

Privacy Policy

Effective Date: July 18, 2024

Last Updated: June 22, 2026

The French version of this Privacy Policy is the official version of the ASPQ Privacy Policy. In the event of any discrepancy between the French version and a translated version, the French version shall prevail.

This English translation is provided for information purposes only.

Table of Contents

At a Glance	2
What Does This Policy Apply To?	3
What Is Personal Information?	4
Why Does ASPQ Collect Personal Information?	4
When Do We Collect Personal Information?	5
When You Browse Our Websites	5
When You Contact ASPQ	5
When You Subscribe to Our Newsletters	6
When You Participate in Our Activities, Consultations and Projects	6
When You Participate in Our Podcasts, Personal Stories and Multimedia Content	7
When You Receive Support or Guidance Services	7
When You Donate, Become a Member or Complete a Transaction	8
When You Participate in Professional Collaborations or Partnerships	8
When You Use One of Our Digital Platforms	8
When You Apply for a Position or Become Involved with ASPQ	9
When You Apply for an Award, Recognition or Competition	9
As Part of an Employment Relationship with ASPQ (Employees)	10
How Do We Protect Your Personal Information?	10
Use of Artificial Intelligence (AI)	11
Retention and Destruction of Personal Information	11

Do We Use External Service Providers or Services Outside Québec?	12
Service Providers and Transfers Outside Québec	12
Do We Disclose Your Personal Information to Third Parties?	12
Links to Other Websites and Third-Party Services	13
What Are Your Rights?	14
Contact Us About This Policy.....	14
Changes to This Policy	14

The Association pour la santé publique du Québec (ASPQ) places great importance on protecting the privacy and personal information under its control.

As part of its mission and activities, ASPQ and its affiliated projects may collect, use, disclose, retain or destroy personal information through its websites, digital platforms, activities, events, projects and services.

This Privacy Policy explains what personal information we collect, why we collect it, how we use it, with whom we may share it and how we protect it.

ASPQ collects only the personal information necessary to carry out its mission, provide its services, organize its activities and comply with its legal obligations. Where required by law, ASPQ obtains the consent of the individual before collecting, using or disclosing personal information.

This Policy summarizes ASPQ's main practices regarding the protection of personal information and complements the Terms of Use of its websites as well as its Cookie Management Policy.

The most recent version of this Policy is always available on ASPQ's websites.

At a Glance

- We collect only the personal information necessary for our activities and services.
- We do not sell, rent or otherwise share your personal information for commercial purposes.
- We take reasonable measures to protect the personal information entrusted to us.
- You may request access to your personal information or ask that it be corrected.

- You may contact ASPQ's person in charge of the protection of personal information at any time regarding the protection of your personal information.

What Does This Policy Apply To?

This Policy applies to all personal information collected and used in connection with the activities of the Association pour la santé publique du Québec (ASPQ), including its websites, social media accounts, digital platforms, projects, campaigns, services, events and initiatives that it administers or coordinates.

This Policy applies to the following projects and initiatives:

- ASPQ.org;
- Alcool au féminin;
- Apparences trompeuses;
- Positive Mental Health – Rain or Shine (*La santé mentale positive, ça se cultive*);
- Collectif Vital;
- Rights and Pregnancy (*Droits et grossesse*);
- Maison de la santé durable;
- Ralentir ;
- Réduction de la maladie (Moins de maladies) ;
- Réseau d'action pour la santé durable du Québec;
- Santé Climat;
- Semaine de la Santé durable;
- I'm Thirsty for Health! (*J'ai soif de santé!*);
- Sommet de la Santé durable;
- TSAF, en parler pour mieux agir (Alcohol Free Pregnancy);
- Victimes des pesticides du Québec.

This Policy also applies to any other platform, project, campaign or initiative administered by ASPQ, whether it is specifically listed above.

This list may be updated from time to time.

What Is Personal Information?

Personal information is any information concerning a natural person (an individual) that directly or indirectly allows that person to be identified.

Examples of personal information include:

- a name;
- an address;
- a telephone number;
- an email address;
- a photograph;
- an audio or video recording;
- a digital identifier;
- information relating to a person's health or personal situation.

Certain personal information may be considered **sensitive** because of its nature or the context in which it is used. This may include information relating to a person's physical or mental health, diagnoses, medical treatments, ethnic origin, family situation, administrative or legal proceedings, or any other information whose use or disclosure could reasonably be expected to cause significant harm.

Some ASPQ projects, particularly those that provide support services or collect personal stories and testimonials, may require the collection of sensitive or confidential personal information where necessary to achieve the purposes of the project and with the appropriate consent of the individual.

When ASPQ collects sensitive or confidential personal information, additional safeguards are implemented to ensure its confidentiality and security.

Certain publicly available information or information relating to the exercise of a position, profession or function within an enterprise or organization may not be considered personal information in the circumstances provided for by law.

To learn more about the protection of personal information in Québec, please visit the website of the [Commission d'accès à l'information du Québec](#).

Why Does ASPQ Collect Personal Information?

ASPQ collects, uses and retains certain personal information to carry out its mission, provide its services, organize its activities, administer its projects and communicate with individuals who interact with the organization.

We collect only the personal information necessary for the intended purposes. Depending on the circumstances, this information is generally provided voluntarily by the individual through a form, registration process, service request, communication or participation in an activity.

The personal information collected is used only for the purposes for which it was collected, unless another use is authorized or required by law or the consent of the individual has been obtained.

When Do We Collect Personal Information?

ASPQ may collect certain personal information in the following situations:

When You Browse Our Websites

ASPQ uses cookies, tracking pixels and similar technologies to ensure the proper functioning of its websites, improve the user experience, analyze website traffic and better understand visitors' needs.

When you browse our websites, certain technical information may also be collected automatically, including:

- your IP address;
- the domain name used;
- your browser type;
- your operating system;
- certain browsing data.

This information is used primarily for statistical, security and continuous improvement purposes.

For more information, please consult our Cookie Management Policy available on this page or on the webpages you visit.

When You Contact ASPQ

When you contact us by email, telephone, online form or through our social media platforms, we may collect the information necessary to respond to your request, follow up with you or improve our services.

Depending on the circumstances, this information may include your name, contact information, the content of your message and any other information or content that you choose to provide to us.

When You Subscribe to Our Newsletters

When you subscribe to one of our newsletters, we primarily collect your email address to send you information about ASPQ's activities, projects, publications and services.

We primarily use the Mailchimp platform to manage newsletter distribution and to generate statistics that help us assess the reach and effectiveness of our communications.

You may withdraw your consent and unsubscribe at any time by using the unsubscribe link included in our communications.

When You Participate in Our Activities, Consultations and Projects

ASPQ organizes a variety of activities, including training sessions, webinars, workshops, conferences, annual general meetings, events, focus groups, public consultations, citizen advisory groups, expert committees, surveys, evaluations and other public participation activities.

In this context, we may collect certain personal information, including:

- first and last name;
- contact information;
- city or region of residence;
- employer, organization or sector of activity;
- profession, occupation or position;
- age, gender or other sociodemographic information;
- dietary preferences or food allergies;
- any other information relevant to participation in the project or activity.

This information is used to organize activities, communicate with participants, compile participation statistics, better understand the needs of the populations concerned, improve our projects and evaluate the outcomes of our activities.

With the consent of the individual, ASPQ may also retain certain contact and profile information in a participant database to contact the individual regarding future projects, consultations, focus groups, public participation activities, committees, surveys or other

similar initiatives that correspond to the individual's interests, expertise or lived experience. This information is retained for the period specified when consent is obtained or until that consent is withdrawn.

When You Participate in Our Podcasts, Personal Stories and Multimedia Content

ASPQ occasionally produces podcasts, interviews, video recordings, personal stories and other multimedia content to inform the public, raise awareness, document lived experiences, share knowledge and foster dialogue on sustainable health issues.

In this context, we may collect and use certain personal information, including your name, voice, image, professional title, lived experiences, observations, opinions, perceptions and any other personal story or information that you voluntarily choose to share.

This content may be published on ASPQ's websites and on various digital and social media platforms, including YouTube, Spotify, Facebook, LinkedIn and other similar platforms.

Before any content is published, ASPQ obtains the participant's consent through a consent form. Where the participant is a minor, the consent of a parent or legal guardian is also obtained in accordance with applicable legal requirements.

The personal information collected is used only for the purposes set out in the consent form signed by the participant.

With the consent of the individual, ASPQ may retain certain contact information in a database of potential participants to contact the individual regarding future podcasts, interviews, personal stories or other multimedia content.

When You Receive Support or Guidance Services

As part of certain projects or services, including *Victimes des pesticides du Québec*, *Rights and Pregnancy (Droits et grossesse)* and other similar initiatives, ASPQ may collect certain personal information to document a situation, provide information, support individuals in their efforts or refer them to appropriate resources.

Depending on the nature of the project or request, the information collected may include contact information, information relating to a person's health, family or employment situation, administrative proceedings, claims or legal recourse, as well as any other information voluntarily provided to ASPQ.

When sensitive or confidential personal information is collected, enhanced safeguards are implemented to protect its confidentiality and security. Access to this information is restricted to individuals who require it in the performance of their duties to provide services or ensure appropriate follow-up with the individual.

ASPQ collects only the personal information necessary to provide its services and retains that information only for as long as necessary to achieve the purposes for which it was collected or to comply with its legal obligations.

When You Donate, Become a Member or Complete a Transaction

When you make a donation, become a member, register for a paid activity or complete any other transaction with ASPQ, we may collect certain personal information to process your request, administer your membership, process payments, issue the required receipts and carry out the necessary administrative purposes.

This information may include your name, address, email address, telephone number and the information required to process your payment.

ASPQ uses the Zeffy platform for certain online transactions. We encourage you to consult [Zeffy's Privacy Policy](#) to learn more about its protection of personal information practices.

When You Participate in Professional Collaborations or Partnerships

ASPQ regularly collaborates with organizations, partners, subject-matter experts, professionals, service providers and other collaborators as part of its activities and projects.

In this context, we may collect certain professional information, including your name, business contact information, the organization you represent, your job title or position.

This information is used primarily to support project management, communications, administrative management, collaboration among partners and the development of initiatives that further ASPQ's mission.

This section also applies to partner organizations, tenant organizations of the *Maison de la santé durable*, and the individuals who represent them.

When You Use One of Our Digital Platforms

Some ASPQ projects offer digital platforms that require users to create an account or use interactive features.

In this context, we may collect certain personal information, including your name, email address, telephone number, information required to authenticate your account, content that you voluntarily share through the platform and certain platform usage data.

This information is used to manage user accounts, maintain the security of our platforms, operate the services provided, communicate with users, and evaluate and improve the projects concerned.

For example, this section applies to the *Espace Défi* platform of the *I'm Thirsty for Health! (J'ai soif de santé)* project, as well as to any other similar platform developed or administered by ASPQ.

When You Apply for a Position or Become Involved with ASPQ

When you apply for a job, internship, professional engagement or any other volunteer or community involvement opportunity with ASPQ, we may collect the information contained in your résumé, cover letter, application form and any other documentation that you choose to provide.

This information may include your name, contact information, education, professional experience, qualifications, references and any other information relevant to the assessment of your application.

This information is used solely for recruitment, evaluation and application management purposes.

With the consent of the individual, ASPQ may retain certain application records in a candidate database to consider the individual for future employment, internship, contractual or volunteer opportunities within the organization. This information is retained for the period specified when consent is obtained or until that consent is withdrawn.

When You Apply for an Award, Recognition or Competition

ASPQ occasionally organizes or administers competitions, awards, recognition programs or other initiatives intended to recognize outstanding achievements, initiatives or contributions.

In this context, we may collect the personal information contained in application forms and supporting documentation, including the applicant's contact information, biography, professional background, achievements, letters of support, photographs and any other information relevant to the assessment of the application.

This information is used to evaluate applications, support the work of juries, reviewers or selection committees, communicate with the individuals concerned and, where applicable, promote recipients and their achievements.

Where required, the consent of the individuals concerned is obtained before any personal information is publicly disclosed for the purpose of promoting an award, recognition program or competition.

With the consent of the individual, ASPQ may retain certain application records in an application and reference database to consider them for future awards, recognition

programs, competitions or similar initiatives administered by ASPQ. This information is retained for the period specified when consent is obtained or until that consent is withdrawn.

As Part of an Employment Relationship with ASPQ (Employees)

ASPQ collects and uses certain personal information relating to its employees (including interns and contractors) to administer the employment relationship and comply with its legal, regulatory and contractual obligations.

Depending on the circumstances, the information collected may include:

- personal contact information;
- date of birth;
- Social Insurance Number (SIN);
- information required for payroll administration, source deductions and tax obligations;
- information relating to employee benefits and insurance plans;
- information relating to work schedules, leave and absences;
- information required for occupational health and safety purposes;
- information relating to workplace injuries, workers' compensation claims or files administered, including files relating to the *Commission des normes, de l'équité, de la santé et de la sécurité du travail (CNESST)*;
- information required to comply with employment legislation and administer human resources.

Some of this information may constitute sensitive or confidential personal information, particularly where it relates to an individual's health, functional limitations, workplace accommodations, disability claims, or occupational health and safety records.

Access to this information is restricted to individuals who require it in the performance of their duties, as well as to authorized service providers where necessary for the administration of the employment relationship.

How Do We Protect Your Personal Information?

ASPQ places great importance on the security and confidentiality of the personal information entrusted to it.

To protect personal information against loss, theft, unauthorized access, use, disclosure, alteration or destruction, ASPQ implements administrative, technical and physical safeguards appropriate to the nature and sensitivity of the information concerned.

These safeguards include:

- limiting access to personal information to individuals who require it in the performance of their duties;
- using secure technological and cloud-based environments;
- implementing access control and authentication mechanisms;
- adopting internal policies, procedures and practices relating to the protection of personal information;
- ensuring that employees and collaborators are aware of their confidentiality obligations;
- implementing enhanced safeguards when sensitive or confidential personal information is collected or used, particularly information relating to health or to personal or legal situations.

Although ASPQ implements reasonable safeguards, no security measure can guarantee absolute protection. In the event of a confidentiality incident involving personal information, ASPQ will take the necessary steps to reduce the risks, mitigate potential harm and prevent similar incidents from occurring in the future.

Where required by law, including where a confidentiality incident presents a risk of serious injury to the individuals concerned, ASPQ will notify the individuals concerned and the *Commission d'accès à l'information du Québec* in accordance with the applicable legal requirements.

Use of Artificial Intelligence (AI)

ASPQ may use Artificial Intelligence (AI) tools to assist with the transcription, summarization, analysis or processing of information collected during its activities. Where these tools may involve the processing or use of personal information, ASPQ implements reasonable measures to protect that information in accordance with applicable laws.

Retention and Destruction of Personal Information

ASPQ retains personal information only for as long as necessary to fulfill the purposes for which it was collected or to comply with its legal, regulatory, administrative or contractual obligations.

The retention period may vary depending on the nature of the information, the project or service concerned, applicable requirements and the consent obtained from the individuals concerned.

When personal information is no longer required for the purposes for which it was collected and there is no legal obligation requiring its retention, ASPQ securely destroys or anonymizes the information in accordance with its internal records management and protection of personal information practices.

In certain circumstances, and with the consent of the individual, certain information may be retained for a specified period in a participant, candidate or contact database to facilitate participation in future projects, activities, competitions, awards, consultations or similar opportunities.

ASPQ takes reasonable measures to ensure that personal information that has been destroyed or anonymized cannot be reconstructed or re-associated with an identifiable individual.

Do We Use External Service Providers or Services Outside Québec?

Service Providers and Transfers Outside Québec

To support certain activities, digital platforms and services, ASPQ engages various technology and professional service providers, including providers that support online forms, communications, surveys, videoconferencing, collaborative platforms, newsletters, Artificial Intelligence (AI) tools, online transactions and cloud-based hosting services.

This section also includes service providers that support human resources, payroll, employee benefits and the administrative management of employment.

For example, ASPQ may use services provided by Microsoft, Zoom, Google or other providers offering comparable services.

While providing their services, these providers may have access to personal information or process it on behalf of ASPQ. They are required to comply with appropriate confidentiality, security and contractual obligations.

Some of these providers may process or retain personal information outside Québec. Where this occurs, ASPQ takes reasonable measures to ensure that personal information receives an adequate level of protection in accordance with applicable laws.

Do We Disclose Your Personal Information to Third Parties?

We do not sell, rent or otherwise share your personal information for commercial purposes.

The personal information collected by ASPQ is used primarily by its employees and other authorized individuals who require access to it in the performance of their duties. Subject to the exceptions provided by law, personal information is disclosed to third parties only with the consent of the individual or where such disclosure is necessary for the purposes for which the information was collected.

As part of its activities, ASPQ may disclose certain personal information to service providers, consultants, collaborators, partners, subject-matter experts, committee members or other representatives acting on its behalf where such disclosure is necessary to provide a service, carry out a project or achieve the intended purposes.

These third parties are required to protect the confidentiality of the personal information to which they have access and to use it only for the purposes for which it has been disclosed.

ASPQ may also disclose personal information where authorized or required by law, including in order to:

- comply with a legal obligation or a court order;
- respond to a request from a competent authority;
- protect its rights, property or legitimate interests;
- prevent, detect or limit a security or confidentiality incident;
- protect the safety, health or integrity of an individual where permitted by law.

Where personal information is disclosed in the context of research, consultations, public participation activities or community engagement initiatives, ASPQ takes reasonable measures to limit the identification of the individuals concerned where doing so is compatible with the objectives of the project.

In all cases, ASPQ seeks to limit the disclosure of personal information to only the information necessary to achieve the intended purpose.

Links to Other Websites and Third-Party Services

ASPQ's websites and digital platforms may contain links to websites, applications or services operated by third parties.

When you leave ASPQ's digital environment to access a third-party website or service, that third party's privacy practices and terms of use will apply.

ASPQ has no control over the privacy practices of these third parties and encourages users to review their privacy policies before providing them with any personal information.

What Are Your Rights?

Québec law grants you several rights regarding the personal information held by ASPQ. Subject to the conditions set out in the applicable legislation, you may:

- request access to the personal information we hold about you;
- request the correction of personal information that is inaccurate, incomplete or ambiguous;
- withdraw your consent to the use or disclosure of certain personal information;
- request that your personal information be communicated to you in a structured, commonly used technological format where permitted by law;
- request that the dissemination of personal information cease or request the de-indexation of a hyperlink in the circumstances provided for by law;
- file a complaint regarding the management of your personal information.

Any request relating to these rights may be sent by email to ASPQ's person in charge of the protection of personal information at: vieprivee@aspq.org.

To protect the confidentiality of personal information, ASPQ may request the information or documentation necessary to verify the identity of the person making the request.

Your request will be processed in accordance with ASPQ's internal procedures.

Contact Us About This Policy

Any questions, requests for access, correction, withdrawal of consent or complaints regarding the protection of personal information may be submitted to ASPQ's person in charge of the protection of personal information at: vieprivee@aspq.org

ASPQ will process all requests in accordance with the applicable legal requirements and will respond within the time limits prescribed by law.

Changes to This Policy

ASPQ reserves the right to amend this Policy to reflect changes to its activities, practices or applicable legal requirements. The most recent version of this Policy is always available on ASPQ's websites.