

Privacy Policy

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1 - Our commitment

The organizers of the Un arbre pour mon quartier ("UAPMQ") campaign, the Regroupement des éco-quartiers ("REQ") and the Société de verdissement du Montréal métropolitain ("Soverdi") (collectively "we", "us" and "our") are committed to protecting the personal information entrusted to them or collected as part of the UAPMQ campaign. This policy applies to personal information that we collect as part of the UAPMQ Campaign or that you provide to us online through our website www.unarbrepourmonquartier.org.

[Note: This policy describes how REQ and Soverdi collect, use and share personal information in connection with the UAPMQ Campaign. It is intended to demonstrate the organizers' transparency to the public. This policy does not apply to the processing of personal information by partner organizations, service providers, counties or cities].

2 - What is "Personal Information"?

In this Policy, the term "personal information" generally refers to any information that can be used to identify an individual, such as a name, home address, telephone number, e-mail address, etc. Information that is anonymized or aggregated and cannot be linked, directly or indirectly, to an identifiable individual is not considered Personal Information. Information that is anonymized or aggregated and cannot be linked, directly or indirectly, to an identifiable individual is not considered Personal Information.

3 - What Kind of Personal Information Do We Collect?

We may collect personal information in the following instances:

- When you **purchase a tree**: your name, contact information (mailing address, phone number, email address, billing address, and shipping address), payment information (which is processed by a third party payment service provider), GPS coordinates of the tree planting address, and tree species.
- If you contact us **by email**: your name, email address, phone number and the information contained in your message.
- When you sign up for our **newsletter**: your email address.
- When you browse our **website**: we use cookies to collect certain technical information when you visit our website, such as your IP address, your internet service provider, the type of device or browser you are using, the region you are in and the website from which you accessed our website. This information does not directly identify you and is used to improve the content of the site and to make it easier to use. This information may be stored on the servers of our service providers outside of Canada and may be subject to the laws of those countries, including any laws permitting access by government authorities. We use Google Analytics, which allows us to see information about user activity, including the pages visited, the referrer and the time spent on our site. This information is anonymized so that it cannot be used to identify users. You can opt out of Google Analytics by visiting the Google Analytics opt-out page.

4 - Why Do We Collect Personal Information?

We use the personal information we collect only for the purposes necessary to carry out the UAPMQ campaign. We will not use it for any other purpose without your consent. Specifically, we use personal information for the following purposes :

- To process a transaction when you purchase a tree
- To schedule the pickup or delivery of your tree
- To respond to your questions when you contact us
- To keep you informed about UAPMQ campaign news
- To manage our relationship with UAPMQ Campaign partners
- To compile statistics about the UAPMQ Campaign
- Track activity on our website using Google Analytics
- To comply with applicable law.

5 - Who has access to the personal information we collect?

We share your personal information only to the extent necessary to carry out the UAPMQ campaign. Specifically, we may share your personal information with the following organizations :

- Éco-quartiers program organizations responsible for tree distribution
- Montreal boroughs participating in the UAPMQ campaign
- The Ville de Montréal, which subsidizes the UAPMQ campaign
- Certain service providers who help us process online payments ([Stripe](#)), store personal information, and manage our newsletter. These service providers are required to use your personal information only to provide the services requested and to protect it with appropriate security measures.
- Other persons or organizations to whom the law requires the disclosure of personal information under very specific circumstances, including, without limitation, when the disclosure is necessary to respond to an emergency situation involving the life, health or safety of an individual.

We will never sell your personal information. We will obtain your consent to disclose your personal information in situations other than those described in this policy.

6 - How do we keep personal information?

We keep the personal information we collect for as long as necessary to fulfill the purposes described in this policy. For example, we retain the information provided at the time of a tree purchase for as long as is necessary to ensure the activation of the warranty as provided in our [Terms and Conditions](#) of Purchase. When the intended use of personal information has been completed, the information is destroyed, deleted, or made anonymous, unless we are required by law to retain it.

We maintain reasonable physical, administrative, and technical safeguards to protect personal information from loss, theft, or unauthorized access. We make every effort to store your personal information in Quebec. However, information stored on the servers of our service providers may be located outside of Canada and may be subject to the laws of those countries, including any laws permitting access by government authorities.

7 - How can you access and correct your personal information?

You have the right to access the personal information we hold about you and to request that we correct any inaccuracies. To make a request, please contact us in writing using the details provided in the Contact Us section.

8 - Changes to the Policy

We reserve the right to change this Privacy Policy at any time. If we do so, we will notify affected individuals. Any changes will be effective at the time we post the revised policy on our website. The effective date at the top of the policy indicates when it was last updated.

9 - Contacting Us

Please do not hesitate to contact us if you have any questions about our handling of your personal information.

Our Privacy Officer can be reached at the following coordinates:

- **Regroupement des éco-quartiers :**
info@unarbrepourmonquartier.org
514 501 5407