

Privacy policy

Introduction

At A.S.N. Inc., we place a high value on protecting your personal information. This privacy policy outlines the types of personal information we collect, how we use it, and the rights you have regarding this data, in accordance with Quebec's Law 25.

Purpose of this privacy policy

The purpose of this privacy policy is to inform users of our site about the data collected when they browse our website. The following information can be found in this privacy policy:

1. The personal data collected
2. The use of the data collected
3. Who has access to the data collected
4. The rights of site users
5. The site's cookie policy

This privacy policy operates alongside the terms and conditions of use of our site.

Applicable Laws

This policy complies with the laws set out in the Personal Information Protection and Electronic Documents Act (PIPEDA) and Quebec's laws on the protection of personal information in the private sector (Law 25).

For residents of EU countries, the General Data Protection Regulation (GDPR) governs all data protection policies, regardless of where the site is located. This privacy policy aims to comply with the GDPR. If there are any inconsistencies between this policy and the GDPR, the GDPR will apply.

For residents of California, this privacy policy aims to comply with the California Consumer Privacy Act (CCPA). If there are any inconsistencies between this document and the CCPA, state legislation will apply. If we identify any inconsistencies, we will amend our policy to comply with the relevant law.

Consent

Users agree that by using our site, they consent to:

1. The conditions set out in this privacy policy
2. The collection, use, and retention of the data listed in this policy

Personal data

Data collected automatically

When you visit and use our site, we may automatically collect the following information using Google Analytics:

- Your IP address and the pages you visit
- Your device type and browser

We can see the IP addresses of visitors to our website. However, the other information is aggregated with that of other users. We only have access to it in an anonymous form.

Our partner has its own privacy practices and policies.

- Please refer to [Google Analytics' privacy policy](#).

1. Data collected non-automatically

The only additional data collected on the website is from contact forms. When users fill in the fields with their professional contact details and send us their request.

Please note that we only collect data that helps us achieve the objective outlined in this privacy policy. No additional data will be collected without first informing you.

2. Data from our social media pages

Like any social media user, we can see who follows our pages and how users interact with our posts.

We have access to follower information such as their names, profiles, likes, comments, shares, and the number of views of our posts (on Twitter and LinkedIn).

When you visit our website from our social media posts, we use trackers to:

- Identify the social media posts that are the most successful
- Measure the effectiveness of our marketing campaigns

[Facebook](#), [LinkedIn](#), and [Twitter](#) have their own privacy policies that we recommend you read.

How we use personal data?

The personal data collected on our site will only be used for the purposes specified in this policy or indicated on the relevant pages of our site. We will not use your data beyond what is disclosed.

The data collected is used for the following purposes:

1. Automatically collected data: Statistics
2. Non-automatically collected data: Responding to your request

With whom we share personal data

1. Employees

We may disclose user data to any member of our organisation who reasonably needs it to fulfil the objectives set out in this policy.

2. Third parties

We do not share user data with third parties. Furthermore, third parties would not be able to access user data beyond what is reasonably necessary to achieve the given purpose.

3. Other Disclosures

We are committed to not selling or sharing your data with third parties, except in the following cases:

1. If required by law
2. If required for any legal proceedings
3. To prove or protect our legal rights
4. To buyers or potential buyers of this company in the event that we seek to sell the company

If you follow hyperlinks from our site to another site, please note that we are not responsible for and have no control over their privacy policies and practices.

How long we store personal data?

In accordance with Law 25, we will establish and maintain policies and practices regarding the retention and destruction of personal data.

However, the law imposes retention periods for certain types of information. Here is an example relevant to us:

Billing information (e.g., billing address, name) *Retention period of 7 years, in accordance with tax laws*

We do not retain user data beyond what is necessary to achieve the purposes for which it was collected.

How we protect your personal data?

We implement stringent security measures to protect your data from unauthorized access, including:

- Data encryption
- Strict access controls
- Firewalls and intrusion detection systems
- Ongoing staff training on data security

Your Rights as a user

As a user, you have the right to access all your personal data that we have collected. Furthermore, you have the right to update or correct any personal data in our possession, provided it is legally acceptable to do so.

You can choose to delete or modify your consent to the collection and use of data at any time, as long as it is legally acceptable to do so, and you notify us within a reasonable delay.

How to modify, delete, or contest data collected?

If you wish to have your information deleted or modified in any way, please contact our data protection officer:

- Benjamin Challoy
- 1461 Rue Saint Alexandre, Montreal (QC), H3A 2G3
- communications@asntech.ca
- (514) 843-3155

Policy on analytical cookies

Cookies are small text files sent from a website and stored on your device to facilitate your navigation. Our site uses functional cookies, which allows us to improve the design and functionality of our site by collecting data on the content you access and engage with while using our site.

You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies entirely in your internet browser, but this may reduce the quality of your user experience. You can do this through your browser settings or by using privacy-focused browsers such as Brave or DuckDuckGo.

Modifications

This privacy policy may be amended to remain compliant with the law and to reflect any changes in our data collection process.

We recommend that users check our policy periodically to ensure they are informed of any amendments. The updated version of the policy will apply from the date of publication.

Last modified: 8 July 2024