MOBILE NICE CALL.™

THE PC MOBILE COMMITMENT TO PRIVACY

At Loblaw Companies Limited, we respect your privacy and take great care in protecting your personal information. To continue to earn your trust, we want to keep you up-to-date on your rights as our Customer and on how PC mobile, Loblaw Companies Limited and its subsidiaries in Canada (collectively referred to in this PC Mobile Commitment to Privacy as "**Loblaw**", "**we**", "**us**" or "**our**") use and safeguard your Personal Information.

1. **What is Loblaw's Privacy Policy and where can I find it?** You can get a copy of Loblaw's Privacy Policy online at: **pcmobile.ca/privacy** and clicking on "prepaid" or by contacting the Loblaw Privacy Office at the address provided below.

2. **Who and what does the Loblaw Privacy Policy apply to?** The Loblaw Privacy Policy applies to your PC® mobile products and services so that we can provide you with tools and services to manage your PC mobile account, communicate with you about account-related items on a timely basis, provide news and offers from PC mobile and its partners, and seek your views on PC mobile's products and services.

   The Loblaw Privacy Policy applies to your Personal Information. Personal information can include:

   - Your name, address and phone number(s).
   - Your service usage such as wireless call records or long distance usage.
   - Account information such as the status of your account or your method of payment.

3. **Why does Loblaw collect personal information?**

   We collect information to:

   - Establish and maintain a commercial relationship with you and provide ongoing service.
   - Understand your needs and preferences by maintaining a record of the products and services you receive from us.
   - Develop, enhance, market or provide products and services.
   - Manage and develop our business and operations.
   - Meet legal and regulatory requirements.

   We will transfer your information to Loblaws Inc. and its affiliates so they can:

   - Provide you with advertising and promotional material associated with your PC mobile services and with Loblaw's other products and services.
   - Analyze such information to gain a better understanding of your needs and preferences in order to develop and enhance the PC mobile services.

   Your personal information will not be used for any other purpose without your consent.

4. **Questions or concerns about your privacy?** We'd be happy to discuss any questions or concerns you may have about your privacy. To reach us, please call 1 877 794-2121 or send an email to **privacy@pcmobile.ca**.

   If you still have unresolved privacy concerns, you can write to the Loblaw Privacy Office at:

   1 President's Choice Circle,
   Brampton, ON L6Y 5S5
   Phone: 1 855 416-1244

Effective: 17/11/2013