

Privacy Terms

Effective: September, 2023

Last updated: not applicable, first publication

Baléco Inc. operating under the brand The Unscented Company is committed to protecting your privacy and ensuring the highest level of security for any personal information we may collect from you. Please be assured that we do not sell your personal information under any circumstances.

These Privacy Terms detail how Baléco Inc. operating under the brand The Unscented Company collects, uses, and discloses your personal information and are complementary to our Policy on the Protection of Personal Information. They also explain how you can request access to your information and, if necessary, correct it.

By sharing your personal information with us via our website, newsletter system, or any other service involving the transmission of personal information, you agree to its treatment in accordance with these Privacy Terms. In some cases, we may ask you to indicate your agreement by way of express consent.

What is "personal information"?

Personal information, either alone or in combination with other information, can be used to directly or indirectly identify you.

How do we collect your personal information?

We may collect personal information that you provide to us when you:

- visit our website;
- subscribe to our newsletter;
- enter information on our website or applications connected to it;
- register an account with us on our website;
- participate in our contests, promotions, or events;
- respond to one of our surveys or any other kind of customer study;
- contact our customer service department or communicate with us by any other means to address a question, comment, or complaint;
- post content to our social media accounts.

What personal information do we collect from you, and why?

We only collect the personal information we need to offer you our products and services. In particular, such information may be collected in connection with the use of our websites and their connected applications, participation in our various contests and events, and completion of commercial transactions.



Identifying information

- Last name
- First name
- Shipping address
- Billing address
- Email
- Phone number
- Password (if you create a customer account)

This information allows us to provide you with the products, services, and information you request and to administer your account if necessary. This also helps us to better process your orders and provide you with the necessary technical support. Finally, it enables us to invite you to promotional events and activities.

Usage information

- Connect address (IP)
- Information about your device
- Date, time, and duration of your visits to our website
- · Pages and pieces of content viewed
- Browsing preferences
- Information related to your participation in our surveys, activities, or events
- Promotional offers, discounts, and benefits you've taken advantage of

This information allows us to operate, maintain, improve, and offer you all of the different features of our website. It helps us analyze and better understand your usage patterns and preferences and, in some cases, provide you with personalized offers. We may use this information for research, analysis, and marketing purposes, such as holding contests or conducting surveys.

Purchase information

- Products and services purchased
- Shipping address
- Billing address
- Transaction history
- Information related to payment method

We use this information to finalize your online transactions, including processing your method of payment with the help of a third-party payment provider.



In general...

We may need to use your personal information to:

- Meet our legal obligations
- Prevent cyber threats and fraud
- Respond to requests, warrants, and orders from courts and other government agencies
- Protect your rights and best interests as well as our own
- Cooperate in legal proceedings or investigations

Do we use features that let us locate you or personalize our content?

In certain situations, we may use technologies that allow us to locate you or enable us to offer you personalized content. We will ask you for your express consent in order to do so.

When will we use these features?

Location

We use your location data to help you find nearby stores that carry The Unscented Company products when you use the "Find a retailer" function on our website.

Personalized content

When you visit our websites or applications, we may use tools that help us tailor our websites to your preferences and personal interests.

Some of these tools are activated by default to ensure the proper functioning and security of our websites, applications, and the transactions carried out on them. These tools also facilitate your online browsing and enable us to process your orders.

Who do we disclose your personal information to?

In certain circumstances, we rely on third-party service providers to help us serve you. Before disclosing any of your personal information to them, we take appropriate steps to ensure they agree to comply with the required obligations regarding the protection of personal information.

We retain the services of third-party suppliers in the following areas: (alt: sectors:)

Payment services

Provide purchase authorization and secure transaction processing.



Marketing and advertising

Generate targeted advertising and promotions related to our products and services, based in particular on your preferences.

Data analysis

Analyze and improve our services through usage information.

E-mail delivery

Manage the sending of e-mails, such as order confirmations, updates, and newsletters.

E-commerce platform

Host our websites and mobile applications and ensure their ongoing operation.

Shipping services

Ensure the delivery of products ordered online.

We may disclose your personal information in the event of actual or suspected fraud.

In the event of suspected fraud, we may disclose your personal information to the authorities.

We may disclose your personal information in certain circumstances.

In exceptional circumstances, we may disclose your personal information without your consent if:

- we are required to do so by law. For example, if we receive a court order to disclose your personal information.
- it's impossible to obtain your consent and the law permits us to disclose your personal information.

Some of your personal information may be disclosed outside Quebec, where certain of our suppliers may do business. Under no circumstances do we sell any of the personal information we have collected.



How do we protect your personal information?

Security measures

We have put in place physical, administrative, and technical safeguards to protect the confidentiality and security of any personal information we possess, in particular to prevent unauthorized access.

Limiting access

Only authorized and qualified personnel who need to consult your personal information in order to carry out their duties have access to it. The following categories of people may have access to your personal information:

- Customer service employees
- Employees responsible for services involved in suggestions, comments, or complaints
- Employees on the unscentedco.com team
- Marketing department employees
- IT employees supporting our IT applications and infrastructure

Additionally, employees are required to comply not only with the law, but also with Baléco Inc. operating under the brand The Unscented Company requirements regarding the protection of personal information. They must only process personal information for the purposes mentioned above.

Warning

Although we take security measures to prevent unauthorized access to your personal information, no security measures are absolute or fully guaranteed. If you have reason to believe that your interaction with us is no longer secure (for example, if you believe that the security of any information you have provided to us has been compromised), please contact us immediately at the address indicated in the "**How to contact us**" section below.

How long do we keep your personal information?

We will retain your personal information only as long as is necessary to fulfill the purposes described in these Privacy Terms, to comply with our legal obligations, to resolve disputes, and to enter into agreements with our agents or partners—all in accordance with our document retention schedule. Personal information will then be destroyed in a secure and confidential manner.



How can I change my electronic communication preferences?

We are committed to the responsible management of e-mail addresses and to using them in accordance with the law. You can change your communication preferences in the "My Account" section of our website.

Each of our communications will give you the opportunity to remove your name and e-mail address from our mailing list.

Furthermore, despite your unsubscription to our commercial messages, the law authorizes us to send you e-mails and other electronic communications in certain specific situations.

How to contact us

If you have any questions or comments regarding these privacy terms and conditions, you wish to access, review or correct your personal information held by Baléco Inc. (The Unscented Company), or you'd like to avail yourself of the privacy complaint process set out in our Privacy Policy, please do not hesitate to contact us:

Officer, Access to Information and Privacy

Anie Rouleau

5530 rue Saint-Patrick Suite 1129 Montreal (Quebec) H4E 1A8

Email: anie@unscentedco.com

Phone: 1 (514)-933-1555 extension 401

Can we update these Privacy Terms?

Since privacy concerns, business practices, and the law are constantly evolving, we may need to change these privacy terms and conditions. If we make material changes, we will announce them by posting a notice on our website and publicizing it via any other means likely to reach affected individuals.

If our Privacy Terms change, the updated version, as posted online, will apply to you.



What are our obligations?

Baléco Inc. operating under the brand The Unscented Company is a private company subject to the *Act respecting Access to Documents held by Public Bodies and the Protection of Personal Information*. For more information on our privacy practices with regards to the protection of personal information, please see our Privacy Policy.

Roles and responsibilities

Baléco Inc. operating under the brand The Unscented Company

- Ensures the confidentiality of the information through good information management practices. In particular, it/he provides guidelines, training and instructions to staff members regarding the authorized collection, use, storage, modification, consultation, communication and destruction of personal information.
- Implements appropriate protection measures to reduce the risk of confidentiality incidents, such as computer security, updating of policies relating to personal information, staff training, etc.
- Has standardized methods for the filing of documents containing personal information.
- Has standardized methods for the retention of documents containing personal information, including digitization procedures.
- Manages physical and computer access to personal information, based among other things on its sensitivity.
- Ensures the secure destruction of personal information. More specifically, it/he
 provides guidelines or instructions to staff members concerning secure
 destruction methods, timeframes for destruction, etc.