

As part of their business relationship, La Presse will collect and retain certain information relating to Advertisers, including, but not limited to, the following:

#### Information concerning the Advertiser

- The full name and address of the Advertiser
- The full name, email address and telephone number of the Advertiser's representative responsible for the advertising purchase

#### Additional information collected for transactions via the self-service advertising purchasing platform

- The full name, email address, telephone number and password of the authorized user
- The full name, email address and telephone number of the Advertiser's representative responsible for accounts receivable
- Information required to collect applicable taxes
- The currency applicable to the Advertiser
- The industry in which the Advertiser operates

Unless the Advertiser consents to its disclosure expressly (by authorizing La Presse to disclose it) or implicitly (by disclosing the information to the public), La Presse undertakes to keep confidential the information it collects with respect to the Advertiser, unless compelled to disclose it by law or court order.