

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.