
Privacy Policy

New Look Vision Group Inc. including our affiliates and subsidiaries (collectively, “**New Look Vision Group or NVG**”) take protecting your identity and the personal information you provide very seriously. Our Privacy Policy applies to the personal information we collect in-store, through our various websites, specifically <https://www.newlook.ca/en/>, <https://www.iris.ca/en/>, <https://vogueoptical.com/>, <https://www.greiche-scaff.com/en/>, <https://www.edwardbeiner.com/> and throughout our relationship with our customers.

This Privacy Policy (the “Policy”) describes the personal information we may collect from you, the purposes for which we collect it, how we use it, and when we may share it with third parties. The Policy also describes the choices available to you regarding the collection, use or disclosure of your personal information. NVG will not collect, use, or disclose your personal information other than in accordance with this Policy.

By using our websites and/or making online purchases, you agree to the terms and conditions of the Policy. We will notify our customers and website users of any changes made to the Policy by publishing an updated Policy on our websites. Following publication, your continued use of our websites, in-store options, and online shopping services will constitute your acceptance of the new Policy.

We may offer the ability to connect to our websites or use our applications, services, and tools using a mobile device either through a mobile application or via a mobile-optimized website. The provisions of this Policy apply to all such mobile accesses and uses of mobile devices. This Policy will be referenced by all such mobile applications or mobile-optimized websites.

PROVISIONS OF OUR PRIVACY POLICY

When is information collected?

What type of information is collected?

What purpose is this information collected for?

Is the information shared with third parties?

Your choices about receiving promotional communications

What are cookies and how are they used on this site?

How to access or modify your personal information, withdraw your consent, inquire or make a complaint about the Privacy Policy and Practices

How long is your personal information kept?

How is your personal information protected?

Mobile privacy

WHEN IS INFORMATION COLLECTED?

You can visit our stores or our websites without disclosing any personal information.

However, we will collect information in the following cases:

When booking an appointment for an eye exam online, by phone or in-store
When booking an appointment online for a frame fitting
Creating a patient file in-store
Creating an online customer account (via our websites or application)
In-store or online purchases
Subscribing to our newsletters or promotional communications
Entering a sweepstake or answering a survey
Sending questions or comments via email
NVG does not collect financial data such as credit card or financing information.

We may also collect information from you passively by using tracking tools such as cookies.

We may share your information between affiliates and outlets such as order information or customer records. However, we will never disclose such information to non-affiliated third parties, beyond what is provided for by this Policy (including in the section below entitled “Is The Information Shared With Third Parties?”) or without your prior consent.

WHAT TYPE OF INFORMATION IS COLLECTED?

The type of information collected depends on the type of interaction with the customer. It includes personal information, that we can reasonably use to directly or indirectly identify you, such as a first name, last name, birth date, address, email, telephone, language, gender, purchase information, lifestyle information, health information (including medications), ocular prescription information, and communication preferences.

When using our websites, we may also collect “Other Information” that does not reveal your specific identity, such as certain information that we automatically collect through the use of cookies that we store in temporary files. This information may include but is not limited to browser information, Internet providers, operating system, Internet protocol address (IP) or other identification means, location, date and time. Other Information may also include app usage data, demographic information and other information provided by you, location information and aggregated information. We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law.

WHAT PURPOSE IS THIS INFORMATION COLLECTED?

NVG can use your personal information for, but not limited to the following:

Processing your order or answering questions regarding your order;
Confirming your eye exam or frame fitting appointment;
Sending eye exam and appointment reminders;
Manufacturing a product purchased online or in-store;
Sending promotional communications such as newsletters or exclusive offers;
Inviting you to complete a survey or enter a sweepstake;
Contacting you to complete a survey in order to improve our products or customer service;
As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process and law enforcement requests; (c) to respond to requests from public and government authorities, including public and government

authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect the rights, interest, privacy, safety or property of New Look Vision Group, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

You can unsubscribe to promotional communications at any time. Refer to the “Your choices about receiving promotional communications” section.

IS THE INFORMATION SHARED WITH THIRD PARTIES?

We may share your personal information with affiliates and subsidiaries – if you visit our websites, make in-store or online purchases, enter a sweepstake, complete a survey or receive promotional communications. NVG can communicate with you (by email, mail, or other) and provide you with information about the Group’s product or services that might interest you, or collect additional information and use that information subject to and for other purposes contemplated by this Policy.

With your prior written permission where required by law, we may further share your personal information to our third-party service providers who provide services such as website hosting, virtual eye exams, virtual frame try-ons, data analysis, payment processing, order fulfillment, infrastructure provision, IT services, customer service, email delivery services, credit card processing, auditing services and other services, to enable them to provide such services. Any third party service providers we may share your personal information with is bound by confidentiality obligations. You acknowledge that, in the event that a third party processor is located in the United States, your personal information may be processed and stored in the United States and that United States federal or state governments, courts or law enforcement or regulatory agencies may be able to obtain disclosure of your personal information under the federal or state laws of the United States.

We do not sell or lease your personal information to non-affiliated third parties except as permitted by law. However, in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings), we may transfer or disclose your personal information to a purchaser or prospective purchaser, who may collect, use, and disclose such information for the purposes of evaluating the proposed transaction or operating and managing the affairs of the acquired business, or for other purposes identified in this Policy.

We reserve the right to disclose your personal information as we believe to be necessary or appropriate, including: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process and law enforcement requests; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect the rights, interest, privacy, safety or property of New Look Vision Group, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

YOUR CHOICES ABOUT RECEIVING PROMOTIONAL COMMUNICATIONS

We want to communicate with you only if you want to hear from us. If you prefer not to receive promotional information from New Look Vision Group, or if you do not want us to use your information to enhance your shopping experience (such as eye exam reminders), please let us know by using one of the following methods: call us at 1 800 463-5665, email us at infoweb@newlook.ca or send a request to NVG's Customer Service at 100-1100 rue Bouvier, Québec, QC G2K 1L9. Please be sure to include your full name, telephone number and email address. It may take up to two (2) weeks to process your postal mail request, during which period you may continue to receive communications from New Look Vision Group. You may also unsubscribe from our email services by using the unsubscribe link at the bottom of any promotional message you receive from New Look Vision Group.

Please be aware that, even if you have opted out of receiving promotional communications from us, we may still contact you for transactional purposes. For example, we may contact you for customer service, product information, service or reminder notices, or recalls. We may also need to contact you with questions or information regarding your order, such as regarding order status, shipment, or refunds.

WHAT ARE COOKIES AND HOW ARE THEY USED ON THIS SITE?

We may use "cookies" to track your preferences and activities on our websites. Cookies are small data files transferred to your computer's hard drive by a website. They keep a record of your preferences making your subsequent visits to the site more efficient. Cookies may store a variety of information, including the number of times that you access a site, registration information, and the number of times that you view a particular page or other item on the site. The use of cookies is a common practice adopted by most major sites to better serve their clients. Most browsers are designed to accept cookies, but they can be easily modified to block cookies; see your browser's help files for details on how to block cookies, how to know when you have received cookies, and how to disable cookies completely. You should know, however, that without cookies, some of the website's functions will not be available and the user will lose some of the benefits of our sites.

HOW TO ACCESS OR CHANGE YOUR PERSONAL INFORMATION, WITHDRAW YOUR CONSENT, INQUIRE OR MAKE A COMPLAINT REGARDING THIS POLICY AND NVG PRIVACY PRACTICES

NVG will ensure that the personal information it collects is as accurate, complete, and up to date as is necessary for the purposes for which it is to be used. You are entitled to request access to, review, correct, update, suppress, delete or otherwise limit our use of your personal information collected by us. In order to make such a request, or if you have any questions or complaints in relation to this Policy and NVG's privacy practices, please contact our Privacy Officer as provided in the "Privacy Officer" section below. In your request, please make clear what information you would like to have changed, whether you would like to have your personal information suppressed from our database or otherwise let us know what limitations you would like to put on our use of your personal information. We will try to comply with your request as soon as reasonably practicable. Note that despite our efforts, there may be residual information that will remain within our databases and other records, which will not be removed or changed. Further, please note that we may need to retain certain information to the extent required by law and professional orders as well as for recordkeeping purposes and/or to complete any transactions that you began prior to requesting such change or deletion. For instance, if you

make a purchase, you may not be able to change or delete the personal information provided until after the completion of such purchase.

If you have consented to the collection, use and/or disclosure of personal information as identified herein, please note that you can also withdraw your consent at any time by communicating with our Privacy Officer as provided in the "Privacy Officer" section below.

PRIVACY OFFICER

NVG has appointed Caroline Rouleau as our Privacy Officer who is responsible for our compliance with this Policy.

If you have questions or complaints regarding our Policy and practices or if you wish to request access to, or to correct your personal information under our care and control, please contact the Privacy Officer by writing to: 100-1100 rue Bouvier, Québec, QC G2K 1L9. Please consult the "How to Access or Change your Personal Information, Withdraw your Consent, Inquire or Make a Complaint with Regards to this Policy and NVG's Privacy Practices" section above for more information on submitting a request, question or complaint.

If you believe the privacy legislation relating to the protection of your personal information or our Policy has not been respected, you may file a complaint with our Privacy Officer at the address listed above. We will investigate all complaints. If, after an investigation, your complaint is deemed justified, we will take appropriate steps to correct the situation, including, if necessary, amending our policies and practices.

HOW LONG IS YOUR PERSONAL INFORMATION KEPT?

We will keep your personal information as long as is reasonably necessary for the purposes described in this Policy or for a longer period as may be required by applicable law.

HOW IS YOUR PERSONAL INFORMATION PROTECTED?

NVG has adopted appropriate measures to ensure the confidentiality of personal information and to safeguard personal information against loss or theft, as well as unauthorized access, disclosure, copy, use or modification, in light of, among other things, the sensitivity of the information and the purposes for which it is to be used. Furthermore, each and every NVG employee or agent must abide by this Policy.

MOBILE PRIVACY

When you use our mobile-optimized websites or our mobile applications, we may receive information about your location and your mobile device, including a unique identifier for your device. NVG and our service providers may use and store this information to provide you with location-based services, search results, and other personalized content. NVG will provide notifications only to those customers who accept to receive such notifications. Most mobile devices allow you to control or disable location services in the device's settings menu. If you have questions about how to disable your device's location services, we recommend you contact your mobile service carrier or the manufacturer of your particular device.

OTHER WEBSITES

THE SITE MAY CONTAIN LINKS TO OTHER WEBSITES THAT ARE NOT OPERATED BY US. THE POLICY DOES NOT APPLY TO THE PRACTICES OF THIRD PARTIES AND WE DO NOT ASSUME ANY RESPONSIBILITY FOR ANY SUCH THIRD PARTY PRACTICES OR FOR THE PRIVACY PRACTICES OF THE WEBSITES THAT WE DO NOT OPERATE. BY USING THE SITE AND/OR ACCESSING A THIRD PARTY'S WEBSITE FROM THE SITE, YOU RELEASE US OF ANY RESPONSIBILITY FOR THE ACTIONS, PRACTICES, AND OMISSIONS OF THIRD PARTIES. BY CLICKING ON ANY HYPERLINKS TO OTHER WEBSITES FROM THE SITE, YOU MAY AUTOMATICALLY SUBMIT TO THE PRIVACY PRACTICES OF THOSE WEBSITES. PLEASE CHECK THE PRIVACY POLICIES OF THESE THIRD PARTY WEBSITES. IN NO EVENT SHALL WE OR ANY OF OUR AFFILIATES BE LIABLE TO YOU OR ANYONE ELSE FOR ANY DAMAGES OR INJURY WHATSOEVER (INCLUDING BUT NOT LIMITED TO DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY OR PUNITIVE DAMAGES) ARISING OUT OF OR IN CONNECTION WITH THE MISUSE OF PERSONAL INFORMATION BY THOSE WEBSITES.

PRIVACY POLICY CHANGES

If we decide to change the Policy, we will post these changes on our websites and/or the applicable apps so that you can be updated as to what information we gather, how that information may be used and whether (and how) it may be disclosed to any third parties. Following the posting of such changes, you will be bound by such changes unless you advise us in writing, by phone or by email that you wish to withdraw your consent (as per the procedure outlined above). You are responsible for regularly reviewing the Policy and any changes thereto.

CHILDREN UNDER THE AGE OF 14

Our online services are not intended for children under 14 years of age. We do not knowingly collect personal information from such children, or send them unsolicited promotions, without parental consent.

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