

As part of their business relationship, La Presse will use, 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;
- The history of requests submitted by the Advertiser via the advert design tool.

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.

La Presse collects this information for the following purposes:

- Provide access to our platform and its features, including the advert design tool;
- Process transactions and manage invoicing;
- Communicate with the Advertiser;
- Provide support to the Advertiser;
- Respond to the Advertiser's questions, requests, comments or complaints;
- Develop new features;
- Prevent and detect fraud, abuse or suspicious activity;
- Carry out statistical analyses and market research;
- Protect its rights and comply with its contractual, legal or regulatory obligations;
- Any other use for which the Advertiser has given their consent, in particular communications via newsletters (where applicable and to the extent that such consent is required).

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, or for the purposes of pursuing the objectives described above, with service providers.

Artificial intelligence (AI) features

La Presse may offer certain features incorporating artificial intelligence, including the advert design tool. To make these features available, La Presse may use third-party services that employ artificial intelligence, such as Google, to process and respond to the Advertiser's requests. These providers have access to the information that the Advertiser submits via these features and process it in accordance with their own privacy policies. La Presse is not responsible for the privacy practices of these providers and encourages the Advertiser to consult the privacy policies of these third parties, including Google's at the following addresses: <https://policies.google.com/privacy?hl=en>. By submitting personal information or other confidential data via the artificial intelligence features, the Advertiser acknowledges that they are doing so in full knowledge of the facts, having read the applicable terms and conditions and privacy policies of the third-party providers. The Advertiser undertakes to hold La Presse harmless and indemnify it against any claim, loss, damage, cost or expense (including reasonable legal fees) arising from or in connection with the use by such third-party providers of the personal information or confidential data submitted by the Advertiser via these features.