

PRIVACY POLICY

Last modified: March 25, 2016

1. **Preliminary Remarks**

At La Pièce Design inc. (« **La Pièce** » or « **we** »), we believe that the protection of personal information is of the utmost importance. That is why we have implemented this Privacy Policy (the «**Policy**») explaining how La Pièce collects, uses, communicates and protects your personal information via its website <http://www.lapiece.ca> (the « **Website** »).

Our practices with respect to your personal information comply with the requirements set out in the *Personal Information Protection and Electronic Documents Act* (Canada) and the *Act respecting the Protection of Personal Information in the Private Sector* (Quebec).

2. **Consent**

1. By submitting personal information to La Pièce or its agents, you agree that we may collect, use or disclose such personal information in accordance with this privacy policy and with the preferences in matters of protection of privacy you have indicated to La Pièce, and as permitted or required by law. Any personal information communicated to a third party by La Pièce may not be used by the third party exclusively for commercial or philanthropic prospection purposes or for the purposes provided for by La Pièce in section 7 hereunder.
2. Subject to legal or contractual requirements, you may refuse or withdraw your consent to certain of the identified purposes at any time by contacting us. If you refuse or withdraw your consent, we may not be able to provide you or continue to provide you with certain services or information which may be of value to you.

3. **Collection of Personal Information**

For the purpose of this Privacy Policy, « **Personal information** » refers to any information about the personal or material situation of an individual identified or identifiable. An identifiable individual is a person that can be identified, directly or indirectly, by reference to one or more factors specific to their physical, physiological, psychological, economic, cultural or social identity. Personal information includes but is not limited to: the name and surname, home address, home telephone number, cell phone number and email address.

In certain circumstances, La Pièce may ask you to provide some personal information, such as, for example, when you subscribe to the Website, to a contest or when you publish some content on our Website. At any time you are free to accept or not to provide personal information. If you refuse, you will still have access to some parts of the Website. However, you will not be able to create an account, as a user or an expert, nor access sections requiring such personal information.

The personal information you provide will be used essentially for the following purposes, or for any purpose expressly defined when the personal information is entered:

- Help La Pièce ensure the relevancy of its Website by adapting its content to your personal needs;
- Help La Pièce to evaluate and improve its Website;
- Identify your language preference;
- Determine your geographic position;
- Proceed to open an account, as user or expert, and to identify yourself afterwards;
- Put in place mechanisms to facilitate the recovery of your password in case you lose it;
- Allow your subscription to the Website;
- Keep you informed of any fact or event that might interest you;
- Allow your subscription to our Newsletter;
- Allow you to participate in a contest.

La Pièce will not disclose the said personal information to a third party, unless otherwise specified. You may choose to unsubscribe from the services at any time via the member area of the Website or by contacting the Customer Service.

4. Cookies

Some pages of our Website require the use of cookies. Cookies are electronic files stored on your hard drive containing information that improves the communication between our server and your browser. Our server installs on your computer a permanent cookie during a first visit, and depending on the different applications used, other permanent or temporary cookies managing certain choices you do are installed. Be assured that no personal information is kept in these cookies.

You can instruct your browser to refuse cookies or deactivate the cookies. To do so, please consult the setup options of your web browser (i.e. Internet Explorer, Google Chrome, Mozilla Firefox, etc.). If you do not accept cookies, you may not be able to use some portions of our Website.

5. Internet Protocol Address

The Internet Protocol Address (hereinafter referred to as the «**IP Address**») is associated to the Internet connection of your computer by your Internet supplier. La Pièce may use this IP Address in order to diagnose issues with web servers, manage its Website and compile statistics.

6. Navigation Information

Navigation information is used, among other things, to measure the interest and the use done by web users of some parts of our Website, as well as the effectiveness of some promotion programs administered by or on behalf of La Pièce. This information does not allow your identification. It is mainly statistical data pertaining to the length of your visit on the Website, the pages consulted, the order in which the pages are visited, etc.

La Pièce may use from time to time the services of Google Analytics in order to proceed to the collection of navigation information on our Website. If you do not want to be subject to the analysis of Google Analytics when you visit the Internet, we invite you to consult tools.google.com/dlpage/gaoptout. To learn more about their privacy policy, you may visit the following web page: <http://www.google.com/intl/fr/policies/privacy/>.

7. Sharing of personal information with third parties

La Pièce may share personal information when necessary or useful for you to use the services available on the Website. Although it cannot be held responsible for it, La Pièce undertakes to use reasonable efforts so that the personal information shared with third parties is kept in compliance with this Policy. Therefore, we could disclose your personal information to the following individuals in the circumstances mentioned below:

(a) Communication to service suppliers

We may communicate your personal information to other societies that provide services on our behalf. In addition, we may communicate your personal information to an organisation or an individual whose services have been retained by La Pièce in order to assess your solvency or to recover outstanding debts, or to our auditors. We will provide these societies only with the personal information they need to provide the service, and they are prohibited from using this information for any other purpose.

(b) Communication in the event of a transfer of activities

La Pièce may sell or transfer part or all of its activities. In such circumstances, La Pièce may communicate your personal information to the buying organisation, but will require from the latter a commitment to protect the privacy of your personal information in accordance with this Policy.

(c) Application of the law and communication pursuant to a legislation

La Pièce may communicate your personal information to a governmental institution acting within lawful authority to obtain personal information or when La Pièce has reasonable grounds to believe that the personal information could be useful in the investigation of illicit activities, or to comply with a warrant, a mandate, or an order of a court, a person or a competent body requiring this information, or to comply with court decisions regarding the production of records and information. La Pièce may also disclose your personal information to their legal counsel.

If you prefer that we do not disclose your personal information in the manner described above, please let us know (see our contact information in the Preliminary [Remarks](#) section here above).

8. Localisation Data

When you access the Website, La Pièce may collect and process information on your localisation. La Pièce uses this information in order to optimize your experience on the web, by presenting offers, publicity and information that can be of some interest to you. In order to determine your location, we will use, among other things, geo-localisation data, IP addresses, etc.

9. Facebook Connect

The subscription and connection to the Website may be done through the Facebook Connect service offered by Facebook Inc. (« **Facebook** »). The use of Facebook Connect is subject to the privacy policy and terms of use of Facebook.

If a user connects to the Website through the Facebook Connect service, some information or personal information could be transmitted to Facebook to monitor, for example, your behavior on the Website in order to offer you a more customised Facebook user experience.

When you use Facebook Connect, your Facebook profile, your public data, and if any, other information you will have expressly accepted to share with La Pièce, available on Facebook, are transferred from Facebook to La Pièce in order to ensure your subscription on the Website as well as your full access to its features.

By connecting via Facebook Connect, you authorize the transfer of the data mentioned here above of your Facebook profile to La Pièce. If you refuse this transfer of data, please create an account on the Website without using the Facebook Connect service.

10. Links to External Websites Operated by Third Parties

Please note that the Website contains links to other websites operated by third parties. La Pièce has no control on these websites and their practices in matters of confidentiality, and the fact of

listing them and making them available to you does not engage the responsibility of La Pièce. We recommend that you read carefully the privacy policy of these other websites.

11. Modification of the Policy

When, at its sole discretion, La Pièce will bring changes to this Policy, we will update the «Last modified» date here above.

Although it is not our intention to modify frequently or substantially this Policy, we might need to do it to better serve you or because of the evolution of our offer of service, of technology or the legislation. We invite you to review the content periodically in order to be aware of any changes made to the Policy. Your continued use of the Website after the posting of an amended version of the Policy constitutes your consent to abide by the modified Privacy Policy. Any change to this Policy is in force immediately and, if need be, retroactively after having been put on line by La Pièce.

For any question or comment pertaining to this Policy, do not hesitate to contact our Customer Service:

Customer Service – La Pièce Design inc.

341, rue Gaudias-Villeneuve
Quebec (Quebec) G2N 0K7

Email : [●]

Registered mail :

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