

# PRIVACY POLICY

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Last update: July 12, 2019

C.D.M.V. Inc. (hereinafter “CDMV”, “we or us”) is a distributor of products and services for veterinarians and also acts as an intermediary by enabling you to purchase products directly from your veterinary establishment (hereinafter the “Establishment”) via a transactional platform on the Internet (hereinafter the “Online Veterinary Boutique”).

CDMV acknowledge that the protection of your privacy and personal information is a legitimate concern. This Privacy Policy complies with Canadian federal and provincial laws regarding the protection of personal information and its purpose is to explain to you the guidelines applying to the collection of personal information through the Online Veterinary Boutique, as well as the use, disclosure, processing, protection and retention of that personal information.

## Consent

By accessing the Online Veterinary Boutique, you indicate your agreement with this Privacy Policy and give your consent to our collection and use of your personal information in the manner set out in this Policy. If you disagree with these terms and conditions or this Privacy Policy, we would ask you not to navigate on the Online Veterinary Boutique’s website or use the services of this platform.

You can also withdraw your consent at any time by sending us a written request to do so to any of the addresses indicated at the end of this Policy, subject to certain legal and/or contractual restrictions which may apply. By withdrawing your consent, you may no longer have access to the functionalities of the Online Veterinary Boutique, and we may no longer be able to provide certain services or products to you.

## Personal information collected by us

We only collect the personal information that we need in order to establish, manage and maintain our relationship with you.

We collect personal information that you agree to give to us when you make a purchase or when you provide us with information in another manner (for example, when you subscribe to our mailing list, fill out a form in the Online Veterinary Boutique, submit comments on the products, or communicate with us on social media, by email, regular mail or telephone).

We may collect personal information such as your first and last names, gender, date of birth, residential address, client file number, telephone number, payment information and email address.

When you provide us with personal information on another person, we will assume that you previously obtained that person’s valid consent to the collection, use, disclosure, processing and protection of that personal information in accordance with this Policy.

We may also automatically collect information in your user profile when you access our Online Veterinary Boutique. This may include your IP address, preferred language,

operating system, history of consulted products, or web browser. We may use cookies to collect this information, which are saved on your device when you visit the Online Veterinary Boutique. Cookies are small pieces of data that are placed on your devices when you visit the Online Veterinary Boutique whose function is to follow your use of the site and improve your customer experience.

It is generally possible to delete cookies from the hard disk of your device, to block them or to receive an alert before they are stored on your computer, smartphone or tablet. If you deactivate the installation of cookies on your device, your access to the functions of the Online Veterinary Boutique or the application may be restricted. We would ask you to visit the websites [Ads Setting](#) and [Network Advertising Initiative](#) as well as the instructions or help section of your web browser for more information.

We also collect non-personally identifiable information in order to continuously improve the products we offer you, including information on your browsing and shopping habits.

## How do we use the information we collect

We may use your information for the following purposes:

- Identify you as a customer of the Online Veterinary Boutique;
- Process your orders made through the Online Veterinary Boutique and ensure the provision and follow-up of the services;
- Communicate with you when you submit questions, comments or suggestions to us;
- Provide you with information about us and about products or new promotional offers that may interest you;
- Offer and administer promotions and contests;
- Personalize the Online Veterinary Boutique to your needs and preferences, including display advertising;
- Protect you and prevent errors, theft and fraud;
- Compile statistics;
- Fulfill our legal and regulatory obligations;
- For any other purpose that you consented to when the information was collected.

We don't use your personal information for any other purposes than those you consented to, or as permitted or required by law.

## Sharing of your personal information with third parties

We make every effort to limit the communication of your information to third parties to what is strictly necessary. Only those persons at CDMV whose access to your information is necessary for their functions and duties will have access thereto.

We may share your information without your consent with the following third parties provided that they agree to comply with the same conditions and requirements as set out in this Privacy Policy:

- Service providers, subcontractors or agents, including hosting, identification service, payment service and shipping service providers;
- Business partners proposing products and services that are complementary to the products of the Online Veterinary Boutique;

- Any parties involved in the context of the actual or potential sale, financing or reorganization of our company;
- Other third parties, as authorized or required by law.

It should be noted that these third parties may be outside Québec or Canada.

### Security and accuracy of personal information

We use security measures that are reasonable and appropriate in regard to the sensitivity of the personal information that we collect and use. Such measures are aimed at protecting your personal information from loss or theft and the unauthorized consultation, disclosure, reproduction, use or modification thereof.

### Storage and destruction of personal information

We store the personal information about you only for so long as is necessary to achieve the purpose for which it was collected, to comply with the legal requirements, and to protect our legitimate business interests.

### Access to and correction of personal information

We take reasonable measures to ensure the accuracy of the personal information we have collected. Nevertheless, you are responsible for informing us of any change in your personal information.

You have access to the personal information in your user profile in the Online Veterinary Boutique and can change it at any time.

You are entitled to make a request for access to the personal information we have collected on you, and to request a copy of that information, for a reasonable fee. You can also ask for the rectification of your personal information if it is inaccurate, incomplete or ambiguous, or the collection, disclosure or retention thereof is not authorized by law.

Should you have any questions on this Privacy Policy or about the collection, use, disclosure or storage of personal information by any service providers outside Canada, or if you wish to make a request for access to, or to rectify, your personal information, please contact us using the contact information appearing at the end of this Policy.

We undertake to respond to any request for access or rectification within 30 days of the date we receive your written request to this effect. Should we refuse to provide you with or correct your personal information, we will inform you of our reasons for doing so, subject to any restrictions provided for in the law, and any recourse available to us.

### Amendments to this Privacy Policy

This Privacy Policy is effective since April 20th, 2018. We reserve the right to make amendments to it at any time and without notice. We will always post any such amendments to the Policy on the Online Veterinary Boutique and your continued use of the Online Veterinary Boutique after such amendments have been posted signifies that you

accept the amendments. We would ask that you visit this webpage regularly to be informed of such changes.

Data Protection Officer  
2999, boulevard Choquette, Saint-Hyacinthe (Québec), J2S 7C2 or via email  
at: [veterinaryboutique@cdmv.com](mailto:veterinaryboutique@cdmv.com).