

# MANULIFT COOKIE NOTICE

## 1. INTRODUCTION

Capitalized terms and expressions that are not otherwise defined have the meanings ascribed to them in section 2.

Manulift E.M.I. Ltd. (“**Manulift**”, “**we**,” “**us**,” “**our**”) wishes to handle the information it collects in a lawful and open manner.

Manulift has drawn up this Cookie Notice (the “**Notice**”) to describe its use of Cookies and the information it collects and keeps when you visit our website <https://www.manulift.ca/> (the “**Service**”).

## 2. DEFINITIONS

“**Privacy Laws**” means applicable laws governing the handling of Personal Information, including the *Act Respecting the Protection of Personal Information in the Private Sector*, S.Q. c. P-39.1, the *Personal Information Protection and Electronic Documents Act*, S.C. 2000, c. 5, and the regulations, interpretation bulletins, notices and decisions of the organizations responsible for enforcing them.

“**Concerned Person**” or “**you**” means any identified or identifiable individual regarding whom Manulift collects Personal Information through the Service, whether that individual is simply a visitor to the website or a user of the Service that created a user account.

“**Personal Information**” means any information regarding an identified or identifiable individual, but excludes information not considered Personal Information under the various Privacy Laws. Furthermore, for greater certainty, an “identifiable individual” is an individual who may be identified, directly or indirectly, namely by reference to an identifier, such as a name, ID, location data, online identifier, or one or more particular elements specific to their physical, physiological, genetic, psychological, economic, cultural or social identity.

“**Cookies**” are files containing an identifier (a series of letters and numbers) sent by a Web server to a Web browser and stored by the browser. The identifier is then returned to the server each time the browser requests a page from the server. Cookies are “persistent” when stored by a Web browser and remain valid until their planned expiry date, unless deleted by the user before that date. Cookies are referred to as “temporary” when they expire at the end of the user’s browsing session. Although cookies generally do not contain personal identifying information, the Personal Information that Manulift stores in relation to you may be linked to information contained in or obtained from cookies.

## 3. COOKIES WE USE

Types of Cookies. We use Cookies for the following purposes:

- Authentication – we use Cookies to identify you when you visit and browse our website;
- Content publishing – we use Cookies to help content publishers manage content;
- Customization – we use Cookies to store information about your preferences and to allow us to customize our website for you;
- Security – we use Cookies as security measures to protect user accounts, prevent fraudulent use of login information, and protect our website and Services in general;
- Analytics – we use Cookies to analyze the use and performance of our website and services.

## 4. COOKIES USED BY OUR SERVICE PROVIDERS

Our service providers use Cookies that can be stored on your computer or device when you visit our Service.

4.1 Hotjar. Hotjar uses Cookies to collect information on website use. The information that is collected is used to confirm that the design of our Services and the user experience are working properly and to provide the best possible visitor experience through heat maps and session recordings. Hotjar’s Privacy Policy can be found at: <https://www.hotjar.com/legal/policies/privacy/>;

4.2 Facebook. Facebook uses Cookies to collect information on website use. We use Facebook pixel tracking to assess the effectiveness of social media campaigns associated with the Facebook platform. Facebook’s privacy policy can be found at: <https://www.facebook.com/policy>;

4.3 LinkedIn. LinkedIn uses Cookies to collect information on website use. We use LinkedIn tracking to assess the effectiveness of social media campaigns associated with the LinkedIn platform. LinkedIn’s privacy policy can be found at: <https://www.linkedin.com/legal/privacy-policy>;

4.4 Analytics services providers. We use Google Analytics as a tool to analyze the use of the Service. Google Analytics uses Cookies to collect information on website use. The information that is collected is used to create reports on the use of our website. Google Analytics’ privacy policy can be found at: <https://policies.google.com/privacy>.

For more information on Google Analytics, see: <https://policies.google.com/terms> and for more information on the use of Cookies by Google Analytics advertising features, see: <https://policies.google.com/technologies/ads>.

Some of the Google Analytics Advertising features we have implemented include:

- a) Remarketing with Google Analytics to create audiences of visitors to our website and share them with our advertising accounts, and propose, as part of our campaigns on the Google Search Network and Google Display Network, relevant advertisements centered on the actions they took during their visits.
- b) Analyze data on demographic performance and areas of interest to i) target the audience distribution of our website by age, gender and interest; ii) improve the targeting of our advertising expenditures; iii) create segments for our reports; and iv) create Remarketing lists.
- c) Integrate Campaign Manager to collect data for advertising purposes, including data collected by the advertising Cookies and device identifiers to maximize the benefits of these products by combining them and then sharing the data by associating them with each account.
- d) Segmentation to isolate and analyze subsets of sessions and users.

## 5. **COOKIE MANAGEMENT**

### 5.1 External sources of information related to Cookies.

You can block third-party Cookies used to display custom ads tailored to your interests by visiting [www.aboutads.info/choices/](http://www.aboutads.info/choices/) or <https://www.networkadvertising.com>.

We encourage you to use the Google Analytics opt-out add-on if you want to disable the Google Analytics advertising features, which can be downloaded here: <https://tools.google.com>.

### 5.2 On your browser.

Most browsers allow you to refuse and to delete Cookies. The procedure is specific to each browser and version. However, you can obtain up-to-date information on how to block and delete Cookies through the following links:

- a) <https://support.google.com/chrome/?hl=en#topic=7439538> (Chrome);
- b) <https://support.mozilla.org/en-US/> (Mozilla);
- c) <https://www.opera.com/help> (Opera);
- d) <https://support.microsoft.com> (Internet Explorer);
- e) <https://support.apple.com/> (Safari); and
- f) <https://privacy.microsoft.com> (Edge).

### 5.3 Effects.

Blocking access to all Cookies will affect the quality of use of several websites. If you refuse to use all the Cookies, you will not be able to use all the functions of the Service.

## 6. **OUR CONTACT INFORMATION**

The Service is owned and operated by Manulift.

Our main place of business is located at: 100 Rue d'Anvers, Saint-Augustin-de-Desmaures, Québec, G3A 1S4.

Manulift has appointed a Chief Privacy Officer ("**CPO**") to ensure that the Company complies with the Privacy Laws.

### a) CPO contact information:

Sébastien Mortier, IT Manager  
100 Rue d'Anvers  
Saint-Augustin-de-Desmaures, Québec G3A 1S4  
Email: [info-protection@manulift.ca](mailto:info-protection@manulift.ca)  
Telephone: (418) 878-5424

If you have any questions about our use of Cookies via the Service, please contact Manulift's CPO, whose contact information is indicated above.

## **7. UPDATES AND REVISION**

### **7.1 Applicable version.**

The Notice takes effect on the first update date mentioned at the beginning of the Notice and replaces all previous versions. The version history of this Notice is available upon request to the CPO. The collection, use, disclosure and any other handling of a Concerned Person's Personal Information via the Cookies by Manulift shall be governed by the version of the Notice in effect at that time.

### **7.2 Amendments to the Notice.**

Privacy Laws are constantly evolving and, as a result, this Notice may be amended from time to time by Manulift, at its sole discretion. When we make changes to it, we will post on this page for a period of time the changes that have been made to bring to your attention these new changes as well as a notice on the home page of the website that this Notice is being amended. When these changes are material or require your consent, we will also notify you by email if we have your email address.

## **8. ESSENTIAL**

These Cookies are essential to the proper functioning of the website.

## **9. FUNCTIONS**

These Cookies are useful for third party functions (such as social media).

## **10. ANALYTICS**

These Cookies are used to count users and analyze their web browsing.

## **11. MARKETING**

These Cookies are used by a third party to send you advertisements, mainly targeted ads.