

# PRIVACY POLICY

BethCare Senior Services Inc., and its affiliates (collectively, “BethCare”, “we” or “our”) respect your concerns about your privacy. We have prepared this Privacy Policy to let you know about the manner in which we collect, use, disclose and otherwise manage the personal information you provide to us through our website located at [www.bethcare.com](http://www.bethcare.com).

- We may collect personal information that you provide us when you:
- Visit our Site to receive our newsletter or otherwise register with our Site or participate in another feature of our Site;
- Visit our social media platforms;
- Request certain information about our services;
- Contact one of our customer service representatives;
- Enter into a contest or sweepstakes or respond to one of our surveys; or
- Provide us with comments or suggestions on our Site.

## WEBSITE INFORMATION

We collect the IP (Internet protocol) addresses of all visitors to our Site and other related information such as page requests, browser type, operating system and average time spent on our Site. We use this information to monitor and improve our Site.

## CUSTOMER SERVICE

When you call one of our customer service representatives, you may be asked for information that identifies you along with additional personal information we need to help us promptly answer your question, such as your name and address and a telephone number where we might contact you. We may retain this information to assist you in the future.

## SECURITY OF PERSONAL INFORMATION

We will maintain the confidentiality of all personal information collected on our Site and will only disclose such information to employees and authorized service providers who require such information for the purposes described in this Privacy Policy. We may transfer personal information that we collect or that you provide as described in this policy to contractors, service providers, and other third parties we use to support our business (such as software providers) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this policy. We maintain administrative, technical and physical safeguards to protect against unauthorized access, use, modification and disclosure of personal information in our custody and control. BethCare will not disclose, trade, rent, sell or otherwise

transfer your personal information, without your prior consent, except as otherwise set out in this Privacy Policy or as may be required by law or legal process, in response to a request by law enforcement authorities, when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual illegal activity. We also reserve the right to transfer personal information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use personal information you have provided to us in a manner that is consistent with our Privacy Policy. Following such a sale or transfer, you may contact the entity to which we transferred your personal information with any inquiries concerning the processing of that information.

## TRANSFER OF PERSONAL INFORMATION TO OTHER COUNTRIES

We may transfer the personal information we collect about you to recipients in countries other than the country in which you originally provided it. These countries may not have the same data protection laws as the country in which you provided the information. When we transfer your information to recipients in other countries, we will protect that information as described in this Privacy Policy and will comply with applicable legal requirements providing adequate protection for the transfer of personal information to recipients in countries other than the one in which you provided the information.

## CHILDREN'S PRIVACY

This Site is not directed to children under the age of thirteen, and we do not knowingly collect personal information from children under the age of thirteen on the Site. If we become aware that we have inadvertently received personal information from a visitor under the age of thirteen on this Site, we will delete the information from our records.

## UPDATES TO OUR PRIVACY POLICY

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our personal information practices or relevant laws. We will post a prominent notice on the Site to notify you of any significant changes to our Privacy Policy and indicate on the notice when the Privacy Policy was updated.

## HOW TO CONTACT US

We want to assure you that BethCare is dedicated to protecting your privacy. Please feel free to contact us at any time if you:

- Have any questions or comments about this Privacy Policy;
- Would like to terminate your registration with our Site;
- Wish to access and/or correct your personal information; or
- Wish to provide or withdraw your consent for BethCare to provide you with information about our product offerings.

If you wish to know what information we currently have about you, or are dissatisfied with this Privacy Policy or BethCare's privacy practices, you should send a written request or complaint to us at the address below.

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Montréal, QC H4A 2H5  
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