

VIDEOTRON

**Policy Regarding the Use of Personal Information of Videotron Website Users
and Visitors**

**Videotron
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Policy Regarding the Use of Personal Information of Videotron Website Users and Visitors

When you communicate or maintain contact with us using our Websites (or our mobile services, social media pages, or specialized applications), whether you are conducting online transactions on our Sites or simply viewing their content, we hope that you as feel comfortable and confident as when you are dealing with us over the phone or in person.

As such, to expand on the principles set out in our Privacy Policy for Videotron customers, we instituted this Policy in order to ensure that as visitors to and users of our Websites, you can be informed and exercise control over the Personal Information we collect and use once (i) you have shared said information with us; (ii) we have collected said information; or (iii) our Trusted Partners have shared said information with us. The Policy also provides details related to browsing, communications and transactions on our Sites.

1. DEFINITIONS

For the purposes of this Policy, the terms below are defined as follows, except where otherwise specified.

- **Authorized Representative** refers to any right-holder, agent, convenor, advisor, trustee, legal advisor or other representative.
- **Cookie** refers to a small data file that can store itself on your computer's hard drive or your telephone or tablet's memory storage device while you browse the Internet.
- **Device** refers to the equipment used to access the Website. This may be a computer, a mobile phone, a tablet, a video game console, etc.
- **IP Address** is an abbreviation of "Internet Protocol Address," a term designating the identification number assigned to a device connected to a network.
- **Law** refers to the rules in force in Canada, particularly with regard to the protection of Personal Information, consumer protection (Quebec), e-commerce and information technology.
- **Trusted Partners** refers to firms that provide us with market research and analysis services, advertising services, or related services.
- **Personal Information** or **Information** refers to any information relating to an identifiable individual. For the purposes of the Policy, this term may, for example, refer to your name, address, telephone number, or email address, as well as any information relating to your age, gender, or opinions.
- **Policy** refers to this Policy Regarding the Use of Personal Information of Videotron Website Users and Visitors and the amendments, modifications, or additions made to it over time, as well as any replacement versions, as accessed on our Website (at http://corpo.videotron.com/static/site/static/pdf/en/code_videotron.pdf), or as is sent to you upon request by email to Videotron Customer Service (at serviceclient@videotron.ca).
- **We** refers to Videotron and its employees, representatives, subcontractors, service providers, consultants, and any other Authorized Representatives who act on its behalf
- **Web Beacon** refers to a very small graphic image with a unique identifier that may be used on our Websites, **Customer Centre**, or **WebMail** service to gather data on your interactions with these Sites and platforms.
- **Website** or **Site** refers to any of the websites currently owned and operated by us, which include: www.videotron.com (transactional website); corpo.videotron.com (corporate website); soutien.videotron.com (support website); courrielweb.videotron.ca (WebMail site); and illico.tv (Illico digital TV website); the customer centres and transaction platforms of any of these Sites; social media pages; mobile services; and specialized applications.

- **You** refers to all the users of our Websites, and, where applicable, their Authorized Representatives, whether or not those users have acquired our goods, products, or services.

2. CAN VIDEOTRON TRACK HOW I USE ITS SITES AND LEARN MY HABITS?

When you browse our Sites or use our web services (such as our **Customer Centre** or **WebMail** service), Cookies and Web Beacons are automatically sent from our server to your device's web browser (Chrome, Internet Explorer, Safari, Firefox, etc.) and are saved to your device's hard drive or memory, which caches them. Cookies are also sent from the servers of our Trusted Partners (including google.com, doubleclick.net, invitemedias.com, admeld.com, googlesyndication.com, and googleadservices.com, Facebook.com, .krxd.net).

2.1 What kinds of Cookies and Web Beacons are used, and what is their purpose?

When you visit our Sites, your IP Address (or your device's unique identification number) is collected by Web Beacons and **Statistical Cookies**, such as Omniture and Google Analytics cookies, in order to allow us to generate aggregate data and statistics on how you use on our Sites and analyze traffic to the Sites in order to make improvements to them so they can better suit your needs. Web Beacons are also used in HTML emails in order to calculate how many emails get opened and read. Only aggregate data is collected. It does not allow you to be identified and is only used in order to make improvements to the pages on our Sites and the emails sent to our customers.

Paramater Cookies record your IP Address (or your device's unique identification number) and browser data (language choice, time zone, and plug-ins), in order to apply said data automatically on your subsequent visits to our Sites. These Cookies therefore allow us to provide more efficient service by tailoring the pages you visit to your preferences and preventing you from having to repeatedly enter your unique data (e.g. entering your password when making transactions or accessing a restricted area).

Advertising Cookies and Web Beacon allow us to determine your preferences and interests on an anonymous basis. These cookies record your device's IP Address (or your device's unique identification number) and browser data (browsing history on our Sites) so that we can: (i) know which features and pages you have visited and which ads you have interacted with; (ii) estimate the size of our audience; (iii) display ads that are tailored to your geographic location and interests (iv) avoid displaying ads you have already seen; and (v) to maximize ad campaign efficiency by using ads that are tailored to your tastes and needs. In all of the above-mentioned circumstances, these Cookies and Web Beacon will not be used to connect your identity to your online activity by Videotron.

Finally, in certain circumstances, we use **connection Cookies** and **session state Cookies** in our **Customer Centre** and **WebMail** service as well as **illico.tv**. These Cookies store customers' device Information (IP addresses or unique mobile phone identification numbers) and previously entered information (email addresses and encrypted passwords) in order to provide this information to users the next time they sign in from the same device. These Cookies are also found in secure zones on our Sites. They store Information provided voluntarily by users (e.g. name, address), enabling the Site to connect to clients' accounts, move through pages and complete all online transactions. **Session state Cookies** ensure the smooth functioning of the **Customer Centre**, **WebMail** service, and **illico.tv** by, for example, maintaining connection during a browsing session and retaining items in a customer's shopping cart until the transaction is complete or the customer logs out.

2.2 How can I prevent or prohibit the creation or storage of Cookies and Web Beacons?

In the absence of express action on your part, you are considered to consent to the use of Cookies and Web Beacons.

Within your browser, you may at any time totally disable Cookie storage or archiving. This will also have an effect on Web Beacons.

To disable Cookies on Google Chrome, follow this link:

<https://support.google.com/accounts/answer/61416?hl=en>

To disable Cookies on Internet Explorer, follow this link:

<http://windows.microsoft.com/fr-CA/internet-explorer/delete-manage-cookies#ie=ie-11>

To disable Cookies on Firefox, follow this link:

<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

To disable Cookies on Edge, follow this link:

<http://windows.microsoft.com/fr-ca/windows-10/edge-privacy-faq>

To disable Cookies on Safari (IOS), follow this link:

<https://support.apple.com/en-ca/HT201265>

To disable Cookies on Safari (Mac), follow this link:

https://support.apple.com/kb/PH21411?viewlocale=en_US&locale=en_US

To disable cookies on your mobile phone or tablet browser, consult your phone or tablet's user guides or the website of the Internet browser you use on your phone or tablet.

If you decide to fully disable this feature within your browser, you will still have access to the information available on Videotron Sites. However, you may be unable to use some of the advanced features on Videotron Sites that require Cookies to recognize or identify users. If you experience browsing difficulties following a change to your Cookie settings, please contact Videotron Technical Support.

2.3 What kind of Information is provided by Videotron's Trusted Partners?

We employ the services of our Trusted Partners in order to understand and analyze how you use our Sites with a view to improving quality on an ongoing basis. In such circumstances, Videotron uses and keeps only aggregate activity and browsing history data, and is the only party to do so.

Data collected mainly includes the domain name, IP address, type of browser and operating system used, browser language settings, geographic location, request, interests, and preferences.

We also use the services of Salesforce for our data management platform in order to categorize visitors to our Sites and suggest more tailored advertising on other websites of certain subsidiaries, all of this based on anonymized data (email, telephone number and usage).

When you use the unique authentication of our Trusted Partners (that is, Facebook, Google) to connect to Websites, we may receive certain information such as your email address, as well as your public profile information, including your name, profile picture, age group, gender, language, country and other public information. Videotron will not require you to use these services for authentication. If you would like to have control over the information shared, you can obtain more information on the following pages: Facebook: <https://www.facebook.com/settings/?tab=applications>, Google: <https://myaccount.google.com/intro/privacy>. Our Trusted Partners are authorized to collect data that is deemed “not sensitive” and has been anonymized. Please know that our Trusted Partners adhere to established personal data protection principles and are required to follow their own privacy policies. As such, we encourage you to consult our Partners’ websites to learn about their policies (google.com/analytics and doubleclick.net; Omniture: <http://www.adobe.com/privacy.html?promoid=JZEGB>) and that of Facebook (<https://www.facebook.com/privacy/explanation>).

2.4 How can I prevent or prohibit Trusted Partners from collecting Information about me?

You may submit a request to our Trusted Partners in order to disable remarketing Cookies on their websites. For example, go the Google website (www.google.com/settings/ads) to prevent the company from displaying ads based on your interests on its site, you could do the same through Facebook (<https://www.facebook.com/about/ads>).

You can block temporary Google Analytics Cookies from collecting data from you at <https://tools.google.com/dlpage/gaoptout/>.

For Salesforce, you can find the information at <https://www.salesforce.com/products/marketing-cloud/sfmc/salesforce-dmp-consumer-choice/>

Disabling these features will not prevent you from seeing ads, but rather disable targeted ads.

3. WILL OTHER INFORMATION ABOUT ME BE COLLECTED?

In addition to Information obtained using Cookies and Web Beacons, we will, with your consent, collect other Information you provide to us through our Sites.

3.1 General use of Information

Generally, Information is collected on Videotron Sites for the following purposes:

- To allow us to answer your questions;
- To process purchase orders;
- To register you in a secure, encrypted zone;
- To allow you to participate in contests and benefit from promotions;
- To register and participate in the Forum and certain Websites;
- To, with your consent, send you information about our products, offers and promotions; and
- To bill you for goods, products, or services received.

3.2 Curriculum vitae

When you submit a job application using our Sites, your Information is sent directly to our Human Resources division and will only be accessed by qualified personnel in order to evaluate your application and take further actions if necessary.

3.3 Contests

In certain circumstances, contests may be posted on our Sites. You may voluntarily provide Information about yourself to Videotron or a contest partner in order to participate. With your consent, a partner may contact you after the contest to inform you about its products, services, offers, or promotions. A partner may then continue to contact you, unless you do not consent to it doing so.

3.4 Children under the age of 13

We aim not to collect, use, or divulge Information relating to children under the age of 13. If a situation occurs in which the Policy is not adhered to in this regard, please contact us using the contact information provided in [section 8](#).

4. HOW CAN I MAKE CHANGES TO THE MODE OF COMMUNICATION VIDEOTRON USES TO CONTACT ME?

You will be asked to choose a default mode of communication for our communications with you. In the absence of express indication from you, we consider you to have approved these communication preferences. However, you can change or modify these preferences at any time, as set out in [section 8.2](#) of this policy.

Finally, please note that we do not send promotional material to children under the age of 16. If this should occur, please contact us as instructed in [section 8.2](#) so that we can correct the situation.

5. DOES VIDEOTRON SHARE MY PERSONAL INFORMATION WITH OTHERS?

We do not share your Personal Information with third parties or affiliated companies, with the exception of parties or companies that process your Information on our behalf and according to our instructions, under service agreements or contracts, and in accordance with this Policy and the law. Before sharing certain Personal Information with these parties or companies, we establish agreements ensuring that adequate security measures will be taken to protect your Personal Information. These agreements include statements and guarantees to the effect that third parties and affiliated companies commit to protecting the confidentiality of your Personal Information and will not use said Information for any purpose other than that for which it was provided. Should these third parties or affiliated companies be located outside Canada, the agreements will contain a commitment to keeping your Personal Information secure and protecting the confidentiality of said Information in accordance with legal requirements and standards. Notwithstanding the above, the laws in effect in foreign jurisdictions may, in some cases, enable the sharing of your Personal Information with governmental, judicial, and quasi-judicial authorities in these jurisdictions.

To ensure that your Personal Information is protected, you may be required to provide appropriate identification to third parties or affiliated companies so that they can authorize access to your file and inform you of the Personal Information it contains, as well as how your Information is used and shared.

6. WHAT SECURITY MEASURES DOES VIDEOTRON TAKE TO PROTECT MY PERSONAL INFORMATION?

The servers that run our Sites are designed to ensure safe browsing. They are equipped with systems for protecting your Personal Information against unauthorized access attempts. All Information provided using our Sites is protected using an encryption process.

When you carry out online transactions, SSL (Secure Sockets Layer) technology is used to encrypt your Personal Information in order to ensure its secure transmission or exchange. This allows you to access our secure server before submitting credit card or other Information. If an intact key or closed padlock (depending on your browser) appears, SSL is activated.

To make sure your connection is secure, examine the URL or your browser's address bar. If you are connected to a secure server, the first characters of the address should change from "http" to "https." If for any reason you are unable to access our secure server or do not feel comfortable shopping on one of our Sites, don't hesitate to place your order with Videotron Customer Service instead.

Despite these precautions, disclosing, communicating, or posting Information on the Internet or elsewhere always involves some risk. Despite the security measures we take to reduce the occurrence of incidents as much as possible, we cannot ensure that our systems will be entirely free of errors and vulnerabilities, or that data is completely protected from interception, theft, illegal distribution, or breach of confidentiality of any kind.

In certain circumstances, your Information may be intercepted by third parties whose motivations are unknown to us. Criminals engaging in identity theft may also send fraudulent electronic messages to you in order to obtain personal or financial information (commonly known as "phishing"). If you receive an email that appears to be from Videotron asking for Personal Information, do not reply. We will never ask for your account password, user name, credit card information, or other such information by email or text message.

If you have received a suspicious email or have provided Personal Information in response to such an email, text message, or other form of communication, or if you have provided such information in a pop-up window or fraudulent website claiming to be affiliated with Videotron, please inform us using the form at the following address: <https://www.videotron.com/vcom-ext/secur/forms/sac/signalerAbus?locale=en#> or by sending an email to abuse@videotron.com.

Whenever you use a device or network that is shared by many different people (library, Internet cafe, wireless modem, mobile broadband modem, etc.), don't forget to sign out of the secure browsing session or transaction space you have opened on one of our Sites by clicking the logout or leave page button. If you do not log out, another user of the device or shared network could access your account and obtain Personal Information pertaining to you. If you carry out transactions requiring a secure connection, empty the computer's cache memory as thoroughly as possible and delete your browsing history.

Lastly, it is crucial that you maintain the confidentiality of your identification data, access codes, and passwords. We strongly recommend that you use strong passwords made up of a combination of numbers, lower case and upper case letters, and other characters. You should be the only person that knows your passwords. We cannot be held responsible for the unauthorized use of your passwords. If the confidentiality of your information is compromised, please change your password by consulting the information under "Unique Identifier" at <http://support.videotron.com/residential/customer-centre/customer-centre-support/unique-identifier/change-password> or by contacting us as soon as possible.

7. WHAT ABOUT LINKS OR HYPERLINKS TO SITES THAT ARE NOT OWNED AND OPERATED BY VIDEOTRON?

Our Sites may contain hyperlinks to other websites in order to improve your Internet browsing experience

or draw your attention to certain terms or conditions that are outlined in more detail on said sites. We take no responsibility for sites that are not owned and operated directly by Videotron, especially with regard to privacy, security, or confidentiality.

8. CONTACT US

You can contact us by email or by mail, or using our Websites.

8.1 Questions and Comments

If you have any questions or comments, or wish to obtain general information, please contact us at:

Chief Privacy Officer, Videotron, at 612 Saint-Jacques Street West, Montréal, Québec, H3C 4M8, or by email at infovieprivee@videotron.com.

8.2 Mailing list modifications

If you wish to be added to (or removed from) one or more of our mailing lists, or to make changes to the way we contact you, please contact us as instructed in **section 8.1**.

You can also personally subscribe to our email lists (i) by selecting “M’abonner” or “Subscribe” in any message sent to you (ii) by indicating “Send email,” “Send mail,” “Telephone,” or “Send text messages” in an email or letter sent to Videotron Customer Service; (iii) by clicking on the subscription link in any text message; or (iv) by contacting us over the phone.

If you wish to unsubscribe from these lists, you can do so (i) by clicking on “Me désabonner” or “Unsubscribe”; (ii) by clicking on the unsubscribe link in any text message sent to you; or (iii) by sending us an email or letter indicating “Do not email me,” “Do not send me mail,” “Do not telephone me,” or “Do not send me text messages.”

8.3 Non-compliance with the Policy

If you feel that we have not adhered to this Policy in any way, please contact the Agent Responsible for the Application of the Policy Chief Privacy Officer, Videotron, at 612 Saint-Jacques Street West, Montréal, Québec, H3C 4M8, or by email at infovieprivee@videotron.com.

We have developed procedures for receiving complaints and requests for information relating to the Policy, and for responding to these complaints and requests. Our representatives are aware of the procedures to follow if you wish to make a complaint. We will conduct an investigation into any complaint relating to non-compliance with the Policy. If the complaint is found to be valid, we will take appropriate measures without delay to correct the situation. This may include making changes to the Policy and our practices with regard to it. We will inform you of the results of any investigation into a complaint.