



## Privacy Policy

### APPLICATION OF THE PRIVACY POLICY

This Policy defines how Strana Talent collects, uses and protects information voluntarily provided by users of its site and information automatically transmitted by their web server. This Policy applies to the entire <https://www.strana.ca> site and the products and services offered by Strana Talent. The Policy also explains how to review or update your Personal Information and how to contact Strana Talent with any questions, suggestions or comments. Strana Talent reserves the right to change this Policy at any time without notice. We recommend that you read our Policy carefully and check it regularly.

### COLLECTION OF INFORMATION

#### a) Personal information

For the purposes of this Policy, the term “personal information” refers to information that identifies a natural person. Any action relating to submission of a resume or contact form requires the voluntary provision of your personal information. When this information is required to process your request, you will be notified. Among this information, Strana Talent collects:

- First and last name
- Gender
- Street address
- Email address
- Phone number

*Please note that this list is not exhaustive and is subject to change without notice.*

#### b) Non-Personal Information

For the purposes of this Policy, the term “non-personal information” refers to anonymous information typically recorded by web servers, such as the web protocol address (IP address),



the date and time of access, and the operating system and browser used by the visitor. Demographic statistics about our visitors (age group, country of origin, language spoken, etc.) and their browsing habits (pages viewed, number of visits, length of time spent, etc.) are also considered non-personal information. Strana Talent collects such information primarily through the use of cookies. Cookies are small data files that a browser installs on the hard drive of a user's computer when the user first visits a website. User data is collected to enable Strana Talent to provide its products and services and for the following purposes: advertising, behavioural analysis and statistics, customer contact, interaction with social networks and external platforms, registration and authentication, response to comments, remarketing and targeting based on visiting habits.

## INFORMATION COLLECTED

### a) Personal Information

#### **Contact information**

Contact information voluntarily provided by users of the <https://www.strana.ca> website may be used for the following purposes: to send information about our company's products and services, to contact them, if necessary and to understand their needs.

### b) Non-Personal Information

#### **Cookies**

The use of cookies allows Strana Talent to compile statistics that are used to analyze website traffic and create ads.

#### **Analytics tool**

Our company uses Google Analytics to obtain demographic statistics on our visitors and statistics on their browsing habits. We can also use this data to better understand their behaviour or improve the structure of our site <https://www.strana.ca>. In addition, Google Analytics allows us to profile our current and



potential customers so that we can improve our product and service offerings. To collect anonymous information and generate statistical reports, Google Analytics may use cookies, but without identifying you personally.

#### **Advertising and remarketing**

Our company uses Google Ads to promote its products and services online and to increase traffic to its site <https://www.strana.ca>. These tools use cookies and other technologies to track and analyze data, measure content popularity, better understand users' online activities, and serve targeted ads (such as interests, site visits, or demographics). The way Strana Talent uses Google Ads allows Strana Talent to tailor its marketing practices to better meet the needs of its customers and display ads that Strana Talent believes will be of interest to them.

#### Deactivation of cookies

Any user is able to enable or disable the use of cookies by Google. To do so, please visit <https://support.google.com/accounts/answer/61416>.

#### Content from External Sources

Some items on this website may include content from external sources (videos, images, articles, etc.). Content from external sources behaves in the same manner as if the visitor were viewing it on the originating site. These originating sites may collect data about you, use cookies and in turn use third-party content and monitor your interactions with such third-party content, including tracking your interactions with third-party content.

## **INFORMATION RETENTION PERIOD**



Your personal information will be kept only for the time necessary to fulfill the purposes for which it was collected, unless a longer retention period is required or permitted by law.

## **DISCLOSURE OF YOUR INFORMATION**

All information provided by users of our website, whether personal or not, is kept confidential. Each of Strana Talent's employees is bound by this Policy. The use of this data is restricted to Strana Talent and to suppliers and partners with whom the company has a business relationship. The information will only be shared with them if Strana Talent deems such disclosure necessary to ensure the delivery of its product and service offering. In all other cases, no disclosure of your information to a third party will be permitted. In the event that Strana Talent needs to transfer personal information to a party that has not been retained by Strana Talent, you will be notified in writing, in advance. Only with your express consent will such disclosure be permitted.

## **YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL DATA**

If you have sent us information via our forms, you may request a file containing all information collected about you, including any information collected by our site. You may request to delete any personal information we have on file. This does not include information collected for administrative, legal or security purposes.

## **ADDITIONAL INFORMATION**

Protection of your information

We make every reasonable effort to ensure the security of personal information provided by users of our website. An in-house technician ensures the functionality of the server and forms used for our website. In addition, Strana Talent has appropriate security measures in place to protect its customers



from the loss or unauthorized use of their personal information, including credit card information.

#### Collection and Use of Information by a Third Party

From time to time, certain non-personal information, as defined above, may be collected by a third party.

#### Statistics

To gather information about its users and their browsing habits, Strana Talent uses Google Analytics. When this information is used for Strana Talent's own purposes, it is protected by this Policy. Google Analytics may, however, collect data for its own use. In that case, your information is collected, used and protected according to its own Privacy Policy.

#### Advertising and remarketing

To create advertisements, Strana Talent uses Google Ads. When the information provided by this service is used for Strana Talent's own purposes, it is protected by this Policy. Google Ads may, however, collect data for their own use. In this case, your information is collected, used and protected according to their respective policies: [Google Privacy Policy](#).

## REMOVAL AND CORRECTION OF YOUR PERSONAL INFORMATION

Marc-Antoine Boisvert is the Privacy Officer at Strana Talent. To remove your name from Strana Talent's electronic entry lists or to change the personal information you have provided, please send your request by email to [confidentialite@gcmconsultants.com](mailto:confidentialite@gcmconsultants.com)

## UPDATE OF THE ABOVE POLICY

We may modify the content of this Privacy Policy at any time. We therefore invite you to consult it on a regular basis in order to



remain informed of the way in which we handle personal information.

This version was last updated on 14-09-2023

## QUESTIONS AND COMMENTS

Our company encourages you to make any inquiries, suggestions or comments regarding this Privacy Policy. You may contact us at any time by email at [confidentialite@gcmconsultants.com](mailto:confidentialite@gcmconsultants.com).