policy becomes effective, Your use of Our Website and Services will be governed by the new version of the Policy.

8. Links to Third Party Websites

Responsibility for Third Party Websites. From time to time, We may include on Our Website references or links to websites, products or services provided by third parties ("**Third Party Services**"). These Third Party Services, which are not operated or controlled by the Company, are governed by privacy policies that are entirely separate from and independent of Ours. We therefore assume no responsibility for the content and activities of these sites. This Policy applies only to the Website and the Services We offer.

9. Individuals Under 14 Years of Age

Consent of Minors Under the Age of 14. We do not knowingly collect or use Personal Information from people under the age of 14. If You are under the age of 14, You must not provide Us with Your Personal Information without the consent of Your parent or guardian. If You are a parent or

guardian and You become aware that Your child has provided Us with Personal Information without consent, please contact Us using the contact details set out in Section 1b) above to request that We delete that child's Personal Information from Our systems.

10. Applicable Laws

Laws of Quebec and Canada. The laws of Quebec and Canada, excluding its conflict of law rules, will govern this agreement and Your use of the Website. Your use of the Website may also be subject to other local, provincial, national or international laws.