
Welcome!

Welcome to the Cascades Website at <https://www.cascades.com> (the “**Website**”), which includes all present and future subdomains and pages, including but not limited to the subdomain <https://pro.cascades.com> (“**Cascades PRO**”), cascadesflufftuff.com (“**Cascades Fluff & Tuff®**”), recovery.cascades.com, and jobs.cascades.com. We are pleased that you have chosen to visit us and use the Website. Cascades takes the protection of your privacy and the security of your Personal Information very seriously. We have provided and will continue to provide a secure environment as well as this strict privacy policy (the “**Policy**”), which describes the ways in which your Personal Information is used and the limited access to it. We ask that you read it carefully.

Key Elements of this Policy

The following are the key elements of this Policy so that you may immediately become aware of the important parts in order to make an informed decision regarding your consent to our collection, use, and disclosure of your Personal Information. By submitting Personal Information to us by any means, you freely, informedly, and specifically consent to such collection, use, and disclosure for the purposes described in this Policy. You can find further details in the remainder of the Policy.

Personal Information We Collect Only with Your Consent	What We Do with It	Third Parties with Whom We Share It
User Contact Information	Respond to your requests and communicate with you	Companies providing our communication services, such as MailChimp, and companies providing customer relationship management services, such as HubSpot
Cascades Careers Account Information	Manage your account, enable login to your account, and send you available job postings at Cascades	Companies providing the Website’s infrastructure and software, such as SAP Cloud
Career Information	Review your applications for Cascades jobs and communicate with you	Companies providing the Website’s infrastructure and software, such as SAP Cloud
Cascades PRO Account Information	Manage your account, enable login to your Cascades Pro account, communicate with you, and personalize your use of the Website	Companies providing the Website’s infrastructure and software, such as SAP Cloud

Cascades Fluff & Tuff® User Contact Information – Name and Email	Send you our newsletter or respond to your request	Companies providing email services, such as Dialog Insight
Coupon and Promotional Code	Generate and manage a unique coupon code, limited in quantity per consumer per month, and track the use of such coupons	Companies providing unique coupon code issuance services, such as Redemco

Some Definitions

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

“Data Protection Laws” refers to the laws designed to protect your Personal Information and privacy in the place where you reside. These include: (1) the Act respecting the protection of personal information in the private sector, which is the Quebec personal information protection law applicable to our head office activities in Quebec; (2) the Personal Information Protection and Electronic Documents Act, which is the Canadian personal information protection law applicable to our activities in Canada; (3) the General Data Protection Regulation, which is the European data protection regulation applicable 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” means information we collect from or about you that, alone or combined with other data, allows an individual to be identified. The equivalent European term is **“personal data”**, defined as “any information relating to an identified or identifiable natural person”. This may be something as simple as your name or email address, or something more complex such as an online identifier (generally a string of letters and/or numbers) linked to you. Any reference to “Personal Information” in this Policy also means “personal data”.

About Us and How to Contact Us

The Website and all its present and future subdomains and subpages are owned and operated by Cascades Inc., a corporation duly incorporated in the province of Quebec, Canada, with a place of business at the address indicated below. When this Policy refers to “Cascades”, “Cascades PRO”, or “Cascades Fluff & Tuff®”, this may refer to Cascades Inc. and/or its affiliated companies, subsidiaries, and divisions, as well as their respective shareholders, officers, directors, employees, agents, partners, principals, representatives, successors, and assigns (collectively, the **“Representatives”**). Any reference to “we”, “our”, or “us” in this Policy also refers to Cascades. In this Policy, a visitor or user of the Website may be referred to as “you” or “your”.

Upon obtaining your free, informed, specific, and express consent, we collect Personal Information directly from you for processing, purposes, and timeframes previously defined and communicated.

“Processing” is a broad term meaning the collection, use, storage, transfer, or any other action related to your Personal Information; it is used in this Policy in this manner. When you submit Customer Information to create quotes for your clients using Cascades PRO, Cascades acts as a data processor on your behalf.

This Policy must be read together with the Terms of Use, as both documents govern your use of the Website.

If you wish to ask us questions about the content of this Policy or any other privacy- or Personal Information-related matter, or if you wish to exercise any of your privacy rights, you may contact us:

Privacy Officer 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, as well as other privacy rights. These rights may be exercised without affecting the 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 your consent to Cascades’ processing of your Personal Information at any time, subject to legal restrictions.
- The right to have your Personal Information erased from Cascades’ records, subject to legal retention obligations and exceptions provided by law.
- The right to access your Personal Information and any relevant information about how it is processed and used.
- The right to obtain a copy of your Personal Information and have it provided to you in a structured, commonly used, and technologically interoperable format.
- The right to have your Personal Information corrected or updated if it is inaccurate or outdated.
- 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 receives it). Please refer to the “To Whom We Transfer Your Personal Information” section of this Policy.
- The right to object to the disclosure of your Personal Information to third parties for commercial purposes
- The right to restrict the processing of your Personal Information if it is inaccurate or if our processing or use of such Personal Information is contrary to law.
- The right to refuse any targeted marketing or advertising directed at you by Cascades.

If you wish to exercise any of these rights, please contact our Privacy Officer at the contact details above, or refer to the relevant sections of this Policy.

Your Personal Information Collected and How We Use It

Cascades does not systematically collect your Personal Information when you visit or use the Website, unless you are asked to provide such Personal Information and you voluntarily choose to do so, for example by creating an account.

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

Category of Personal Information	Personal Information Processed	What We Use It For (the “purpose” of processing)
User Contact Information	Depending on the contact form you complete on the Website, we may collect: your name, email address, phone number, company, country, and/or postal code	To communicate with you in response to your request and to send you regular commercial communications if you consent
Cascades Careers Account Information	Your first name, last name, email address, and country	Manage your account, enable login to your account, and send you available job postings at Cascades
Career Information	Your first and last name, email address, mailing address, phone number, and any other Personal Information in your CV that you submitted to us	Review your applications for Cascades jobs and communicate with you about the positions you applied for
Cascades PRO Account Information	Your first and last name, email address, phone number, province/state, country, company name, and various non-personal information about your company	Manage your account, enable login to your Cascades Pro account, communicate with you, and personalize your use of the Website
Cascades Fluff & Tuff®		
Cascades Fluff & Tuff® – User Contact Information	Your name and email	To communicate with you by sending our newsletter (if you are subscribed) or by responding to your request (if you have completed a contact form)

Comment Information	Your name and email	To verify your identity to allow the publication of your comment
Location Information	Your postal code, to the extent it is considered Personal Information	To locate your position and find Cascades Fluff & Tuff® product retailers near you

In addition to the functions and uses described above, Cascades may also use the Personal Information you have submitted in order to perform any function that was described at the time of submission of your Personal Information.

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

If you are a client or potential client of a Cascades Pro user account, that user may have submitted the following Personal Information in order to create a quote on your behalf for Cascades products: first name, last name, email, company name, mailing address, and phone number (the “**Customer Information**”). This Customer Information is used only to create the quote for the Cascades PRO account user and will not be used for any other purpose.

In addition, to the extent that analytical or advertising identifiers are generated by third parties, these may be considered Personal Information collected from third parties, and you will find further details on this matter later in the Policy.

Sensitive Personal Information

We do not collect any sensitive Personal Information (such as information relating to health or ethnic origin). We strongly advise you not to communicate to us any Personal Information deemed sensitive.

To Whom We Transfer Your Personal Information

We share Personal Information with law enforcement or other public authorities if: we are required to do so by applicable law in response to lawful requests, including to meet national security or law enforcement requirements; if we believe it is necessary 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 involving misuse of the Website infrastructure or the Internet in general (such as large volumes of spam or denial-of-service attacks).

We may also share Personal Information with a parent company, subsidiaries, joint ventures, or other companies under common control with Cascades (in which case we will ask those entities to honour this Policy); if Cascades merges with another entity, undergoes a corporate reorganization, or sells or transfers all or part of its business, assets, or shares (in which case we will ask that entity to assume our obligations under this Policy, or we will inform you that you are covered by a new privacy policy).

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

Category of Personal Information	To Whom We Transfer It	What They Do with It
User Contact Information	Companies providing the Website's technical infrastructure, including SAP Cloud, JotForm, Parkour3, HubSpot, and Tink	Monitor your connection to the Website so that certain features can be provided to you, send you certain types of emails, and maintain records
User Contact Information	Companies providing the Website's technical infrastructure, including SAP Cloud, JotForm, and HubSpot	Store the information
User Contact Information	Customer relationship management companies that store information about Website users, including HubSpot	Store and organize information and help us tailor marketing services to your needs
Cascades Careers Account Information	Companies providing the Website's technical infrastructure, including SAP Cloud	Monitor your connection to the Website so that certain features can be provided to you and maintain records
Career Information	Companies providing the Website's technical infrastructure, including SAP Cloud	Store and organize information so that we can retrieve it for use as described above
Cascades PRO Account Information	Companies providing the Website's technical infrastructure, including SAP Cloud, HubSpot, and Parkour3	Monitor your connection to the Website so that certain features can be provided to you, send you certain types of emails, and maintain records
Advertising Identifiers	Companies providing online advertising networks, such as Google, Facebook, LinkedIn, and TikTok	Show you advertisements for Cascades and the Website when you are on the Internet, as described in more detail in the Advertising and Opt-Out section below

Analytics Identifiers and Related Information, Including IP Address	Companies providing data analytics for the Website, such as Google Analytics and Hotjar	Provide us with analytical data about Website users and how the Website is used, as described in more detail in the Limited Collection of Information section below
Fluff & Tuff® Comment Information	Companies that store our data, such as Amazon AWS	Verify your identity to publish your comment
Location Information	Google Maps	Show you Cascades Fluff & Tuff® product retailers near you

Email Communications and Anti-Spam Compliance

Cascades uses MailChimp, HubSpot, and Dialog Insight (collectively, the “**Email Service Providers**”) to manage its mailing lists and send various emails. With your prior consent, Personal Information is transferred to the Email Service Providers in order to properly manage mailing lists and send emails. Your contact details are used only for the purpose of sending emails; the Email Service Providers do not use this Personal Information for any other purpose and do 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 Cascades emails. Other types of emails, such as transactional, relational, and those related to certain features of your Cascades PRO account, Cascades Fluff & Tuff® account, or Cascades careers account, will not include an opt-out option, as they are necessary for the use of the Website and the features associated with your account.

Cascade’ email practices are designed to comply with anti-spam laws, including but not limited to Canada’s Anti-Spam Legislation (S.C. 2010, c. 23). If you believe you have received an email in violation of these laws, please contact our Privacy Officer using the contact details provided earlier in the Policy.

Advertising and Opting Out

Cascades continuously evaluates and modifies its use of various advertising networks, which may change from time to time. In this section, you will find all advertising networks that Cascades may use and instructions for opting out. If you wish to know which advertising networks are being used by Cascades at any given time, please contact our Privacy Officer at the contact details above.

Cascades may use Google AdWords and Display Network, and you may consent to this use via our consent management tool. Specifically, Cascades uses the interest-based advertising remarketing features of Google AdWords, which presents you with advertisements of particular interest to you based on your browsing history and activity interacting with the Website. These advertisements will appear on

third-party websites on the web. Google uses specific cookies that allow it to deliver these ads across the web. You can prevent this type of advertising by deleting the corresponding Google cookie in your browser, though this may not be permanent. For a more permanent solution, you can disable this type of Google advertising by modifying your Google ad settings or by using the relevant opt-out tool.

Cascades may advertise using Facebook Custom Audience to display ads on Facebook or Facebook Messenger that will interest you, and you may consent to this use via our consent management tool. Facebook may collect or receive information from the Website and other applications and websites and use this information to provide measurement services and targeted advertising. If you do not wish to receive such advertisements from Facebook, you may opt out by modifying your advertising preferences settings when logged in to Facebook.

Cascades may also advertise using LinkedIn Advertising to display ads on LinkedIn that will interest you, and you may consent to this use via our consent management tool. LinkedIn may collect or receive information from the Website and use this information to provide tailored services and targeted advertising. If you do not wish to receive such LinkedIn advertisements, you may opt out by following LinkedIn's instructions or using the relevant opt-out tool.

Mobile Text Messaging Communications

Cascades may communicate with you via text message ("SMS") where you have provided your mobile number and consented to receive such communications.

By opting in, you agree to receive SMS messages from Cascades relating to your request or relationship with us, which may include recruitment communications, responses to inquiries, and, where applicable, other informational or promotional messages. Message frequency may vary. Message and data rates may apply.

You may withdraw your consent at any time by replying "STOP" to any message or by contacting us using the details provided in this Policy. We will promptly honor your request.

When you communicate with Cascades via text message, we may collect and use certain information related to these communications, including:

- your mobile phone number;
- the content of messages exchanged;
- the date, time, and related metadata of messages; and
- any information you voluntarily include in your messages.

We use this information for the purposes described in this Policy, including responding to your requests, communicating with you, and complying with applicable legal obligations.

Cascades does not sell or share your mobile number or SMS consent information with third parties for their own marketing purposes. We may share this information with service providers acting on our behalf to deliver SMS communications.

All SMS communications will identify Cascades as the sender and include instructions on how to opt out.

Our SMS practices are designed to comply with applicable laws, including Canada's Anti-Spam Legislation (CASL) and, where applicable, U.S. regulations such as the Telephone Consumer Protection Act (TCPA).

Limited Collection of Information for Statistical, Analytical and Security Purposes

With your consent obtained via our consent management tool, Cascades automatically collects certain information using the "Third-Party Analytics Programs" Google Analytics, HubSpot, Hotjar, and SEM Rush, as well as the internal analytics features of SAP, to help better understand visitors and users of our Website and how they use it, but this information is pseudonymized by an alphanumeric string. For example, each time you visit the Website, we automatically collect (where applicable) your IP address, your 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 the information collected solely to better understand your needs and those of Website visitors and users as a whole. Cascades also uses the collected information for statistical purposes to track the number of visits to the Website, specific Website pages, and users in order to make improvements to the Website and our marketing activities.

Your IP address and other relevant information we collect may be used, without additional consent where permitted by law, to prevent, detect, or suppress 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 technologies ("Cookies" and related technologies such as tags, pixels, and invisible pixels) on the Website. By visiting or using the Website, you consent to the use of cookies that are essential to the operation of the site. For non-essential cookies, you may manage your preferences via your browser settings or our consent management tool. Cookies are small text files placed on your computer or device when you visit a website, in order to track site usage and improve the user experience by storing certain data on your computer.

Specifically, we use Cookies and related technologies for the following purposes:

- To facilitate online advertising, as described above in this Policy;
- To facilitate your login to your Cascades careers account, your Fluff & Tuff® account, or your Cascades PRO account;
- To provide general internal and user analytics and to conduct research to improve Website content and our marketing activities using third-party analytics programs, as described above in this Policy; and
- To help identify potential fraudulent activity.

Your browser can be configured to refuse Cookies or delete them after they are stored. You can consult the help section of your browser 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. In addition, deleting Cookies may prevent the use of certain features.

How We Protect Your Personal Information

We have put in place very strict technical and organizational procedures to ensure that we only process the Personal Information that is necessary for each specific processing purpose. These procedures aim to prevent the loss of your Personal Information, as well as unauthorized access, use, modification, or disclosure.

We have also put in place procedures to deal with any suspected breach of Personal Information security. We will notify you, and any applicable supervisory authority, of a suspected Personal Information security breach in accordance with Data Protection Laws.

Cascades uses only industry best practices (physical, electronic, and procedural) to ensure the security of all data collected (including Personal Information). In addition, we engage third-party vendors and hosting partners to provide the hardware, software, networks, storage, and related technologies necessary to operate the Website, and these third parties have been selected for their high security standards, both electronic and physical. For example, Cascades uses SAP Cloud, a recognized leader in the field of secure data, for Website and related data hosting, as well as for data storage, including Personal Information.

Finally, all information, including Personal Information, is transferred in encrypted form using Secure Sockets Layer ("SSL") or Transport Layer Security ("TLS"), robust security standards for data transfer and Internet transactions. You can use your browser to verify the validity of Cascades' SSL security certificate on the Website.

Supervisory Authorities and Complaints

If you are not satisfied with the response received or the measures taken by our Privacy Officer, or if you wish to file a complaint directly regarding Cascades' data practices, we invite you to contact the competent supervisory authority in your jurisdiction.

The complete list of all personal data protection authorities (supervisory authorities) in the European Economic Area is available [here](#).

If you are in Canada, you may file a complaint with 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 may file a complaint with the California Attorney General via their Website.

Retention Of Your Personal Information

Your Personal Information will only be retained for as long as necessary to fulfill the purposes for which it was collected, or as required by law. For example, we will only retain your contact details for as long as you continue to consent to receive communications from us, after which they will be deleted or anonymized, subject to our legal retention obligations.

Automated Decision-Making

Cascades does not use automated decision-making processes to provide the Website.

Children's Privacy Statement

The Website is not intended for children under the age of 16. We do not knowingly collect Personal Information from any child under the age of 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 that information from our records.

Amendments to the Policy

The year shown at the bottom of this page indicates the date this Policy was last updated. From time to time, we will need to update this Policy, and we will update it at least once every 12 months. You can always find the most recent version at this URL, and we will always post a notice on the Website if we make significant changes.

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