

Privacy Policy - Canada

Updated on July 8th, 2025

Bracco S.p.A, its worldwide branches and subsidiaries, including the Canadian subsidiary E-Z-EM Canada Inc. (collectively, "**Bracco Group**") respect your privacy and are committed to protecting your personal information in accordance with applicable laws. This Privacy Policy (the "**Policy**") concerns the protection of personal information by Bracco Group and applies to all of its personal information collection and processing activities in Canada. This Privacy Policy applies regardless of whether you access or use this site ("**Website**") via a computer, mobile device or other platform. This Privacy Policy also applies to personal information we obtain through email communications, our online channels (including other websites, online product catalogs, mobile applications and social media websites that reference this Privacy Policy) and to personal information you provide us offline, e.g. at trade shows or sales exhibitions, when you place an order over the phone or when you contact our customer service (all such online channels, websites, online product catalogs, mobile applications and social media sites shall collectively be referred to herein as the "**Services**").

The terms "you," "your" and "yours" refer to the person whose personal information is collected or processed by Bracco Group. The terms "we," "us" and "our" refer to Bracco Group.

This Privacy Policy is incorporated into and made a part of our Terms of Service. If you have not done so already, please also review Bracco Group's Terms of Service. The Terms of Service contain provisions that limit Bracco Group's liability to users of the Services.

The Policy is organized under the following topics:

1 – What categories of personal information do we collect?	2
2 – How do we collect your personal information?	3
3 – Why do we collect and use your personal information?	3
4 – To whom do we disclose your personal information?	5
5 – How do we protect your personal information?	6
6 – How long will we keep your personal information?	6
7 – Children under the age of 14	7
8 – Your rights in relation to your personal information	7
9 – Use of cookies	8
10 - Hyperlinks to other websites	8
11 – Changes to this Privacy Policy	9
12 – Questions	9

1 – What categories of personal information do we collect?

Privacy laws in Canada generally define "personal information" as any information about an identifiable individual. This includes information that can be used alone or with other information to identify, contact or locate a particular person. Information from which all direct and indirect identifiers have been removed is not personal information.

We may collect, use, store and transfer the following categories of personal information:

- (a) **contact details**, such as personal and business email address, mailing address, postal code and telephone number(s);
- (b) **information about health care professionals**, such as job title, professional qualifications, professional licenses, employer/organization for which you work, networks and affiliates, programs and activities participated in, board memberships, professional conference and events, influence rankings, Professional credentials, educational and professional history, institutional and government affiliations, and information included on a resume or curriculum vitae (such as work experience, education, and languages spoken), publicly available information related to your practice, and information about the Bracco initiatives, products, and activities in which you have been engaged;
- (c) **information about Internet activity**, such as browsing history, search history and interactions with our Websites and online advertisements;
- (d) **personal career profile information**, such as your online recruitment password, how you heard about us, the information of the person who referred you for a position at Bracco Group, your status as an employee of Bracco Group, the legal status that allows you to work in Canada, and any other information you choose to add to your career profile at <https://www.bracco.com/en-ca/careers> and any external websites used to advertise our job opportunities (our “Careers” Website);
- (e) **personal identity information**, such as first name, last name, username, sex, date of birth and title;
- (f) **personal technology information**, such as Internet Protocol (IP) address and geolocation information, cookies, and other technologies on the devices you use to access the Websites; and
- (g) **revenue information**, such as your current salary or your expected salary when applying for an employment opportunity with us.

Not all information we collect identifies you or can be attributed as being identifiably about you when taken on its own. Similarly, we may aggregate your information with other information in a way that it is not attributable as being identifiably about you (including by aggregating it into groups or categories). This Privacy Policy does not apply to restrict our collection, use or disclosure of such anonymous or aggregated information. However, this same information may be considered personal information if we combine it with other information (such as identifiers like your name or address) in a way that makes it attributable as being identifiably about you. This Privacy Policy will apply to your information when it is combined in this identifiable way.

If you provide Bracco Group with another person's personal information, you represent that you have obtained all necessary consents from that person to authorize us to collect, use and disclose that personal information for the purposes set out in the Policy.

2 – How do we collect your personal information?

We use a variety of methods to collect your personal information, including the following:

- a) **Direct interactions.** In interacting with us, you may provide us with your personal information, such as when you do one of the following:
 - i. sign up for our newsletters;
 - ii. create a user account and choose a password;
 - iii. contact us directly with comments or questions via a contact form available on our Websites; or
 - iv. apply for a job opportunity on our Careers Website.
- b) **Indirect interactions.** We collect certain personal information about you indirectly from our service providers with whom you also do business. This occurs when we receive your application for a vacancy through a recruitment agency, or when we obtain your contact and identity information from a third party for marketing purposes. We may receive information about you from other sources, including publicly available databases or third parties from whom we have purchased data, and combine this data with information we already have about you. This helps us to update, expand and analyze our records, identify new customers, and provide products and services that may be of interest to you.

Any indirect collection of your information is done in accordance with this Policy, any privacy policies of the service provider in question, and in accordance with applicable laws.

- c) **Automated technologies or interactions.** When you interact with our Website, we will automatically collect personal technology information and information about Internet activity regarding the computer equipment used to navigate our Website and your browsing trends. We collect this information using cookies, pixels, server logs and other similar technologies. We may also receive your personal technology information if you visit third-party websites that use our cookies.

3 – Why do we collect and use your personal information?

We may use your personal information for the purposes for which it was collected, in accordance with our Policy, for other purposes authorized by law or with your consent.

We may use the information collected for the following purposes:

Purpose	Type of personal information
Provide access to our Websites and improve your use of them.	<ul style="list-style-type: none"> • Personal technology information • Internet activity



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Purpose	Type of personal information
	<ul style="list-style-type: none"> • Career profile
Respond to your messages and requests, provide you with the requested services, and allow you to ask questions or make comments about our services.	<ul style="list-style-type: none"> • Personal identity information • Contact details • Personal technology information
Maintain accurate records of activities involving our Websites.	<ul style="list-style-type: none"> • Personal identity information • Contact details • Personal technology information • Internet activity
Business execution, including: <ul style="list-style-type: none"> • providing, researching, developing and improving products or services, • concluding and executing agreements with business customers, suppliers and business partners; • recording and selling services, products and materials to and from a Bracco Group; and • managing relationships and marketing such as maintaining and promoting contact with existing and prospective customers, account management, customer service, and development, execution and analysis of market surveys and marketing strategies. 	<ul style="list-style-type: none"> • Personal identity information • Contact details
Conduct our business or scientific operations (e.g., inviting you to our events or to participate in our activities, advising on activities involving health care professionals and other scientific and commercial activities such as but not limited to the provision of scientific information, marketing and commercial communications as permitted, and other similar activities aimed at supporting the clinical development and use of Bracco's drugs and medical devices).	<ul style="list-style-type: none"> • Information about health care professionals • Internet activity • Personal contact details • Personal identity information • Personal technology information
Provide access to our Careers Website and administer employment opportunities.	<ul style="list-style-type: none"> • Personal identity information • Personal contact details • Career profile



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Purpose	Type of personal information
Comply with obligations imposed by applicable law.	<ul style="list-style-type: none">• Personal identity information• Personal contact details

As stated below in section 8 (e), you may always choose not to receive promotional material or commercial information from Bracco Group. For increased safety, we will not send you commercial emails without your express consent.

4 – To whom do we disclose your personal information?

Except as set out below, Bracco Group does not disclose or sell the personal information you have provided us to third parties.

Bracco Group discloses your personal information to third parties in the following circumstances:

- to our service providers who help us achieve the purposes for which your personal information was collected, including server hosting providers who help us store your personal information;
- to comply with our obligations under any law or regulation, investigation by a government authority, subpoena or court order, or other administrative or governmental authority;
- to a law enforcement agency or government agency in connection with an investigation of fraud, real or potential, a violation of a law, regulation or conditions of use of the Websites, or for the protection of rights, ownership or security of Bracco Group, our customers/users or partners;
- to an acquiring entity in connection with the completion or proposal of a business transaction (including its achievement/implementation, liquidation, foreclosure or repossession), concession, merger, business combination or any other type of acquisition, liquidation, transfer, transfer contract or financing of Bracco Group, in whole or in part, or of any property, stock, asset, share or business of Bracco Group; and
- If you choose to share personal information publicly, with other users of the Websites, or with other sites (such as social media sites), we may facilitate this sharing. We do not control these third parties that you might choose to share your personal information with or how they use your personal information, and we are not responsible for their privacy practices. You should review the privacy policies of any third party before you decide to share your personal information with them and always exercise caution when publicly sharing your personal information.

We require service providers to safeguard the security of your personal information and to treat it in accordance with the law. We do not allow our service providers to use your personal information

for their own purposes and we only allow them to process your personal information for specific purposes and in accordance with our guidelines.

When you provide us with personal information, you acknowledge and agree that your personal information may be transferred to other jurisdictions for processing and storage. The headquarters of the Bracco Group are in Italy, with operations through our branches and subsidiaries in Europe, Asia, North America and South America. Information about you may be accessible to our headquarters in Italy, and to some of the Bracco Group affiliates, and as well as to selected vendors and partners, globally. Accordingly, certain recipients may be located in any country worldwide. In particular, you must anticipate your data to be transmitted to any country in which the Bracco Group is represented by affiliates, branches or other office (<https://www.bracco.com/data-protection>) as well as to other countries in Europe and the USA where our service providers are located (such as Microsoft, SAP, Salesforce, and Workday). Where required by applicable law, we conduct privacy impact assessments to assess the risk associated with the transfer of personal information outside your province of residence. Please note that privacy laws in other provinces may differ from the laws applicable in your province.

5 – How do we protect your personal information?

Bracco Group has implemented reasonable physical, technological, contractual and administrative measures to protect your personal information from accidental loss and unauthorized access, use, modification and disclosure.

To prevent unauthorized access to your user profile on our Websites, please maintain the accuracy and integrity of the personal information associated with your user profile and ensure that this information is used appropriately.

While efforts are made by Bracco Group to ensure that unauthorized third parties will not access or obtain your personal information through the Websites, complete confidentiality and security are not currently guaranteed on the Internet. Communication via the Internet may be intercepted, lost or altered. You acknowledge and agree that Bracco Group will not be liable for damages resulting from the transmission of confidential information or personal information via the Internet and that such communications are made at your own risk and peril.

6 – How long will we keep your personal information?

We retain each category of personal information that we collect for as long as necessary to fulfill the purposes described in our privacy notices, including to satisfy legal or reporting requirements. What this means in practice will vary for different types of information, but the criteria assessed in the data retention analysis take into account ongoing business or legal needs for the information, for example in relation to tax, health and safety, and potential or actual disputes or investigations.

When the personal information collected is no longer required by us, the necessary procedures for destroying, deleting, erasing, or converting it into an anonymous form are applied as permitted or required under applicable laws.

7 – Children under the age of 14

The Websites are not intended for children under the age of 14. No one under age 14 may provide personal information on the Websites. We do not knowingly collect personal information from children under age 14. If you are under 14, do not use or provide any information on any Website or through any of its features, do not make any purchases on our Websites or provide us with any information about you, including your name, address, telephone number or email address. If we learn we have collected or received personal information from a child under the age of 14 without verified parental consent, we will delete that information.

8 – Your rights in relation to your personal information

Subject to certain exceptions as permitted by law, you have the following rights with respect to the personal information we hold about you:

a) Your right to access

You have the right to access the personal information we hold about you and to receive a general account of our use of that personal information. Upon receipt of a written request from you, we will provide you with a copy of your personal information, although under certain limited circumstances, we may not be able to make all relevant personal information available to you, such as when the personal information also affects another natural person. In such circumstances, we will inform you, upon request, of the reasons for this refusal. We will endeavour to process all requests for access to personal information in a timely manner.

b) Your right to correct

If the personal information we hold about you is inaccurate or incomplete, you have the right to have it corrected. If appropriate, this corrected personal information will be provided to the parties to whom we are authorized to disclose your personal information. We will endeavour to process all requests for correction of personal information in a timely manner.

c) Your right to delete

You may ask us to delete or remove your personal information in certain circumstances, such as when we no longer need your information for the purposes for which it was collected, or if you withdraw your consent (where applicable, as your consent is the legal basis for our processing of your personal information). If you have the right to delete your personal information and if we have disclosed it to third parties, we will take reasonable steps to inform them to the extent possible and in cases where this would not require a disproportionate effort. If you so request, where possible and lawful, we will also inform you of the identity of the third parties with whom we have shared your personal information so that you can contact them directly.

d) Your right to the portability of personal information

You may have the right, in certain circumstances, to obtain the personal information you have provided to us (in a structured, commonly used and computer-readable format) and to re-use it elsewhere, or to ask us to transfer it to a third party of your choice.

e) Your right to withdraw consent

If we rely on your implied or expressed consent as the legal basis for processing your personal information, you have the right to withdraw it at any time. However, this withdrawal will not affect the legality of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide you with certain products or services. We will inform you if this is the case when you withdraw your consent.

If you wish, you can delete your user profile for any newsletter service provided by Bracco Group by sending a written request to that effect to our Data Protection Officer - Canada using the contact information provided in section 12 (below), or by opting out of future communications by clicking on the link at the bottom of each email communication.

9 – Use of cookies

We may use cookies to track your preferences and activities on the Websites. These cookies on the Websites may be generated, analyzed and managed by Google Analytics, Google Search Console, Google Tag Manager, and Facebook Pixels. By using and visiting any Website, you consent to our use of cookies on and off that Website.

Cookies are small data files that are transmitted to your computer's hard drive by our Websites. They record your preferences so that your subsequent visits to this Website run more efficiently. Cookies can store a range of information, including the number of times you visit our Websites, your sign-in information, and the number of times you visit a page or other element of the Websites. We use cookies on the Websites to:

- i. improve online customer service and functionality of the Websites;
- ii. customize the content of the Websites;
- iii. tailor and measure advertising; and provide a safer experience.

Most browsers are designed to accept cookies, but they can easily be modified to block them. Your browser's help files contain information about blocking cookies, detecting cookies that are sent to you and disabling them.

- You can also choose the opt-out option by clicking on: <http://optout.networkadvertising.org/?c=1> or <https://optout.aboutads.info/?c=3&lang=fr>.
- You can also prevent analytics information from being transferred to and processed by Google Analytics, by downloading and installing the Google Analytics Opt-out Browser Add-on available at: <https://tools.google.com/dlpage/gaoptout?hl=en>.

For more information on the granular choices you can make about cookies on our Websites and a description of the cookies that we use, please see the cookie banners on our Websites and our [Cookie Policy](#).

10 - Hyperlinks to other websites

The Websites may contain hyperlinks enabling users to visit sites maintained by other entities. Bracco Group has no control over these websites and is not responsible for those listed on its



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Websites. Any information you transmit to these websites will be subject to privacy policies applicable to these websites.

Icons leading directly to social media accounts (collectively "**Social Media**") (such as Facebook, Twitter, Instagram and YouTube) will be available on the Websites' home pages. Social Media accounts are managed by Bracco Group's internal communications team. Bracco Group will make every reasonable effort to respond to any comments or questions on Social Media within a reasonable time.

11 – Changes to this Privacy Policy

We reserve the right to make changes to this Privacy Policy at any time. If Bracco Group makes any changes to the Privacy Policy, such changes will be posted on the Websites and will be effective immediately thereafter.

Your continued use of the Websites after any changes constitutes your acceptance of the updated Privacy Policy. You agree to regularly review this Privacy Policy to be aware of any changes.

12 – Questions

If you have any questions regarding our privacy practices, this Policy, or if you wish to exercise any of your rights with respect to your personal information, please contact Bracco Group's Privacy Officer at:

Bracco Group

Attention: Data Protection Officer - Canada

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Email: vieprivee-privacy@ezemcanada.com