PRIVACY POLICY

Last update: September 10, 2026

Sani-Marc Inc. and its affiliated entities place great importance on your privacy and are committed to protecting your personal information.

When you provide us with personal information through our websites, software or applications, including PROF®, or when a retailer provides us with your personal information, we handle this information in the manner described in this policy. Our websites include the following:

- sanimarc.com
- summersmiles.com
- https://clearwater.sanimarc.com/
- https://profsanimarc.com/

1. What is the scope of this policy?

This policy matters. It describes how we collect, use, communicate, and protect your personal information. This policy also includes information on how you can exercise your rights, such as accessing or correcting your information.

Our websites may contain links to other websites or resources operated by third parties not acting on our behalf, such as when you click on links related to our social media accounts. These sites and resources are governed by the policies of those third parties, and we assume no liability for them.

2. What is meant by "personal information"?



"**Personal information**" refers to any information which relates to a person and directly or indirectly allows that person to be identified. This includes a name, an online tracking identifier such as an IP address, or one or more specific characteristics related to their identity.

3. How do we collect your personal information?

We collect your personal information, in particular when you:

- browse our websites, for example through the use of cookies or other tracking tools;
- provide it to us on our websites, for example through our contact forms;
- create and log in to an account;
- use our software or applications, including PROF®, or deal with a retailer that uses them;
- apply for a job; and
- provide it to us when you purchase a product we offer or request a quote.

4. What personal information do we collect and why?

We will only collect, use, and communicate your personal information in accordance with applicable privacy laws. For example, we will use your personal information solely for the purposes for which we have obtained your consent or for other purposes that may be required or authorized by law.

To learn more about the categories of personal information we collect and the reasons why we collect them, please see the details below.

Which ones?	Why?
Biographical Information	
• Name • Contact information • Username and password, when you create an account on a software or application, including PROF®	• To process your request • To provide the products and services you request • To adapt water treatment recommendations, calculate the required quantities of products, and enable personalized monitoring • To respond to comments, questions, and complaints • To create your account • To communicate with you in connection with contests you have registered • To communicate with you for other needs.
Information Related to Products and Services	
• Information regarding the characteristics of the pool or spa, as well as water analyses and the recommended or completed treatments	• To analyze and monitor certain pool and spa water quality parameters • To diagnose issues related to water quality • To calculate the quantities of products required to treat the water • To generate personalized recommendations for water maintenance and treatment • To maintain a history of analyses and treatments, enable ongoing monitoring of the installation, and improve future recommendations • To provide technical support and advisory services to users.

Employment Information	
• Biographical information • Education and schooling • Resume content and references • Qualifications and skills	• To review your application and invite you for an interview if we are interested in your candidacy • To communicate with you and share our job opportunities when you complete our Job Alert form.

Website Usage Information	
• Personal information provided through our forms (*e.g., Job Alert form, contact form, quote request, etc*.) • Internet domain name used to access our websites • Location • Unique identifier • Browser type and operating system • Date and time of access to the websites • Number of visits and pages viewed • Content preferences • Browsing habits • Areas of interest	• To process your request • To improve our services • To generate statistics on the number of visits to our websites, the viewing of different pages, and the average time spent on our websites • To manage our systems • To improve the software or application, measure its usage, produce statistics, and optimize the features offered to users.

We use cookies as described below and in our banner.

Cookies are pieces of information that are transmitted and stored on your device to identify it or your account. They allow us, for example, to operate our websites, enhance their security, fix bugs, perform certain usage analyses, and tailor our content to better meet your needs and habits.

Specifically, our websites may use the following types of cookies:

Types of cookies	Explanation

Necessary, Preference and Functional	These cookies are necessary for the proper functioning of our websites. They allow us to ensure essential services and functionalities, including service continuity and security. Therefore, they cannot be disabled. Preference cookies allow us to remember information that changes the behaviour or appearance of our websites, such as your preferred language, the region you are in, and video and audio settings. Functional cookies enable certain functionalities such as sharing website content on social media platforms, collecting feedback, and other third-party features.
LinkedIn Preference	LinkedIn preference cookies are used to determine which LinkedIn data center is requested and for how long the LinkedIn service can use the cookie information.
Analytics and Statistics	These cookies generate anonymous data on the number of visits and how visitors use our websites. This data helps us improve our services and the visitor experience on our websites.
Advertising	These cookies allow us and our partners to recommend more relevant products and services to you and display advertisements, including on other sites, that take into account your tastes and browsing habits. This is what is referred to as interest-based advertising (targeted advertising). Please note that if they remain disabled, the number of advertisements will not decrease, but they will be less relevant to you.
Other	Other uncategorized cookies are other analytics and statistics cookies used by our analytics platforms, among other things, to recognize our visitors.

To review or modify your choices, click here.



The personal information identified may not be exhaustive. It is provided to help you better understand how we use the personal information you provide to us.

5. How do we obtain your consent?

The way we obtain your consent (i.e., how we do so) depends on the circumstances.

- We may ask for your explicit consent. However, consent can also be implicit, meaning it is inferred from your inaction or the circumstances.
- If we wish to use your personal information for a purpose that was not disclosed to you at the time of collection or that is not permitted by law, we will seek your consent again.

6. To whom do we communicate your personal information?

We may communicate your personal information to other organizations, such as our service providers, for the purposes identified in the section **What personal information do we collect and why**?

In such cases, we strive to protect the personal information communicated through written agreements and commitments, requiring these third parties to adopt good privacy practices and measures consistent with our expectations and applicable laws regarding your personal information.

Category of third parties	What they do for us
Service Providers (and their own service providers)	To operate our websites, we rely on service providers who act on our behalf. Specifically, we work with providers to: • host our servers • develop and manage our websites, software and applications • analyze and produce statistics on our websites, software and applications • maintain a visitor's session and record preferences • process your payments and issue invoices • deliver the products you order • organize and facilitate contests • organize and implement our marketing and advertising campaigns • send marketing communications (e.g., our newsletter) • manage application reviews and staff recruitment When necessary to provide our products and services, to operate our websites, software and applications, or as otherwise required by applicable laws, we may need to communicate your personal information to our financial, legal, or other advisors.
Partners	We may share your personal information with certain partners who do not act on our behalf but need this information for a specific project, such as certain temporary contests organized in partnership with other organizations.
Courts, law enforcement, and other public authorities	We may share your personal information when required or permitted by law, regulation, court order, subpoena, valid request, or search warrant, or in response to an investigation or any other legitimate request.

7. How long do we keep your personal information?



We will keep your personal information for as long as necessary to fulfill the purposes outlined in this policy, unless the law or an exceptional situation requires us to keep it longer. This could occur, for example, in the event of a legal dispute.

8. Where do we keep your personal information?



We currently keep personal information in Quebec, Canada. However, your personal information may be held and used in any country where our service providers are located. As a result, we may transfer personal information to countries other than your country or

province of residence, where other governments may have access to it under applicable laws.

If we communicate personal information outside of Quebec, we will ensure that your information is protected at a level equivalent to that in Quebec, for example, through contractual measures.

9. How do we protect your personal information?

Security Measures

We implement reasonable procedures and security measures to protect your personal information, whether stored on our servers or with one of our service providers.



For example, we limit access to your personal information. Only staff members who need to process your personal information as part of their duties have access to it.

We have defined the roles and responsibilities of our staff throughout the life cycle of your personal information, from its collection to its destruction.

We have put in place robust security measures to protect your personal information from loss, theft, and any unauthorized access, use, or communication. These measures include:

- Physical measures, such as locked premises;
- Technological measures, such as firewalls;
- Organizational measures, such as the adoption of an incident response plan.

Disclaimer



However, no security measure is absolute or entirely guaranteed. If you have reason to believe that your interaction with us is no longer secure (for example, if you think that the security or accuracy of the information you have provided to us has been compromised),
please contact us immediately at the address provided in the **How to contact us?** section.

10. What rights do you have regarding your personal information?

Depending on your place of residence, you have several rights concerning your personal information, including:

Right of access, rectification, and deletion	**Right to withdraw consent**
You can request access to the personal information we hold about you and obtain a copy.	You can request to withdraw your consent to our use or communication of your personal information

If any personal information concerning you is inaccurate, incomplete, or ambiguous, or if its collection, communication, or keeping is not authorized by law, you can request that it be rectified.

If any information is outdated or no longer necessary, or if provided by law, you can request that we delete it.

In most cases, withdrawing your consent means we will no longer be able to fulfill your request or provide the products and services you requested. Otherwise, we will inform you of the consequences of your request in our response.

We may ask you to provide proof of identity before responding to your request. This identification information will be used only for this purpose.

To exercise your rights, please send a written request to our Privacy Officer using the contact details provided in the How to contact us? section.

11. How to contact us?



You can send any requests, questions, complaints, or comments regarding this policy to the following contact details:

vieprivée@sanimarc.com
42, rue de l'Artisan
Victoriaville (Québec) G6P 7E3
Canada

12. Will we update this policy?



This policy is effective as of the date of the update shown at the top of the page.

We reserve the right to modify this policy from time to time, ensuring that you are informed of any significant changes. When we make substantial changes to this policy, they will take effect immediately upon making the notice of change available to you.