

Privacy Policy

Introduction

In the context of evolving technologies and increasing privacy requirements, *La plateforme d'excellence inc.* is committed to protecting the personal information it collects from its users. This policy aims to inform data subjects about the type of information collected, its purposes, how it is stored, used, retained, and the rights of individuals—particularly under Québec's **Bill 25** and applicable Canadian privacy legislation.

Why Do We Collect Your Information?

The personal and statistical information we collect supports our mission in education and training. It is used for the following purposes:

- Website management (presentation, organization);
- Communication with our community members;
- Provision of training and accreditation services;
- Statistical analysis and continuous service improvement.

Should we wish to use your personal information for any purpose not listed above, we will obtain your explicit and separate consent.

What Information Do We Collect?

We collect the following types of personal information:

- First and last name
- Firm name, broker or independent representative status
- Business address
- Email address
- Work and mobile phone numbers
- Credit card information (collected securely by our LMS partner, Thinkific)
- Professional category or field of activity
- Certificate number issued by the **Autorité des marchés financiers (AMF)**

This information is collected through forms (e.g., registration forms) and via interaction with our website.

How Do We Collect Information?

We collect personal information through our website (laplateformedexcellence.ca) and our LMS platform partner, Thinkific.

We also use cookies and log files to analyze site navigation. The data collected may include:

- Pages visited and queries made
- Date and time of visit

You may disable cookies through your browser settings.

Where Is Your Personal Information Stored?

Your data is stored securely, either by us or by our trusted partners. We implement robust security measures, including:

- SSL (Secure Sockets Layer) protocol
- Access restricted to authorized personnel only
- Secure backups
- Encrypted usernames and passwords
- Firewalls

We retain your information only as long as necessary to fulfill our mission or as required by law.

Who Has Access to Your Information?

Only authorized staff members or contractors may access your personal information, and solely to the extent required for their responsibilities. These individuals are bound by strict confidentiality agreements.

Who Do We Share Your Information With?

We may share your personal data only in the following circumstances:

- When required to fulfill our mission (e.g., with Thinkific, the AMF, or the CSF for professional development unit (PDU) recognition);
- When required or authorized by law.

Some service providers (e.g., cloud storage) may be located outside Québec or Canada. In such cases, we conduct a **Privacy Impact Assessment (PIA)** and ensure that legal safeguards are in place through binding contractual agreements.

Your Rights Regarding Your Personal Information

By submitting a written request to our **Privacy Officer (PPO)**, you may:

- Access your personal information to verify its accuracy and currency;
- Request corrections to inaccurate, incomplete, or outdated data;
- Obtain a list of individuals who have accessed your data and the retention period;
- Withdraw your consent, subject to legal or contractual restrictions;
- File a confidential complaint regarding our handling of your personal information.

Privacy Officer Contact Information:

Me Isabelle N. Tremblay

The Platform of Excellence Inc.

38, chemin de l'Orge, Sainte-Anne-des-Lacs, QC J0R 1B0

Email: info@laplateformedexcellence.ca

Phone: 1 (844) 533-7648, ext. 3

Our Responsibilities in the Event of a Privacy Incident

If your personal information is compromised due to a privacy incident, we will promptly:

- Take all necessary measures to reduce the risk of harm and prevent recurrence;
 - Notify you and the **Commission d'accès à l'information du Québec** if the incident presents a serious risk of harm.
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Retention and Destruction of Personal Information

We retain personal information only as long as necessary to achieve the purposes for which it was collected, or as required by law. Once those objectives are met, we securely destroy the data using:

- Permanent deletion of electronic files
 - Shredding of paper documents
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Changes to This Policy

This policy may be updated periodically to reflect best practices or legal changes. Any significant updates will be posted on our website.

Governing Law

This policy is governed by the laws of the province of Québec and of Canada, including **Bill 25** and the **Personal Information Protection and Electronic Documents Act (PIPEDA)**.