

Respecting the confidentiality of personal information is an issue at the center of Matelas Dauphin's concerns. Therefore, we undertake to respect this Privacy Policy (hereinafter "Policy") in order to guarantee a high degree of protection of information collected from users of any of our services. We are also committed to implementing consistent practices relating to the protection of personal information and to clearly communicating these practices.

This Policy applies to users (hereinafter "you") of the services offered by Matelas Dauphin (hereinafter "we") our website, namely mattressdauphin.com and in branches.

This Policy describes the different situations in which Matelas Dauphin collects, uses, communicates and retains users' personal information.

1. Consent

1.1. Personal information

By browsing our website, you acknowledge that you have read, understood and agree to be bound by all the provisions contained in this Privacy Policy, as published on our website. You also affirm that you are of legal age according to current Canadian and Quebec legislation or are legally authorized to browse this site. If you do not agree with any of the clauses provided herein or if you are not authorized to browse our site, it is your responsibility to no longer browse.

By voluntarily providing personal information about yourself on our website, you implicitly consent to our collection, disclosure, use and retention of this data for the purposes for which you initially agreed to provide it for the period necessary to achieve it. of these said purposes. Only necessary personal information is collected, disclosed, used and retained unless the law authorizes other processing.

Before any use of personal information for purposes other than those for which it was initially communicated, we undertake to obtain your consent.

1.2. Sensitive Personal Information

For the collection and use of Sensitive Personal Information, each user must provide express consent otherwise we will not be authorized to use this information. For the purposes of this Policy and as defined in article 12 al.4 (2) Act respecting the protection of personal information in the private sector, personal information is sensitive "when, by its nature or due to the context of its use or disclosure, it gives rise to a high degree of reasonable expectation of privacy. »

You may completely refuse to provide us with one or more sensitive personal information requested in which case we may not be able to provide you with certain services that require the information in question.

2. Collection of personal information

2.1. Forms

The collection of personal information is done through forms, whether an electronic form or a paper form. We use these forms to:

Name

email address

Phone number

Cell phone number

Physical address

Payment information (credit card or other payment method)

The personal information we collect is collected through forms and through the interactivity established between you and our website. We also use, as indicated in the following section, cookies and/or log files to gather information about you.

The user may choose not to provide the requested personal information. However, it is possible that he will not be able to access the requested services.

2.2. Connection logs

We collect certain information through log files and cookies. This mainly concerns the following information:

Your Internet search

Your IP address

Your browser type and language

The date and time of your connection

The pages you visited

One or more cookies to identify your browser

If you voluntarily provide personal information when logging into our site, it will be associated with non-personal information collected in connection logs.

2.3. Cookies

To be able to offer you some of our services, we may also collect information through cookies (also called "cookies"). Cookies are small documents containing information exchanged between a browser and a web server when a user visits a website. When you visit our website, we transmit one or more types of cookies to your computer as well as cookies from related or third-party services.

Some cookies allow us to collect non-personal information that does not identify, locate or carry out profiling which may be activated during your visit. These cookies allow, among other things, all users as a whole to navigate the website efficiently, to analyze and compile data on the features used by users as a whole, to improve the performance of our website by measure user engagement with specific content, track conversions, and manage marketing and advertising campaigns.

We also use cookies which allow us to collect, identify or locate a user and/or carry out profiling. These cookies will be disabled by default. Each user must therefore activate these cookies when such action is required when entering our website. By activating these cookies, you help us provide you

with quality service. By refusing to enable these cookies, we cannot guarantee that you will have access to the expected customer experience. Plus précisément, ces témoins permettent, entre autres, de personnaliser l'expérience de chaque utilisateur, d'analyser le comportement des utilisateurs .

2.3.1. Information collected using cookies

Cookies allow us to collect information about your browsing, and more specifically:

Basic Information: Cookies may store basic information such as the user's IP address, browser type, operating system, screen resolution and approximate location.

Session ID: Session cookies are temporary and are used to maintain the user's session state. They can store a unique identifier that allows the server to recognize the user during their visit to the site.

User Preferences: Some cookies are used to store user preferences, such as preferred language, site theme or layout settings.

Browsing history: Cookies may record the pages visited by the user, clicks made and actions taken on the site. This can be used to generate analytics of user activity.

Authentication Information: Cookies may store temporary authentication information, which allows the user to remain logged in to the site without having to re-enter their credentials.

Social Media Data: Some cookies are used to track a user's social interactions on social media, including sharing buttons and comments.

Conversion Data: Cookies may track user actions, such as subscribing to a newsletter or purchasing a product, to measure the effectiveness of marketing campaigns.

Tracking Data: Tracking cookies may record the websites visited by the user and browsing activities, which can be used to generate interest profiles and to deliver targeted advertisements.

2.3.2. Type of cookies used

We use various cookies listed in this subsection.

Cookies are either temporary or permanent. Temporary cookies are stored on your device only while you browse our website and are automatically deleted when you close your browser. Permanent cookies are not deleted when you close your browser. Using permanent cookies we can save your preferences.

List of witnesses

A cookie is a small data file (text file) that a website, when visited by a user, asks your browser to store on your device in order to remember information about you, such as your language preferences or login information. We set these cookies called first party cookies. We also use third-party cookies, which are cookies from a different domain than the website you are visiting, for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

Strictly necessary witnesses

These cookies are necessary for the website to function and cannot be disabled in our systems. They are generally established as a response to actions you have taken that constitute a request for services, such as setting your privacy preferences, logging in or filling out forms. You can configure your browser to block or notify you of the existence of these cookies, but some parts of the website may be affected. These cookies do not store any personally identifying information.

Functionality Indicators

These cookies help improve and personalize the functionality of the website. They may be activated by our teams, or by third parties whose services are used on the pages of our website. If you do not accept these cookies, some or all of these services may not function properly.

Performance indicators

These cookies allow us to determine the number of visits and traffic sources, in order to measure and improve the performance of our website. They also help us identify the most/least visited pages and evaluate how visitors navigate the website. All information collected by these cookies is aggregated and therefore anonymized. If you do not accept these cookies, we will not be informed of your visit to our site.

Cookies for targeted advertising

These cookies may be set within our website by our advertising partners. They may be used by these companies to build a profile of your interests and provide you with relevant adverts on other websites. They do not store personal data directly, but are based on the unique identification of your browser and Internet device. If you do not allow these cookies, your advertising will be less targeted.

2.3.3. Change your cookie preferences

Only necessary cookies are enabled by default. Each user then has the option of authorizing or refusing other connection cookies. To change your consent regarding the use of cookies, please click on the following Cookie Preferences link or on the Cookies Preferences tab displayed at the bottom of our website. Please note that when you do not authorize one or other of the connection cookies, the quality of service you receive may not be optimal.

You can also change your cookie preferences through the settings of your browser or electronic device.

2.4. User Communications with Us

When you send an email or any other communication to Matelas Dauphin, we may retain them in order to process your requests, answer your questions and improve our services.

2.5. Other collection of information

In branch

We also collect personal information in branch. In fact, when you meet one of our representatives, you will be asked to answer certain questions in order to have the information required to allow us to offer you a service. For example, we may ask you for your contact details, payment information or any other information relevant to the purchase of a mattress or other items available from us.

3. Use and processing of personal information

We only use personal information for the purposes for which a user has consented to its collection. We do not rent, sell, or share any personal information about users of our sites.

We may need personal information in the following situations, for example:

Establish a file when purchasing an item sold at Matelas Dauphin.

Contact you to provide you with information regarding your purchase.

Comply with our legal requirements.

Honor our contractual agreements regarding market orders or services.

Perform analyzes to improve our products and services.

4. Communication of personal information

We reserve the right to share your personal information with certain affiliates, vendors, agents, or other trusted companies or individuals who process it on our behalf in order to provide you with personalized products and services. We also communicate personal information, among other things, when we have obtained your consent, to carry out audit, research and analysis in order to ensure the maintenance and improvement of our services, to ensure the technical maintenance of our network and to develop new services.

4.1. Communication in the context of a commercial transaction

In addition, Matelas Dauphin may share information that you have voluntarily provided during a commercial transaction, which includes in particular operations to modify the legal structure of the company concerned by merger, acquisition or otherwise. . Any other form of alienation or rental of all or part of the company's assets, the process of requesting a loan, security or financing by the company concerned are also commercial transactions. As part of such an event, you will be notified prior to the transfer of your personal information and you will be made aware of the new confidentiality policy that will apply to them.

4.2. Communication to a third party

We may also share certain non-personal information with third parties in aggregate form, for example, the number of users who searched for a specific mattress model or clicked on a particular ad. This information does not allow you to be identified.

We may also provide personal information in response to valid legal processes such as subpoenas, search warrants and court orders, or to establish or exercise our rights or defend against legal claims, or in any other circumstance provided for. by the law.

We may also disclose any personal information we collect, use or receive if required or permitted by law.

5. Retention and destruction of personal information

First of all, we keep personal information for the period for which we need it in order to offer the service requested by the user, i.e. for the purpose for which the user agreed to provide said information. If consent has been given for several purposes, we will retain the information until the purpose which requires the longest period is accomplished without using it for any purpose other than those for which consent was given.

We also retain this information for any period required to comply with our legal obligations.

5.1. Destruction or anonymization

When personal information has been used for the purposes for which the user had given consent, we will anonymize or destroy the information while respecting the retention periods provided for by law.

6. Security and confidentiality of personal information

We take all necessary security measures to prevent unauthorized access, modification, disclosure or destruction of data. These measures include, in particular, carrying out internal audits on the collection, retention, processing of information and security measures, physical or software, intended to prevent any unauthorized access to the systems in which personal information is stored. Personal information is encrypted at rest and always encrypted during backups.

To ensure the security of your personal data, we implement industry standard precautionary measures to prevent loss, misuse, unauthorized access, disclosure, alteration or inappropriate destruction. of this information.

When you give us your credit card data, it is encrypted. Although transmission of data over the Internet or its electronic storage cannot be guaranteed to be 100% secure, we comply with industry security requirements and implement additional industry-recognized security measures.

Access to personal information is strictly reserved for employees, mandataries, subcontractors and agents acting on behalf of Matelas Dauphin who need access to it in order to operate, develop or improve our services. These people are bound by confidentiality obligations and are likely to be subject to sanctions, including dismissal and legal proceedings, in the event of failure to comply with these obligations. In order to control access to personal information, each person authorized to access personal information has a user name and password.

However, it is important to keep in mind that no data collection, communication or retention system can guarantee that security will be 100% guaranteed. It is therefore also your responsibility to ensure that your information is transmitted securely, including by notifying us if you have any doubts that the security of your information is at risk (See section 11 for contact details of the information protection officer personal).

7. Users' rights relating to personal information disclosed

A user can, at any time, request access or rectification of the file in which the personal information we hold about them is located if any information is inaccurate, incomplete or equivocal. We want to obtain accurate information in order to offer you the best service. Do not hesitate to make a request for access or rectification by contacting our personal information protection manager (see section 11). This request must be made in writing and must contain proof that confirms the identity of the user or their representative.

A user may also request more information about our use of personal information.

Any user may request that the computerized personal information we hold about them be communicated to them in an accessible and readable technological format.

A user may also request that we delete information that we no longer consider necessary to fulfill the purposes for which it was provided and consented to or that no longer has a legal basis for its use.

As mentioned previously, any user can also modify their consent regarding the use of personal information.

A user may also make a complaint to our Privacy Officer (see section 11) and request that we limit the use of their information while the complaint is processed.

A user also has the right to request not to be subject to a decision based solely on automated processing of their personal information Incidents relating to personal information.

If we have reason to believe that an incident that affects users' personal information has occurred, we undertake to take reasonable steps to limit the risk of harm and to be proactive in creating preventative measures.

If we judge that serious harm could result from an incident relating to personal information, we will notify the Commission d'accès à l'information as well as any user whose personal information is affected by the incident according to the terms provided for by the law.

We also undertake to keep a record of confidentiality incidents

8. Links to other sites

When a user clicks on a link that takes them to a website that does not belong to us, it is their responsibility to check the privacy policy and that relating to cookies applicable to the site in question. This Policy applies only to our website and we are not responsible for the content of third party websites.

9. Third Party Privacy Policies

By interacting with YouTube videos on this website, users agree to be bound by the YouTube Terms of Service. Please also refer to the Google Privacy Policy.

10. Change to the Policy

Please note that this Policy is subject to change at any time. No change, even minor, resulting in a reduction of your rights hereunder may take place without your express consent.

Notwithstanding the foregoing, any changes to this Policy will be posted on this page. The date of the Policy update will be indicated at the top of the page.

11. Contact details of the person responsible for the protection of personal information

The Chairman and CEO of Matelas Dauphin has been designated as responsible at Matelas Dauphin for the protection of personal information. For any questions or comments, please contact the person responsible using the following email address:

Email : info@matelasdauphin.com