

Privacy Policy

Les Producteurs de bovins du Québec (PBQ) is serious about protecting the information it stores.

In the course of fulfilling our activities and mission, we handle personally identifiable information about private individuals.

1. Objective

This policy explains how we collect, use, share, and store personal information about cattle producers, visitors, and PBQ website users. It also sets out how this personal information may be accessed and, if necessary, corrected.

2. Consent

By sending personal information through this website, by phone, in person, or by any other means, you agree that it will be handled in accordance with this policy, and you authorize the PBQ and its service providers to handle it for the purposes set out below.

3. What information do we collect?

A. Information you send us

We collect personal information you send us when you:

- Contact us using the "Contact us" page
- Complete a form to register for a training session
- Complete a form to subscribe to one of our newsletters

Depending on the circumstances, this may include your first and last name, your contact information (email, phone number, region), or your questions, comments, and requests for information.

B. Information collected through agreements

In order to comply with our legal obligations, including those under the *Professional Syndicates Act*, the PBQ also collects personal information through an agreement with the Union des producteurs agricoles.

C. Information collected through our website

We use Google Analytics to analyze the browsing behaviour of visitors to the PBQ website. Google Analytics is a tool to analyze website traffic and use.

Google Analytics collects the following information:

- Number of visitors to the site
- Browser (Chrome, Safari, Edge, Android, WebView) and operating system (Windows, macOS, Linux, Android, iOS, etc.)
- Type of device (computer, tablet, or smartphone)
- Date, time, and average length of visit
- Pages visited
- Traffic acquisition by channel (organic, direct, email, social media, referring sites)
- Referring site addresses (in cases where visitors arrive from another platform)
- Country in which the site was visited
- City in which the site was visited
- Gender
- Age
- Language
- Interests

We use information collected through Google Analytics to analyze the use of our website and produce statistical reports on visitor activities in order to improve our tools and the overall user experience.

We also use cookies and similar tools on our website. These are files that are installed in your web browser or on the local storage of your computer or mobile device to allow us to collect certain information. This information may include the date, time, and length of your visits, your navigation history, and the type and version of your browser. This information is automatically collected to optimize your experience on our site, including by storing your settings and preferences. Cookies remain on your device until you clear them from your navigation history.

If you wish to disable cookies, you may do so by modifying the settings of your browser or mobile device. Please be advised, however, that disabling cookies from your browser may detract from your navigation experience.

4. How is your information used?

We mainly use your personal information for the following reasons:

- To provide you services you request from us
- To optimize the content, navigation service, and display of our site
- To respond to your questions, comments, and requests for information
- To register you for a training session
- To add you to newsletter mailing lists that you select
- For other purposes authorized or required by law

Personal information that we collect will primarily be available to PBQ staff members.

5. How do we protect your personal information?

We protect all information we receive from the time it is shared with us up until the time we destroy it. We maintain the appropriate physical, technical, and administrative protection measures to protect your personal information from accidental or illegal destruction; from accidental loss; from unauthorized modification, disclosure, or access; from improper use or any form of illegal handling. The only staff who have access to your personal information are those who need to have it or whose duties reasonably require that they have access to it.

However, no method of sharing information over the Internet or electronic storage method is 100 percent secure. This means that we cannot guarantee the security of the information that you provide us, and you do so at your own risk. We also cannot guarantee that such information will not be consulted, obtained, disclosed, modified, or destroyed if our protection measures are breached. If you have reason to believe that your personal information has been compromised, please contact us at 450-679-0540, ext. 8287.

6. Who do we share your personal information with?

We do not share your personal information with third parties without your consent, except in the following cases:

- Our service providers, partners, or consultants require it to deliver their services or fulfil their duties (e.g., data hosting and website design service providers)
- Sharing it is permitted or required by law (e.g., in the case of a court order)

7. Retention of personal information

Your personal information is stored on servers located in Quebec and elsewhere in Canada. The information we share with our service providers may be sent outside Quebec.

We keep personal information for as long as we require it to conduct our activities.

8. Destruction of personal information

Once the purposes for which the personal information was collected have been fulfilled, the information is securely destroyed or anonymized.

9. Rights of access and rectification

Upon written request to pbq@upa.qc.ca and subject to proof of identification, you may request access to your personal information or request that any incomplete or inaccurate personal information about you that we hold be corrected.

However, to ensure that the information we are storing is complete and accurate, please notify us promptly of any changes to your personal information.

10. Revocation of consent

Upon written request to pbq@upa.qc.ca and subject to proof of identification, you may revoke your consent to the sharing or use of your personal information. Please note that revoking your consent will have no effect on information shared previously with your consent.

11. Unsubscribing

When you subscribe to any of the newsletters offered in the newsletter subscription section, the PBQ will use the email address you provide to send you newsletters with a variety of content, in accordance with your selection.

If you would like to be removed from our mailing lists, simply unsubscribe by clicking the unsubscribe link at the bottom of each newsletter you are receiving.

12. Links to external websites

The PBQ website contains links to other websites that are external to the PBQ, such as those of our partners and government bodies. This policy does not extend to external websites. By clicking on links to such websites, you will be taken there automatically. We have no control over their operation and cannot be held responsible for the policies, procedures, and practices of third parties in matters of privacy or any other matters.

13. To contact us

If you have any questions, complaints, or comments regarding the privacy policy or terms of use, if you would like to file a request to access or rectify your personal information, or if you would like to revoke your consent for us to use or share your personal information, we invite you to email our privacy officer at rprp@upa.qc.ca or send a letter to the following address:

Union des producteurs agricoles (Legal Affairs Directorate)
c/o Privacy Officer
555 Boul. Roland-Therrien, Suite 100
Longueuil, Quebec, J4H 3Y9

You may also file a complaint with the Commission d'accès à l'information du Québec (toll-free number: 1-888-528-7741).

14. Updates

The PBQ reserves the right to modify the contents, terms of use, and policies of its website at any time and at its sole discretion. Because these are subject to change, the PBQ invites you to consult them on a regular basis. By using the PBQ website, you agree to be bound by such changes.

This Privacy Policy was last updated on September 20, 2023.