

PRIVACY POLICY

(Last modified on December 2, 2021)

1. WELCOME!

Welcome to the Cascades Fluff & Tuff website at <https://www.cascadesflufftuff.com> (the “**Website**”), which includes all subdomains and sub-pages present and future. We are delighted that you have chosen to visit us and use the Website. Cascades (the company that owns and operates the Website) takes your privacy and security of Personal Information (as that term is defined hereinbelow) very seriously. We have provided and will continue to provide a secure environment and this strict Privacy Policy (the “**Policy**”) that describes the limited ways your information is used and the limited access to such information. We ask that you read it carefully.

2. KEY ELEMENTS OF THIS POLICY

Here are the key elements of the Policy so you can know the important parts right away to make an informed decision about your consent for our collection, use and disclosure of your Personal Information when you use the Website. You can find the details in the rest of the Policy.

Personal Information we collect from you with your consent	What we do with your Personal Information	Third parties we share your Personal Information with
Contact Information – your name and email address	Send you our newsletter or reply to your inquiry	Companies that provide email services such as Dialog Insight
Account Information – your email address	Store it to allow you to log on to the Website to make purchases, and communicate with you about your Account	Companies that store our data, such as Amazon AWS

3. ABOUT US AND DEFINITIONS

The Website is owned and operated by Cascades Tissue Group, a division of Cascades Canada ULC (“**Cascades**”) a duly incorporated company in the Province of Alberta, Canada with an office at 77 Marie-Victorin Boulevard, Candiac, Quebec, J5R 1C2. Where the present Policy refers to Cascades, it may refer to Cascades Tissue Group, a division of Cascades Canada ULC and / or its parent company, affiliates, and subsidiaries, and their respective shareholders, officers, directors, employees, agents, partners, principals, representatives, successors and assigns (collectively “**Representatives**”), depending on the context. Any reference to “**we**”, “**our**”, or “**us**” in this Policy shall also refer to Cascades. In this Policy a Website visitor or user may be referred to as “**you**”.

Additional definitions shall be made throughout this Policy, but they will be recognizable as they will be capitalized, in bold, and in quotation marks. Additional definitions may also be found in the [Terms of Use](#), and will have the same meaning in this Policy as they do there. The definitions found in this Policy shall also apply to the Terms of Use.

4. POLICY ACCEPTANCE AND MODIFICATIONS; CONTACTING US

By visiting or using the Website you agree to be bound by the terms of the Policy. By submitting Personal Information to us on or through the Website, or via other means, you consent to Cascades' collection, use and disclosure of such Personal Information in accordance with this Policy (as amended from time to time) and as permitted or required by law.

Cascades reserves the right, at any time and without prior notice, to modify or replace any of the Policy. Any changes to the Policy can be found at this URL. It is your responsibility to check the Policy periodically for changes. Your use of the Website following the posting of any changes to the Policy constitutes acceptance of those changes. If there are any significant changes to the Policy that materially affect the way we treat your information, we will use commercially reasonable efforts to notify you by posting a prominent notice on the Website. You can always identify the most recent version of the Policy by the date at the top of this page.

The Policy should be read in conjunction with the [Terms of Use](#), as both these documents govern your use of the Website.

If you have any questions about the Policy or if you wish to inquire about and / or access any Personal Information Cascades holds about you, please contact:

Cascades Privacy Officer
webmestre@cascades.com

or:

Cascades Privacy Officer
404, boul. Marie-Victorin
Kingsey Falls, Quebec, Canada
JOA 1B0

5. WHAT DOES THIS PRIVACY POLICY COVER?

This Policy covers the treatment of personally-identifiable information, i.e. any information that identifies an individual, or can be used in conjunction with other information to identify an individual (“**Personal Information**”) and other information gathered by Cascades when you are visiting or using the Website. This Policy also covers Cascades’ treatment of any Personal Information that Cascades may share with its business partners or other third parties under very limited circumstances.

This Policy does not apply to the general practices and treatment of information (whether Personal Information or not) by third parties that Cascades does not own or control, including but not limited to any third-party websites or services that you elect to access through the Website or via a link from the Website that are not owned by Cascades (“**Third-Party Website(s)**”), or to individuals that Cascades does not manage or employ. While we attempt to facilitate access or link only to those Third-Party Websites that share our respect for your privacy, we cannot take responsibility for the content or privacy policies of those Third-Party Websites. We encourage you to carefully review the privacy policy of any Third-Party Website you access.

Finally, this Policy does not cover any Personal Information you send to Cascades via any non-secured, non-encrypted mode of communications such as email, instant messenger or other messaging service, or

Twitter or any other social media, as communications via these methods may be subject to interception, loss, or alteration. While we welcome your comments and suggestions sent to us in this manner, we encourage you to carefully examine what Personal Information you send to Cascades via these methods.

6. NO COLLECTION OF PERSONAL INFORMATION AS A MATTER OF COURSE

Cascades does not, as a matter of course, gather any of your Personal Information while you visit or use the Website, unless you are asked to provide such information and voluntarily choose to do so, for example by signing up for an account. Personal Information is only gathered with your informed consent. Where you have provided Personal Information, it will only be used for the stated purpose, as detailed more specifically in the next section.

7. PERSONAL INFORMATION COLLECTED AND ITS USES

In the following table you will find an exhaustive list of Personal Information collected from you when you visit or use the Website and what we use it for. You acknowledge and agree that you are submitting this Personal Information with your informed consent.

Personal Information Category	Personal Information collected	What we use your Personal Information for
Contact Information	Your name and email address	To communicate with you by sending you our newsletter (if you signed up) or replying to your inquiry (if you filled in a contact form), as detailed more fully in section 13 <i>Email Communications</i> below
Comment Information	Your name and email address	To verify your identity to allow your comment to be posted
Account Information	Email address and a username you choose, to the extent the username includes Personal Information	Allow you to log in to the Website to make purchases, and communicate with you about your Account
Location Information	Your postal code, to the extent this is considered Personal Information	To pinpoint your location to find points of sale of Cascades Fluff & Tuff® products close to you

In addition to the functions and uses just described, Cascades may also use your Personal Information you have submitted in order to perform any functions as otherwise explicitly described to you at the time of your submission of your Personal Information.

8. SECURITY OF INFORMATION

Cascades uses only industry best practices (physical, electronic and procedural) in keeping any data collected (including Personal Information) secure. In addition, Cascades uses third-party vendors and hosting partners to provide the necessary hardware, software, networking, storage, and related technology required to operate the Website, and these third parties have been selected for their high standards of security, both electronic and physical. For example, Cascades uses [Amazon AWS](#), a

recognized leader in secure data, for hosting of the Website and related data, and storage of data including Personal Information.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable supervisory authority of a suspected data security breach where data protection laws require us to do so, and within the time frame required by the applicable data protection law.

All information, including Personal Information, is transferred with encryption using Secure Sockets Layer (“SSL”) or Transport Layer Security (“TLS”), robust security standards for Internet data transfer and transactions. You can use your browser to check Cascades’ valid SSL security certificate for the Website.

9. NON-DISCLOSURE OF PERSONAL INFORMATION TO THIRD PARTIES

Except as provided in the next paragraph and specified in the next three sections of this Policy, Cascades does not divulge any Personal Information gathered via the Website to third parties. Moreover, Cascades does not sell, rent, trade or license any Personal Information regarding its Website visitors or users to third parties. Only the Representatives and subcontractors of Cascades are responsible for the management and development of the Website, and only these individuals have access to the information collected there. These Representatives and subcontractors all have been instructed to comply with the Policy, and are under contractual obligations of non-disclosure.

Notwithstanding anything in the Policy to the contrary, we may share any information we have collected about you or that you have submitted (whether Personal Information or not): (1) in response to subpoenas, court orders, or legal process, or to establish, protect, or exercise our legal rights or defend against legal claims or demands; (2) if we believe it is necessary in order to investigate, prevent, or take action regarding illegal activities, fraud, or situations involving potential threats to the safety of any person, or any violation of the [Terms of Use](#); (3) if we believe it is necessary to investigate, prevent, or take action regarding situations that involve abuse of the Website infrastructure or the Internet in general (such as voluminous spamming, denial of service attacks, or attempts to compromise the security of the Website infrastructure or the Website generally); (4) to a parent company, subsidiaries, joint ventures, or other companies under common control with Cascades (in which case we will require such entities to honour this Policy); (5) if Cascades merges with another entity, is subject to a corporate reorganization, or sells or transfers all or part of its business, assets or shares (in which case we will require such entity to assume our obligations under this Policy, or inform you that you are covered by a new privacy policy).

10. TRANSFER OF PERSONAL INFORMATION TO THIRD PARTIES

We routinely share some of your Personal Information with certain third parties in order to facilitate the functioning of the Website. These third parties are identified in the table below, along with what they do with the Personal Information transferred to them.

Personal Information category	Who we transfer your Personal Information to	What they do with your Personal Information
Contact Information	Companies that provide email services such as Dialog Insight	Send you our newsletter, as detailed more fully in section 13 <i>Email Communications and Compliance with Anti-Spam Laws</i> below, or reply

		to your inquiry if you filled in a contact form on the Website
Comment Information	Companies that store our data, such as Amazon AWS	Store it so that we can retrieve it to verify your identity to post your comment
Account Information	Companies that store our data, such as Amazon AWS	Store it so that you can be granted access to your Account, and send you emails about your Account
Location Information	Google Maps	Show you points of sale of Cascades Fluff & Tuff® products close to you
Advertising identifiers	Companies that provide online advertising networks, such as Google and Facebook	Show you ads for Cascades Fluff & Tuff® and the Website when you are on the Internet, as further detailed in section 11 <i>Cascades Advertising and Opting Out</i> below
Analytics identifiers and IP address	Companies that provide data analytics for the Website, specifically Google Analytics	Provide us with analytics as to how the Website is used, as further detailed in section 12 <i>Limited Gathering of Information for Statistical, Analytical and Security Purposes</i> below

11. CASCADES ADVERTISING AND OPTING OUT

Cascades is continuously evaluating and modifying our use of various advertising networks, which may change from time to time. In this section you will find all the advertising networks that Cascades may use and instructions for opting out of them. If you wish to inquire about what advertising networks are being used at any particular time by Cascades, please contact our Privacy Officer at the contact information above.

Cascades may use [Google AdWords and Display Network](#) and by visiting the Website you consent to this use. Specifically, Cascades uses the remarketing features of interest-based advertising of Google AdWords that delivers you advertisements that will be of particular interest to you, based on your browsing and activity history interacting with the Website. These advertisements will appear on Third-Party Websites around the web. Google uses specific cookies to allow them to serve these ads around the web. You may prevent this type of advertising by deleting the appropriate Google cookie through your browser, though this may not be permanent. For a more permanent solution, you may opt out of such Google advertising by [adjusting your Google ad settings](#) or using the [WebChoices online opt-out tool](#).

Cascades may advertise using [Facebook Custom Audience](#), to display advertisements to you on Facebook or in Facebook Messenger that will be of interest to you, and by visiting the Website you consent to this use. Facebook may collect or receive information from the Website and other applications and websites and use that information to provide measurement services and targeted ads. If you do not want to receive such Facebook advertisements, you can opt-out of such advertising by [adjusting your Ad Preferences settings](#) while logged in to Facebook.

Cascades may also advertise using [LinkedIn Advertising](#), to display advertisements to you on LinkedIn that will be of interest to you, and by visiting the Website you consent to this use. LinkedIn may collect or receive information from our and use that information to provide measurement services and targeted ads. If you do not want to receive such LinkedIn advertisements, you can opt-out of such advertising by [following LinkedIn's instructions](#) or using the [WebChoices online opt-out tool](#).

12. LIMITED GATHERING OF INFORMATION FOR STATISTICAL, ANALYTICAL AND SECURITY PURPOSES

Cascades automatically collects certain information using third-party analytics program [Google Analytics](#) to help us understand how our users use the Website, but none of this information identifies you personally except via an alphanumeric string. For example, each time you visit the Website, we automatically collect (as applicable) your IP address, browser and computer or device type, access times, the web page from which you came, the web page(s) or content you access, and other related information. We use information collected in this manner only to better understand your needs and the needs of Website visitors and users in the aggregate. Cascades also makes use of information gathered for statistical purposes to keep track of the number of visits to the Website, the specific pages on the Website, and users with a view to introducing improvements to the Website.

Your IP address and other relevant information we collect using Google Analytics may be used in order to trace any fraudulent or criminal activity, or any activity in violation of the [Terms of Use](#).

13. EMAIL COMMUNICATIONS AND COMPLIANCE WITH ANTI-SPAM LAWS

Cascades uses [Dialog Insight](#) to send out our newsletter, and Amazon AWS to send out emails related to various functions relating to your Account (collectively the “**Email Service Providers**”). Personal Information (your email address and name) is transferred to the Email Service Providers in order to manage the mailing list and for the emails to be sent out properly. Your Contact Information is only used to send out emails; the Email Service Providers do not use this Personal Information for any other purpose, and will not transfer or sell your Personal Information to any other third party.

You may unsubscribe from our newsletter at any time, by following the link at the bottom of all Cascades emails. Other types of emails, such as transactional, relational, and other emails related your Account will not have an opt-out option as they are necessary for the functions of the Website.

Cascades’ practices in regard to its email are designed to be compliant with anti-spam laws, specifically the law unofficially called “**CASL**”, or Canada’s Anti-Spam Law (S.C. 2010, c. 23). If you believe you have received email in violation of these laws, please contact us using the contact information further up in this Policy.

14. TRACKING TECHNOLOGY ("COOKIES") AND RELATED TECHNOLOGIES

Cascades uses tracking technology (“**cookies**” and related technology such as tags, pixels and web beacons) on the Website and by visiting or using the Website you agree to their use. Cookies are small text files placed on your computer or device when you visit a website, in order to track use of the site and to improve the user experience by storing certain data on your computer.

Specifically, we use cookies and related technologies for the following functions:

- to facilitate online advertising, as described above in this Policy;
- to provide general internal and user analytics and to conduct research to improve the content of the Website using Google Analytics as described above in this Policy; and
- to assist in identifying possible fraudulent activities.

Your browser can be set to refuse cookies or delete them after they have been stored. You can refer to your browser's help section for instructions, but here are instructions for the most commonly-used browsers and operating systems:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Microsoft Edge](#)
- [Opera](#)
- [Apple Safari](#)
- [iOS](#)
- [Android](#)

Please note that deleting these cookies may reduce your user experience on the Website. Furthermore, deleting cookies may prevent certain functions from working at all. Cascades and its Representatives shall not be held responsible for any function that may not operate after you delete cookies, or any losses or damages (pecuniary or otherwise) arising from those functions not operating, or having reduced functionality.

15. VERIFICATION, CORRECTION AND DELETION OF PERSONAL INFORMATION

You have the right to: (i) verify what Personal Information Cascades holds about you; (ii) ask for your Personal Information to be corrected or updated; and (iii) to withdraw your consent to the use by Cascades of your Personal Information and have it deleted from our records. If you wish to inquire about and verify and / or correct Personal Information Cascades holds about you, or if you wish to have all your Personal Information permanently deleted from our records, please contact us using the contact information further up in this Policy. Please note that deletion of your Personal Information may make it impossible for you to use the Website, or certain portions thereof, and Cascades and its Representatives accepts no responsibility for any damages, pecuniary or otherwise, resulting therefrom. If you request deletion of your Personal Information, Cascades reserves the right to retain some of your Personal Information for a reasonable time in order to satisfy our legal obligations or under a legal procedure of any sort.

16. RISKS ASSOCIATED WITH THE INTERNET AND WIRELESS DATA TRANSMISSION

Despite Cascades' best efforts to ensure that third parties will not access or obtain your Personal Information through your use of the Website, complete confidentiality and security cannot currently be guaranteed on the Internet and / or where data is transferred via digital wireless technology of any type. Communication via the Internet or wireless data transmission is subject to interception, loss, or alteration. You acknowledge and agree that Cascades and its Representatives cannot be held responsible for damages resulting from the transmission of confidential information or Personal Information in this manner and that such communications are at your own risk.

17. COMPLIANCE WITH PRIVACY LAWS

This Policy and Cascades' practices in general are designed to be in compliance with Canada's *Personal Information Protection and Electronic Documents Act* ("**PIPEDA**", S.C. 2000, c. 5) and Quebec's *Act Respecting the Protection Of Personal Information in the Private Sector* (R.S.Q. c. P-39.1). If you have any questions regarding this compliance, please contact us using the contact information further up in this Policy.

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