

# ROGERS PRIVACY POLICY

At Rogers, we are committed to protecting the privacy of the personal information of our customers and users of our digital properties. We take all reasonable steps to ensure that this information is safe and secure, including putting in place rigorous policies and procedures to fully comply with all Canadian privacy laws and regulations.

## This Policy covers the following information:

- Scope and application;
- How we obtain your consent to collect, use and disclose your personal information;
- How and why we collect, use and disclose your personal information;
- Details on where your information is stored, secured and how long it is kept for;
- How to access your personal information that we hold; and
- Who to contact for queries about your privacy

## Scope & Application of this Policy

### Who does this policy apply to?

All customers and users of the products, services, websites, apps, and other digital services offered by Rogers and other members and affiliates of the Rogers Communications Inc. organization. These include our wireless services (Rogers, Fido, Chatr, Cityfone and its branded entities), Rogers Media brands (for a full list click here), our Connected Home services (TV, Internet, Home Phone and Smart Home Monitoring), and Rogers for Business.

In some instances, our products and services or those offered by a third-party service provider to our customers or users have their own specific privacy policies.

### Who does this policy not apply to?

This policy does not apply to those who are interacting with the Toronto Blue Jays or customers of Rogers Bank.

### What information does this Privacy Policy apply to?

This policy applies to all personal information that we collect, use, or disclose about our customers and users of our digital platforms.

This includes your name, address, email, how you pay for your services, how you use our products including our websites, network use, and information gathered from third parties, such as credit bureaus. It also includes IP addresses, URLs, data transmission information, as well as the time you spend on websites, what advertisements you follow, and your time on and use of our apps.

## What information does this policy not apply to?

Any information that we de-identify, aggregate or anonymize to identify trends, manage our business, develop statistical information, understand how we are performing, or develop relevant products, services or offers.

Such information may also be shared with third parties for other analytical purposes but will not personally identify any individual.

## Consent

### How does Rogers obtain consent?

Your consent to the collection, use, or disclosure of personal information may be implied or express, through written, oral, electronic or any other method.

For example, when you provide us your address, it is implied that it is used for billing purposes and service provisioning. However, if we are dealing with more sensitive information, such as performing a credit check, we will seek your express consent. We will also obtain your express consent for marketing purposes.

### Withdrawing Consent

The choice to provide Rogers with your consent is always yours, however, your decision to withhold such consent may limit our ability to provide you with certain products, services, or offers.

## How & Why We Collect Personal Information

### How does Rogers collect my personal information?

We primarily collect information about you, from you. We do this when you sign-up for new products or services, when you make changes to your account, when you get in touch with us by phone, email or chat, when you visit one of our stores, websites or apps, when you fill out a survey or enter a competition, when you participate in our online forums, or when using our networks. Your information may be collected in the following ways:

- Automatically: When you use a product or service that we supply to you.
- From technology used at our retail stores or other company premises: When you visit a store, we may collect your information via a range of methods, including point of sale tools, or video.
- From other sources: In certain circumstances we may need to collect information about you from other sources, such as credit agencies, but we will endeavor to obtain your consent to do so.

From our digital channels like our websites and mobile apps: When you interact with us via digital channels we will collect your personal information in different ways such as through use of cookies or web beacons.

### **Why does Rogers collect my personal information?**

Rogers collects personal information for many different reasons in order to provide you with the products and services we offer, including but not limited to the following:

- To deliver you the products and services you have purchased from us, and to bill you and collect payment for those products and services.
- To understand your needs and offer you products and services from members of the Rogers Communications Inc. organization including Rogers, Rogers Bank and our agents, dealers and related companies, or trusted third parties that may be of interest to you.
- To provide tailored service to you. For example, we may use account information about you to improve your interactions with us or provide a positive and personalized customer experience.
- To provide geo-location services that will send you offers and promotions from carefully chosen third parties based on your current and historical personal location information.
- To perform analytics, administer surveys, or request feedback to improve and manage our relationship with you.
- To ensure the Rogers networks are functioning and protect the integrity of our networks.
- To confirm or authenticate your identity and ensure your information is correct and up-to-date.
- To ensure compliance with our Terms of Service and Acceptable Use Policy.
- To comply with legal obligations and regulatory requirements.

We may collect information to manage credit and business risks, collect an outstanding debt, detect, prevent, manage, and investigate fraud or other unauthorized or illegal activity. This may require us obtain information from credit agencies or members or affiliates of the Rogers Communications Inc. organization, such as Rogers Bank.

Your information may also be collected to evaluate eligibility for other Rogers' products and services, and to assist members or affiliates of the Rogers Communications Inc. organization, to assess your eligibility for their products or services.

From time-to-time, information may also be collected for other purposes, or as permitted or required by law. We will always identify any additional purpose prior to, or at the time, of collection.

### **Disclosure**

#### **When is my personal information disclosed?**

Unless we have your express consent or pursuant to a legal power, we will only disclose your personal information to organizations outside Rogers without your consent in the following limited circumstances:

- To a person who, in our reasonable judgement, is seeking the information as your agent.
- To another telephone company, when the information is required for the provision of home phone service and disclosure is made confidentially.
- To a service provider or other agent retained by us, such as a credit reporting agency, for account management, the collection of past due bills on your account, or to evaluate your creditworthiness.
- To a service provider or third party that is performing administrative functions for us to manage our customer accounts.
- To another organization for fraud prevention, detection or investigation if seeking consent from you would compromise the investigation.
- To a law enforcement agency whenever we have reasonable grounds to believe that you have knowingly supplied us with false or misleading information or are otherwise involved in unlawful activities.
- To a public authority or agent of a public authority if it appears that there is imminent danger to life or property which could be avoided or minimized by disclosure of the information.
- To a public authority or agent of a public authority, for emergency public alerting purposes, if a public authority has determined that there is an imminent or unfolding danger that threatens the life, health or security of an individual and that the danger could be avoided or minimized by disclosure of the information.
- To a third party who may be interested in buying Rogers assets and personal customer information must be shared to assess the business transaction.
- We will disclose information about your credit behaviour to credit reporting agencies or parties collecting outstanding debt.
- Your personal information may also be shared with members or affiliates of the Rogers Communications Inc. organization such as Rogers Bank.

## **Storage, Security & Retention**

### **Where will my personal information be stored?**

Personal information about our customers or users of our digital properties may be stored or processed in or outside Canada. The information will be protected with appropriate safeguards, but may be subject to the laws of the jurisdiction where it is held.

### **How will Rogers ensure my personal information is kept safe?**

Rogers has rigorous security and safeguard processes and procedures to ensure the information we have about our customers and users of our digital properties remains safe from theft, loss, or unauthorized access.

Rogers Chief Privacy Officer and delegates ensure that Rogers is responsible for all personal information of our customers and users of our digital properties in our possession and control. We ensure that there is a comparable level of protection for information that is processed for us by third parties.

### **How long will Rogers retain my personal information?**

Rogers will only retain your personal information for as long as necessary to fulfill the purpose for which it was collected or for sufficient time to allow you access to the information if it was used to make a decision about you or your account. Information that is no longer required by us will be destroyed or deidentified.

## **Access**

### **How to access your personal information**

You may access or review the information we have about you. You can challenge its accuracy and completeness and request amendments, as appropriate, by contacting us at [privacy@rci.rogers.com](mailto:privacy@rci.rogers.com) or in writing at Chief Privacy Officer, Rogers Communications Inc. 333 Bloor St. E., Toronto, ON, M4W 1G9.

You can also visit the privacy pages on [rogers.com/privacy](http://rogers.com/privacy) for more information.

### **If you remain concerned about your Privacy after contacting Rogers:**

The Office of the Privacy Commissioner of Canada oversees Rogers' personal information handling practices. If your privacy concerns are not addressed to your satisfaction by Rogers, you may contact the Office of the Privacy Commissioner of Canada for further guidance:

- Website: [www.priv.gc.ca/en](http://www.priv.gc.ca/en)
- By Phone: 1 800 282 1376 or 819 994 5444
- By Fax: 819 994 5424
- By TTY: 819 994 6591

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