

Privacy Policy

Welcome!

Welcome to the Cascades website at <https://www.cascades.com> (the "**Website**"), which includes all present and future subdomains and sub-pages, including but not limited to the subdomains <https://pro.cascades.com> ("**Cascades PRO**") and <https://www.cascadesflufftuff.com> (« **Cascades Fluff & Tuff®** »). We are delighted that you have chosen to visit us and use the Website. Cascades takes your privacy and security of Personal Information 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.

Key Elements of this Policy

Here are the key elements of this 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. By submitting any Personal Information to us via any means, you consent to such collection, use and disclosure. You can find the details in the rest of the Policy.

Personal Information we collect from you but only with your consent	What we do with it	Third parties we share it with
Contact Information	Respond to your inquiry and communicate with you	Companies that provide our communications services such as MailChimp, and companies that provide CRM services such as HubSpot
Cascades Careers Account Information	Manage your account, enable logging in to your account and send you available Cascades jobs	Companies that provide the infrastructure and software for the Website, such as SAP Cloud
Careers Information	Consider your candidacy for Cascades jobs, and communicate with you	Companies that provide the infrastructure and software for the Website, such as SAP Cloud
Cascades PRO Account Information	Manage your account, enable logging in to your account, communicate with you, and customize your use of the Website	Companies that provide the infrastructure and software for the Website, such as SAP Cloud

Cascades Fluff & Tuff® Account 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
Cascades Fluff & Tuff® Account – 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

Some Terms

Before we get into the details, here are some terms you should know when reading this Policy.

“Data Protection Laws” refers to the laws that are designed to protect your Personal Information and privacy in the place where you live. These include: (1) the Act respecting the protection of personal information in the private sector, which is the Quebec law regulating the protection of personal information that applies to our head office activities in Quebec; (2) the Personal Information Protection and Electronic Documents Act, which is the Canadian Data Protection Law that applies to our activities in Canada; (3) the General Data Protection Regulation which applies to our European activities; and (4) the California Consumer Privacy Act which applies to our activities in the United States in certain circumstances.

“Personal Information” refers to data we collect from you, about you or about third parties that, alone or in combination with other data, allows an individual to be identified. The equivalent European term concept is that of **“Personal Data”** which is defined as “any information relating to an identified or identifiable natural person.” Therefore, Personal Information can be as simple as your name or your email, or something more complicated like an online identifier (usually a string of letters and/or numbers) which is attached to you. Any mention of “Personal Information” in this Policy shall also mean “Personal Data”.

About Us and Contacting Us

The Website, is owned and operated by Cascades Inc., a duly incorporated company in the Province of Quebec, Canada, with an office at the address listed below. The subdomains Cascades PRO and Cascades Fluff & Tuff® (including their subpages) are owned and operated by Cascades Tissue Group, a division of Cascades Canada ULC, which is a subsidiary of Cascades Inc. Where the present Policy refers to **“Cascades”** they may refer to Cascades Inc. and/or its affiliates, subsidiaries, and divisions and their respective shareholders, officers, directors, employees, agents, partners, principals, representatives, successors, and assigns (collectively **“Representatives”**), depending on the context, and in the context of Cascades PRO and Cascades Fluff & Tuff® **“Cascades”** shall refer to Cascades Tissue Group and its Representatives. 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”** or **“your”**.

Upon obtaining your express consent, we collect Personal Information directly from you for the processing, the purposes and the term previously defined. "**Processing**" is a broad term that means collection, use, storage, transfer or any other action related to your Personal Information; it is used in this Policy in that way. When you submit Customer Information to create quotes for your customers using Cascades PRO, Cascades acts as a processor on your behalf.

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

If you want to ask us anything about the content of this Policy, or any questions related to our processing of your Personal information, or to exercise any of your available privacy rights, you can contact:

Person in charge of the Protection of Personal Information at Cascades

Corporate Secretary
privacy@cascades.com

or:

404 Marie Victorin
Kingsey Falls, QC
Canada
J0A 1B0

Your Rights

You have the following rights regarding your Personal Information held by Cascades, and other privacy rights. These rights may be exercised without affecting any prices or costs charged by Cascades. Please note that exercising certain of these rights may affect your ability to use some or all of the Website or related activities, such as Cascades' marketing.

- The right to withdraw at any time your consent for Cascades to process your Personal Information;
- The right to have your Personal Information erased from Cascades' records;
- The right to access your Personal Information and any relevant information around its processing and use;
- The right to have a copy of your Personal Information given to you in an easy-to-read format;
- The right to have your Personal Information corrected or updated if it is inaccurate or out of date;
- The right to opt out of marketing communications we send you, at any time;
- The right to know whether Cascades sells or shares your Personal Information (and if so, who gets it). Please refer to the section "To Whom We Transfer Your Personal Information" of this Policy for more information;
- The right to demand that Cascades not sell your Personal Information;

- The right to restrict the processing of your Personal Information if it is inaccurate or if our processing or use of it is against the law; and
- The right to refuse any marketing or advertising targeted at you by Cascades.

If you wish to exercise any of these rights, please contact the Person in charge of the Protection of Personal Information at Cascades at the contact information above or refer to the relevant sections of this Policy.

Personal Information Collected from You and What We Use It For

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.

In the table below, please find all the Personal Information we may collect from you directly, and what we use it for. For each Personal Information collection event, your informed and express consent will be requested. This consent will allow Cascades to use your Personal Information for the purposes thus consented to.

Personal Information category	Personal Information processed	What we use it for (the “purpose” of processing)
Contact information	Depending on the contact form you fill out on the Website, we may collect: your name, email address, phone number, company, country and/or postal code	To communicate with you in reply to your inquiry, and to send you regular marketing communications if you consent to such communications
Cascades Careers Account Information	Your first and last name, your email address, and country	Manage your account, enable logging in to your account and send you available Cascades jobs
Careers Information	Your first and last name, your email address, your mailing address, and your phone number; and any other Personal Information you may have on your submitted C.V.	Consider your candidacy for Cascades jobs, and communicate with you about jobs you have applied for
Cascades PRO Account Information	Your first and last name, your email address, your phone number, province/state and	Manage your account, enable logging in to your Cascades PRO Account, communicate

	country, and the name of your company and various non-personal information about your company	with you, and customize your use of the Website
Cascades Fluff & Tuff®		
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 Email Communications 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.

Personal Information Collected About You from Third Parties and What We Use It For

If you are a customer or potential customer of a Cascades PRO Account user, that user may have submitted the following personal information in order to create a quote for Cascades Products for you: first and last names, email, company name, mailing address, and (optionally) your phone number (the "**Customer Information**"). This Customer Information is only used to create the quote for the Cascades PRO Account user and will not be used for any other purpose.

Furthermore, to the extent that analytics or advertising identifiers are generated from third parties, these may be considered Personal Information collected from third parties, and you can find details about that further below in this Policy.

Sensitive Personal Information

We do not collect any sensitive Personal Information (such as health data or data about your racial or ethnic origin). We strongly advise against providing us with any Personal Information deemed sensitive.

To Whom We Transfer Your Personal Information

We will share Personal Information with law enforcement or other public authorities if: we are required by applicable law in response to lawful requests, including to meet national security or law enforcement requirements; 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 Cascades Website Terms of Use; or 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 or denial of service attacks).

We may also share Personal Information: 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); if Cascades merges with another entity, is subject to a corporate reorganization, 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).

We will never share your Personal Information with third parties except under these circumstances. We do not sell or rent your Personal Information to any third party for direct marketing purposes or any other purpose.

Personal Information category	Who we transfer it to	What they do with it
Contact information	Companies that provide email services such as MailChimp	Send you emails or newsletters, as further detailed in the Email Communications section below, or to reply to your inquiry if you filled in a contact form on the Website
Contact information	Companies providing technical infrastructure for the Website, specifically SAP Cloud and JotForm	Store the information
Contact Information	CRM companies that store Website user information, specifically HubSpot	Store and organize the information, and help us tailor marketing services to you

Cascades Careers Account Information	Companies providing technical infrastructure for the Website, specifically SAP Cloud	Control your logging in to the Website so that certain functions can be provided to you, and record-keeping
Careers Information	Companies providing technical infrastructure for the Website, specifically SAP Cloud	Store and organize the information so that we may retrieve it to use as described above
Cascades PRO and Cascades Fluff & Tuff® Account Information	Companies providing technical infrastructure for the Website, specifically SAP Cloud, JotForm and Parkour3	Control your logging in to the Website so that certain functions can be provided to you, send you certain types of emails, and record-keeping
Advertising identifiers	Companies that provide online advertising networks, like Google and Facebook	Show you ads for Cascades and the Website when you are on the internet, as further detailed in the Cascades Advertising section below
Analytics identifiers and related information including IP address	Companies that provide data analytics for the Website, such as Google Analytics	Provide us with analytics about Website users and how the Website is used, as further detailed in the Limited Gathering of Information section below
Cascades Fluff & Tuff® 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
Location Information	Google Maps	Show you points of sale of Cascades Fluff & Tuff® products close to you

Email Communications and Compliance with Anti-Spam Laws

Cascades uses [MailChimp](#), [HubSpot](#), [Varibase](#) and [Eulerian](#) to manage our mailing lists and send out various emails (MailChimp, HubSpot, Varibase and Eulerian, collectively the “Email Service Providers”). Personal Information is transferred to the Email Service Providers in order to manage the mailing lists 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 Cascades' mailing lists at any time, by following the link at the bottom of those Cascades emails. Other types of emails, such as transactional, relational, and other emails related to certain functions of your Cascades PRO and Cascades Fluff & Tuff® Account or Cascades Careers Account will not have an opt-out option as they are necessary for the use of the Website and the functionalities associated with your account.

Cascades' practices in regard to its email are designed to be compliant with anti-spam laws, including but not limited to Canada's Anti-Spam Law (S.C. 2010, c. 23). If you believe you have received email in violation of these laws, please contact the Person in charge of the Protection of Personal Information at Cascades using the contact information further up in this Policy.

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 time by Cascades, please contact our Person in charge of the Protection of Personal Information 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 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 the Website 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 [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 the Website 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](#).

Limited Gathering of Information for Statistical, Analytical and Security Purposes

Cascades automatically collects certain information using the Third-Party Analytics Programs [Google Analytics](#), [HubSpot](#), [Hotjar](#), and [SEM Rush](#) as well as the internal analytics functions of SAP to help us understand more about our site visitors and users and how they 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 and our marketing activities.

Your IP address and other relevant information we collect using the Third-Party Analytics Programs may be used in order to trace any fraudulent or criminal activity, or any activity in violation of the Cascades Website Terms of Use.

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 facilitate your signing in to your Cascades Careers Account, Cascades Fluff & Tuff® Account or Cascades PRO Account;
- to provide general internal and user analytics and to conduct research to improve the content of the Website and our marketing activities using the Third-Party Analytics Programs 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](#)
- [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.

How We Protect Your Personal Information

We have implemented very strict technical and organisational procedures so that only Personal Information which are necessary for each specific purpose of the processing are processed by us. These procedures are intended to prevent your Personal Information from being lost; or used or accessed in any unauthorised way.

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 in accordance with the Data Protection Laws.

Cascades uses only industry best practices (physical, electronic and procedural) in keeping any data collected (including Personal Information) secure. In addition, we use 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 [SAP Cloud](#), a recognized leader in secure data, for hosting of the Website and related data, and storage of data including Personal Information.

Finally, 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 on the Website.

Supervisory Authorities and Complaints

If you are not satisfied with the response received or the actions taken by our Person in charge of the Protection of Personal Information, or if you would like to make a complaint directly about Cascades' data practises, we invite you to contact the relevant supervisory authority in your geographic location.

The full listing of all Data Protection Authorities (the supervisory authorities) across the European Economic Area [can be found here](#).

If you are in Canada, you can make a complaint to the Office of the Privacy Commissioner of Canada. Instructions on how to do so can be found [on their website](#).

If you are in California, you can make a complaint to the California Attorney General, [via their website](#).

Data Retention

Your Personal Information will only be kept for as long as it is necessary for the purpose needed for that processing. For example, we will only retain your Contact Information for as long as you continue to consent to receive communications from us.

Automated Decision-Making

Cascades does not use any automated decision-making processes in providing the Website.

Children's Privacy Statement

The Website is not intended for children under the age of 16. We do not knowingly collect any Personal Information from a child under 16. If we become aware that we have inadvertently received Personal Information from a person under the age of 16 through the Website, we will delete such information from our records.

Changes to This Privacy Policy

The year at the bottom of this page indicates when this Policy was last updated. Every now and then, we will have to update this Policy, and we will update it no less than once every 12 months. You can always find the most updated version at this URL, and we will always post a notice on the Website if we make significant changes.

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