

Food, Health & Consumer Products of Canada

Privacy Policy

1. Our Commitment to Privacy

At Food, Health & Consumer Products of Canada (“FHCP”) we are committed to protecting your privacy and developing technology and services that gives you the most powerful and safe online experience. FHCP is committed to respecting the privacy and confidentiality of the personal and business contact information that we collect from our customers and partners and have built our Privacy Policies and practices in compliance with applicable provincial and federal legislation in Canada.

This Privacy Policy is subject to change without notice to you, so we recommend that you review it regularly. By using this site, you acknowledge that you have read and understand this Privacy Policy (as amended from time to time).

2. Objectives of this Privacy Policy

This Privacy Policy explains how FHCP collects, uses, and discloses your personal information – including when you:

- Use our website.
- Sign up to join our marketing lists or newsletters.
- Apply for a job opportunity.
- Professional and membership information.
- Event registration and program participation.
- Transactions & Billing information for membership fees.
- Use our social media channels or other engagement applications.
- Communicate with us.

The practices described in this Policy reflect requirements imposed by federal and/or provincial laws in force in Canada.

3. What’s in this Privacy Policy?

This Privacy Policy covers the following topics:

- Privacy Statement Updates
- Objectives of this Policy

- Definition of Terms
- Consent
- How We Collect Personal Information
- Categories of Personal information Collected
- How We Use Your Personal information
- How We Share Your Personal information
- Who do We Share (Disclose) Your Personal information With
- Opting Out of Communications
- How We Use Certain Technologies
- Retention of Personal information
- Protecting Your Personal information
- Use Artificial Intelligence
- Your Rights
- Roles and Responsibilities
- How to Contact us

4. Definition of Terms

Account means a unique account created for you or your organization to access our Services or parts of our Services.

Cookies are small files placed on your computer, mobile device, or any other device by a website, containing details of your browsing history on that Website among its many uses.

Device means any device that can access the Service, such as a computer, a cell phone, or a digital tablet.

Personal information is any information that can be used to identify you directly or indirectly (e.g., your identity data, bank statements, device identifier).

Service Provider means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service, or to assist the Company in analyzing how the Service is used.

Usage Data refers to data collected automatically, either generated using the Service or from the Service infrastructure (for example, the duration of a page visit).

5. Consent

Generally, we obtain your consent to process personal information. Consent can be provided electronically, or it can be implied where the purpose for collecting, using or disclosing your personal information would be considered obvious.

Consent may also be implied where we give you notice and a reasonable opportunity to opt-out of having your personal information being used, and you do not opt-out. Subject to certain exceptions, you can withhold your consent for FHCP to use your personal information in certain ways – you can do so by contacting us. Your decision to withhold your consent to certain uses of personal information may restrict our ability to provide services or functionality.

FHCP will not collect, use or disclose a client's personal information without the consent of the client.

6. How Do We Collect Personal information?

FHCP processes personal information which may be collected in two ways:

- Directly from you, via forms, e-mails, activities, etc.
- Indirectly from you, through the use of technological tools or third parties.

7. Categories of Personal information that We Collect

- **Usage and Analytics Data:** We collect information such as time spent on the Online Platforms, pages visited, links clicked, language preferences, and pages that led or referred you to the Online Platforms. We collect this information to understand Online Platform usage, whether there are bugs, and to generally improve our Online Platforms. Please refer to section 11 for more information about cookies.
- **Payment:** When you make a payment to us, you are asked to provide your first and last names, full address associated with payment, phone number, and bank account information.
- **Professional and membership information:** Member company name title, address, date fiscal year end, number of employees, (full, part time, seasonal), product brand, financial information.
- **Event registration and program participation:** Information such as personal details, payment details, dietary restrictions, accessibility needs, organization details.
- **Employment:** If you apply for an employment position, we collect information to evaluate your application, including your name, resume, and cover letter.
- **Social Media Data:** FHCP may use social media as an extension of its presence on the web. Before engaging with us on social media platforms, we recommend that you read the privacy policies of these third-party service providers and those of any applications that you use to access them.

8. How Do We Use Your Personal information?

FHCP may use, your personal information for the following purposes:

- To facilitate communication with you.
- Management of subscriptions to our newsletters and email alerts.
- Billing and collection of payments.
- Providing Customer Service by mail, telephone, SMS, email, or instant messaging.
- Carrying out satisfaction surveys, product or service reviews, and direct research programs.
- Processing job applications.
- Sending information on the modification or evolution of our services.
- Assisting in requests for access or correction to your records, or other data rights as stated under legislation.
- To provide you with news, special offers, and general information about other goods, services, and events we offer that are similar to those you have already purchased or enquired about unless you have opted not to receive such information.
- Data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, and evaluating and improving our Service, products, marketing, and your experience.
- To comply with legal obligations (e.g., to maintain records for tax purposes, responding to court orders).
- Our processing of personal data for these purposes includes both automated and manual (human) methods of processing. Our automated methods often are related to and supported by our manual methods. For example, to build, train, and improve the accuracy of our automated methods of processing (including artificial intelligence), we manually review some of the output produced by the automated methods against the underlying data.

9. Who Do We Share (Disclose) Your Personal Information With?

To administer services and operations, certain personal information may be shared with, or accessed by, authorized third-party service providers, like payment card processors, data storage and processing service providers, telephone and technical support providers, and research and analytics providers. Your personal information will be provided to such third-party service providers only to enable proper administration of such services and operations.

Additionally, we may use and disclose your information when we believe such use or disclosure is permitted, necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to

requests from public and government authorities; (d) to enforce the terms of the agreements for our products and services; (e) to protect our rights, operations or property; and (f) to allow us to pursue available remedies or limit the damages that we may sustain.

All information provided to FHCP is kept strictly confidential and is protected in accordance with Canada's privacy laws. FHCP will not release any information regarding clients' files without obtaining their written authorization (unless required by law). This includes personal information as defined in the *Personal Information Protection and Electronic Documents Act* ("PIPEDA").

10. How Can You Opt-Out of Our Marketing Communications?

FHCP is committed to meeting the requirements of Canada's Anti-Spam Legislation ("CASL"). You may unsubscribe from receiving Commercial Electronic Messages (CEMs) from us at any time using the unsubscribe link included in our emails. We will process unsubscribe requests in accordance with CASL and cease sending marketing communications to that address. Email addresses may still be retained in our systems for record-keeping, membership administration, or to maintain suppression lists that ensure no further CEMs are sent.

11. How Do We Use Certain Technologies in Our Services?

What technologies do we use?

Our website uses cookie technology to make your use of our website more convenient. A cookie is a text file that enables our website to store information about your activities on the website, such as the date and time of visits, pages viewed, time spent, and websites visited just before and just after our website. Personal information about your visits to, and use of, the website is used on an aggregate basis, which means that it is used for statistical purposes to assist us in enhancing your online experience, or to evaluate the materials that we may carry on the website.

FHCP use Google Analytics, which is a web analytics service offered by Google that tracks and reports website traffic. Google uses the collected data to track and monitor the use of our services. This data is shared with other Google services. In addition, the cookie will store your e-mail address, which is your unique identifier, so that on return visits the website will be able to match you to your identity in the database. This is an opt-in feature that will only be made operational if you choose to do so.

Web beacons (also called “clear GIFs” or “pixel tags”), which are small strings of code that are placed in a web page or in an e-mail message, may be used in conjunction with cookies to track activity on our website. Since they are used in combination with cookies, if you disable cookies, the web beacons will only detect an anonymous website visit.

Do we use cookies for targeted advertising?

Our Online Platforms may also use services to advertise on third-party websites to previous visitors to our Online Platforms (e.g. Google AdWords, Facebook Conversion Pixel, and Twitter remarketing). Third-party vendors use cookies to serve ads based on someone’s past visits to our Online Platforms. For example, after browsing our website, you may receive related ads on your Facebook. This is known as interest-based advertising. In such a case, any data collected by FHCP will be used in accordance with this Privacy Policy and, for those other platforms, through their respective privacy policies.

How you can manage your cookie preferences

If you choose to disable cookies associated with our Online Platforms, this may affect your use of those platforms and your ability to access certain features. If you are looking for more information on cookies, you can refer to websites such as <http://www.cookiecentral.com> and <https://www.allaboutcookies.org>.

You can also use WebChoices, which is a browser-based tool for opting out of interest-based advertising. AdChoices provides additional solutions and explanations to block and control cookies, as well as plug-ins to retain opt-out cookie preferences, even if you delete your cookies.

Depending on the browser that you are using, different instructions are applicable. In the list below, click on the browser that you use to find out more information:

- [Google Chrome](#)
- [Firefox](#)
- [Safari](#)
- Internet Explorer

You can opt out of making your activity on the website available to Google Analytics by installing the [Google Analytics opt-out browser add-on](#). The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: [Google Privacy](#) .

Links to Other Sites

Our website may contain links to other websites, applications or digital products that are not operated by us. FHCP has no responsibility for, control over, or liability for those websites or internet resources, or their collection, use, and disclosure of your personal information. We recommend that you refer to the privacy policy and terms of use contained in any linked site that you choose to go to and familiarize yourself with their terms and conditions of use.

12. How Long Do We Retain Your Personal information?

Personal information that is no longer required to fulfill the identified purposes or that is not required to be retained pursuant to any applicable law is destroyed, erased or made anonymous. FHCP reviews the personal information in its custody and control on a periodic basis in order to ensure that personal information no longer required to be retained has been destroyed, erased or made anonymous.

13. Do We Protect Your Personal information?

FHCP endeavours to maintain appropriate procedural and technological measures as well as storage facilities to prevent unauthorized use or disclosure of your personal information. We take commercially reasonable efforts to protect any personal information that is provided. We cannot, however, guarantee security of any personal information that is provided to us in an e-mail or using online forms while it is being transmitted to us, as the internet is a potentially non-secure method of information transfer. Any such transmission is at your own risk.

14. How Do We Use Artificial Intelligence (AI)?

FHCP uses Artificial Intelligence (“AI”) tools to help us understand and improve your experience by spotting trends, personalizing recommendations, and making our services run smoothly. Your privacy is important to us. We follow applicable privacy and security laws, use secure systems, and remove personal details when possible before running AI analysis.

We take steps to protect your privacy, including:

- Limiting AI processing to the specific purposes described above.
- Ensuring appropriate security safeguards are in place to protect your personal information.
- Using anonymization or aggregation where possible to reduce privacy risks; and
- Retaining personal information only as long as necessary to fulfill the identified purposes.

Our use of AI does not replace human oversight in decisions that could have a significant impact on you.

15. What Are Your Rights Regarding Your Personal information?

The law provides you with some rights over your personal information, notably the right to access and request correction to the personal information that we retain about you, if it is incorrect, incomplete, invalid or ambiguous.

Request to Access

If you have any questions about the collection, use, or disclosure of your personal information by us, want to know whether we have any of your personal information on file, or if you want to access information that we have collected about you, you may reach us at the information contact provided in section 16 and we will respond to your requests for access in accordance with applicable privacy legislation, this Privacy Policy, and/or any more specific agreement we may have with you related to your personal information. In the event that we refuse access to you, reasons for our refusal will be provided upon your request. For example, your request could be refused because it may include information about other individuals, information that cannot be disclosed for legal, security, or commercial proprietary reasons, or information that is subject to solicitor-client or litigation privilege.

Request to Correct

We will make reasonable efforts to ensure that your personal information is accurate and complete. You may request correction to your personal information in order to ensure its accuracy and completeness. A request to correct personal information can be sent to at the contact provided in section 17 and must provide sufficient detail to identify the personal information and the correction being sought. If such personal information is demonstrated to be inaccurate or incomplete, we will correct the information as required and send the corrected information to any third party to which we may have disclosed the personal information previously in accordance with this Privacy Policy and legislation.

FHCP maintains a strict confidentiality agreement with those who have access to the personal information being held by FHCP. Any corrections to the information can be given to those parties.

Request to Delete

You may have a right to request that we delete the personal information we hold about you.

- If you wish to exercise such a right, email us on the contact provided in section 17 and provide sufficient detail to identify the personal information to be deleted.
- In response to such a request, we will take reasonable steps to delete such information from our current records as required by applicable law.

16. Roles and Responsibilities:

Your Role

We expect that you will provide us with accurate and up to date personal information as may be required for your participation in one of the Purposes. We also expect that you will otherwise follow the expectations set out in this Policy, or to notify us of your questions or concerns as soon as possible, as indicated within this Policy. We also expect that you will provide us with accurate and up-to-date information related to any concerns that you may have regarding our data management practices as well as information that will help us determine issues of privacy compliance.

Our Role

We will take all reasonable steps to ensure that we comply with our obligations under this Policy. We will also take reasonable steps to ensure that we notify you should this Policy be updated or the circumstances for which we are using your personal information are expected to change.

17. How to Contact Us

Questions or concerns regarding our collection, use, and disclosure of your personal information or about this Privacy Policy, can be directed to our Privacy Officer, at the following e-mail address: privacy@fhcp.ca or at the following postal address:

Privacy Officer, Food, Health and Consumer Products of Canada,
2700 Matheson Boulevard East, East Tower, Suite 602E,
Mississauga ON L4W 4V9

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