

EPIDERMA Website – Privacy Policy

Last update : November 20th , 2020

Respect for your privacy is of the utmost importance for Epiderma. Our privacy policy (the “Policy”) applies to the information we collect in store, through our website at « epiderma.ca » and throughout our relationship with our customers.

This Policy describes what information, personal or otherwise, we may collect, the purposes for which we collect it, the use we make of it, and the circumstances under which we may share it with third parties. In addition, this Policy presents the choices available to you regarding the collection, use and disclosure of your personal information. Epiderma undertake not to collect, use or disclose your personal information other than in compliance with this Policy.

1. SCOPE AND UPDATE OF THE POLICY

When you use our services in one of our clinics or remotely (telemedicine), you accept the terms and conditions of this Policy. We will notify you of any changes to this Policy by publishing an updated Policy on our website. If you use our clinics’ services again or continue to use our website following an update to our policy, you are indicating your acceptance of the new Policy. It is your responsibility to regularly review this Policy.

You can navigate our website or use some of our services and tools using a mobile device such as a tablet or a mobile phone. This Policy also applies when using these mobile devices.

2. PERSONAL INFORMATION

Information is considered personal when it is associated with an identifiable living individual. This type of information is confidential. Barring exceptions, they cannot be communicated without the consent of the data subject.

2.1 HOW CAN WE COLLECT PERSONAL INFORMATION?

Epiderma collect personal information in the following cases:

- Making an appointment for a consultation, treatment or procedure, by phone or in the clinic;
- Opening a client’s file;
- Subscribing to our newsletter or advertising communications list;
- Participating in a contest or survey;

- Question or comment sent to our customer service by email, instant messaging (chat) or in the clinic.

2.2 WHAT TYPES OF PERSONAL INFORMATION MAY BE COLLECTED?

The type of personal information that Epiderm may collect varies depending on the type of interaction with the client.

This information may include, but is not limited to:

- Lastnames and firstnames;
- Date of birth;
- Address;
- Email address;
- Phone number;
- Purchasing information;
- Medical information.

2.3 HOW DO WE USER YOUR PERSONAL INFORMATION?

Epiderma may use your personal information for the following purposes, but not be limited to:

- Confirm your medical appointments;
- Send you reminders;
- To guarantee the security of your treatments;
- Send you promotional communications through newsletters;
- Send you invitations to participate in surveys, contests or events;
- Communicate with you to get your opinion for continuous improvement.

You can decide not to receive promotional communications at any time. Please refer to the website « epiderma.ca » or at 1 877 EPIDERMA.

3 . INFORMATION PROVIDED AUTOMATICALLY

Information collected automatically can generally be considered as non-personally identifiable information, in the sense that it can't be used on its own to trace or identify a person.

3.1 HOW DO WE AUTOMATICALLY COLLECT INFORMATION?

When you visit our website at Web « epiderma.ca », we may automatically collect certain information using cookies and store it in log files. Cookies are small text files that we create and store on your computer when you browse our website. They record your preferences so that your subsequent visits to the website are more efficient.

Please note that you can configure your browser to block cookies at any time. By default, browsers allow the use of these cookies. In addition, you can also view the cookies that have been stocked on your hard drive using your browser and erase them manually whenever you want.

3.1 WHAT TYPE OF INFORMATION CAN BE COLLECTED AUTOMATICALLY?

Information collected using cookies may include, but is not limited to:

- Browser information;
- Operating system;
- Internet service providers (ISPs);
- Pages visited and requests;
- Time and day of connection;
- Frequency and duration of visits;
- Geography and language preference.

3.2 HOW DO WE USE THIS AUTOMATICALLY COLLECTED INFORMATION?

The information collected by cookies mainly allows us to:

- Process statistics and traffic information;
- Create audience lists for retargeting advertising;
- Facilitate navigation and improve service for your comfort.

4. IS THE INFORMATION SHARED WITH THIRD PARTIES

We do not share your personal information in any form with third parties that are not part of Epiderma or its parent company, Medcart Network, except in cases where we are required to do so by law. We reserve the right to disclose your personal information in cases required by law, in court proceedings, in response to requests from law enforcement authorities and, if necessary, to protect property, interests and rights of Epiderma or Medcart Network companies.

5. YOUR CHOICES ABOUT RECEIVING PROMOTIONAL COMMUNICATIONS

We only wish to communicate with you if you are willing to. If you prefer not to receive promotional communications from us or our parent company or if you do not want us to use your personal information to enhance your experience as a customer (such as appointment reminders), please let us know by contacting us by phone at 1 877 EPIDERMA, by writing us an email at info@epiderma.ca or by sending us a request to our administrative office at 2590, boulevard Laurier, bureau 330, Québec (Québec) G1V 4M6. Remember to include your full name, phone number and email address in your request.

Please note that in the case of a request by post, processing may take up to two weeks. You may therefore receive communications from us during this period. At any time, you can unsubscribe from our newsletters list using the link at the bottom of any of our promotional emails.

6. HOW LONG IS YOUR PERSONAL INFORMATION RETAINED?

We will keep your personal information as long as is reasonably necessary for the purposes described in this Policy or such longer period as may be required by applicable law.

7. HOW IS YOUR PERSONAL INFORMATION SECURED

Epiderma have adopted appropriate measures to preserve the confidentiality of the personal information collected and to protect it against loss or theft, as well as unauthorized access, communication, reproduction, use or modification in taking into account their sensitivity and the purposes for which they are employed. In addition, we require that each employee, agent or representative of Epiderma comply with this policy.