

RONA PRIVACY POLICY

RONA Inc. its affiliates and subsidiaries ("RONA") values the privacy of its customers, employees and suppliers. RONA's collection, use and disclosure of personal information will comply with this Privacy Policy.

1. **Scope of this Privacy Policy**

The RONA Privacy Policy governs all collection, use and disclosure of personal information by RONA. The RONA Privacy Policy does not apply to information that is exempted from the definition of "personal information" in applicable privacy statutes.

2. **RONA Privacy Organization Structure**

Privacy enquiries regarding RONA's stores should first be directed to RONA Customer Service in the store you visited. Other enquiries about RONA's privacy policy and procedures may be directed to RONA's Privacy Officer, who can be reached at 1-866-283-2239 or at privacyofficer@rona.ca or at 220, Chemin du Tremblay, Boucherville, Quebec, J4B 8H7.

3. **Collection and Use of Personal Information**

We may collect personal information from you when you:

- Purchase, rent, order, return or exchange any of our products and services;
- Request a quote or special orders for or information about any of our products and services;
- Request delivery, warranty or repair services;
- Make a credit application;
- Contact RONA Customer Service or the store manager in one of our stores;
- Visit the **rona.ca** web site;
- Enter into a contest or respond to one of our surveys;
- Provide us with comments or suggestions; or
- Are injured on, or suffer or cause property damage on, RONA premises.

RONA may also conduct video surveillance of its stores and other premises for security and loss prevention reasons.

4. **RONA Use of Personal Information**

RONA may use personal information to:

- identify customers, employees and suppliers and to establish and maintain a relationship with them
- provide customers with ongoing service, including to process orders, to ensure proper delivery and to better assist customers when they visit or call us
- improve our product and service offerings
- provide RONA customers with information about other “RONA products” and services that may be of interest to them
- protect against error and fraud
- comply with legal and audit requirements

RONA may also be use personal information to create statistics about our business. These statistics do not contain any information that could personally identify any individual customer, employee or supplier.

5. Other Uses of Personal Information

In the event that all or part of RONA’s assets were sold or financed, or if RONA were to merge with another company, personal information in the possession of RONA could be disclosed to the lender, buyer or merger partner, provided such personal information were to be used in strict compliance with the RONA Privacy Policy.

RONA may also disclose your personal information in response to a search warrant or other legally valid inquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required by law. We may also disclose personal information to assist us in collecting any debt owed by you.

6. Disclosure of Personal Information

RONA will not trade, rent or sell your personal information to any third party unless we tell you about it and obtain your consent.

7. Agents and Third Party Transfers

Some products and services that are provided through RONA (such as RONA credit cards, extended warranties and installation and repair services) may be provided by third parties in cooperation with RONA. In order to provide you with the products or services that you request from us, we may have to transfer information about you to these third parties.

Where RONA transfers personal information to third parties for processing on behalf of RONA, a contract containing appropriate privacy protection terms will be in place before any information is transferred to the third party. These terms must provide that the third party will not use the personal information for their own purposes, will keep the personal information secure, and will only process the information on the instructions of RONA.

In addition, using certain third party products to purchase products or services from RONA (such as a credit card not issued by RONA) may require us to provide your personal information to third parties in order to process the transaction.

8. Individual Access to and Correction of their Personal Information

An individual's request for access to their personal information in the possession of RONA should be directed to a RONA store manager or to the RONA Privacy Officer. In order to verify that the information is being released to the proper person, individuals may be asked to provide suitable identification or to otherwise identify themselves.

An individual may update or correct any of their personal information that RONA has its possession by contacting the RONA store manager in the store they visited or the RONA Privacy Officer and making a written request. Individuals may be asked to provide suitable identification or to otherwise identify themselves before any corrections will be made, and RONA reserves the right to request appropriate proof of the correctness of any of the requested corrections.

9. Withdrawal of Consent

Individuals may withdraw their consent to RONA's use or disclosure of their personal information by contacting the RONA store manager they visited or the RONA Privacy Officer and making a written request. Individuals may be asked to provide suitable identification or to otherwise identify themselves.

In some circumstances, the withdrawal of consent to certain uses or disclosures of personal information may mean that RONA is no longer able to provide certain products or services to the individual or may be unable to process returns, exchanges or refunds. If this is the case, RONA will inform you when you contact us to withdraw your consent and give you the choice.

10. Record Retention/Destruction and Security

RONA will only retain personal information for as long as it is necessary to process related transactions, maintain appropriate financial and audit records and protect RONA's legitimate commercial interests.

All personal information collected by RONA is protected by security measures appropriate to the sensitivity of the information. All personal information stored in electronic form, including all information collected through the **rona.ca** web site, is kept in confidential and secure data banks. Paper records in RONA's stores or head office that contain personal information are kept in locked cabinets. RONA evaluates its equipment and security procedures regularly and modifies them if necessary, so it can remain at the leading edge of security technology.

11. Online Privacy at rona.ca

Through its advanced online retail portal, **rona.ca**, RONA provides its customers with an unparalleled opportunity to browse for products and to obtain information about renovations and home improvement.

In order to serve customers better online, RONA must collect and use certain personal information. This portion of the Privacy Policy gives more detail about what we do to protect personal information on the **rona.ca** web site.

(a) What types of personal information is collected on the **rona.ca** web site?

RONA collects various types of personal information on the **rona.ca** web site. For example, **rona.ca** visitors can choose to become a member of the **rona.ca** web site to participate in some activities on the web site or to take advantage of special offers available to members only. To become a member, visitors must sign in by giving their names, phone number, postal address and e-mail address as well as a password of their choice. Personal information can also be required for participation in a contest or any promotions such as surveys or other activities that may take place through the **rona.ca** site.

Visitors that purchase on-line via the “SHOP” section will be asked to provide their delivery address or pick-up address, if different from their postal address, their phone number and their credit card information.

(b) Modification or update of personal data provided on the **rona.ca** web site.

If you are a **rona.ca** member, you may also review and modify any of the personal information contained in your member profiles at any time by clicking the “Member Profile” button. Then follow the relevant instructions to modify your profiles.

(c) Cookies

Like most Web sites, the **rona.ca** web site uses cookies to record data on your movements (such as the last section of **rona.ca** visited, last link clicked, the URL address visited before logging onto the **rona.ca** web site, etc.) and on the type of computer and browser used. The data is stored in a small file located on your hard disk. These cookies are then used to identify browsers when users surf the **rona.ca** web site in the future. **COOKIES DO NOT IDENTIFY YOU OR DISCLOSE ANY PERSONAL DATA TO THE RONA.CA WEB SITE** and they do not have the capability to search for other types of data on hard disks. RONA only uses the data it collects on the **rona.ca** web site to improve overall **rona.ca** customer and visitor surfing experiences, searches, and purchases or to compile general statistics.

Most browsers are programmed to accept cookies. However, you can modify your browser’s parameters to refuse cookies, though you may not be able to access all of the functions of the **rona.ca** web site.

You may also access the contents of cookies on your hard disk by **rona.ca**, although the data may not be readily decipherable.

(d) What does RONA do with the personal information collected on the **rona.ca** web site?

Personal information transmitted to RONA is used for:

- **Processing orders** - Personal information transmitted by means of the purchase order forms required to buy goods through the “SHOP” section is used strictly to process orders. Only authorized RONA staff can access this personal information.
 - **Processing payments** - Personal information is also used by our financial service providers, strictly in the course of processing payments.
 - **Allowing users to save time when placing orders** - Once a “SHOP” section order form has been filled out, RONA saves certain personal information such as delivery and billing addresses. This way, a frequent users of the **rona.ca** web site need only supply their e-mail address when they return to the **rona.ca** web site before their original data is automatically displayed. RONA’S SERVERS SAVE NO CREDIT CARD INFORMATION WHATSOEVER. This information must be entered by users every time they place an order.
 - **Crediting AIR MILES® reward miles** - Visitors who make a purchase on the **rona.ca** web site and who are AIR MILES® collectors earn double the reward miles to which they are normally entitled for each \$20 purchase made on the **rona.ca** web site. RONA uses personal information to track purchases and credit the rewards to which users are entitled.
 - **Automatically entering users in contests and notifying winners of their prizes** Each year, RONA awards thousands of dollars in prizes by means of various contests. By filling in the appropriate order form in the “SHOP” section or by becoming **rona.ca** members, users are automatically entered in contests without having to fill in a special entry form. RONA then uses the personal information shown on the completed form to advise winners of the various contests. Users wishing RONA to remove their personal information from its list of automatic contest entries need only make the request by contacting the RONA Customer Service representative at 1-866-283-2239.
 - **Communicating promotional offers to INTERESTED users and keeping them informed of changes affecting the site and RONA products and services** - A space at the bottom of the “SHOP” or “Member Profile” section form allows **rona.ca** users to subscribe to the RONA mailing list. Users who check the appropriate box allow RONA to send them messages dealing with its products, services and promotions on the **rona.ca** web site When users choose not to check that box, RONA will not use their personal information to send them promotional offers or solicit them in any way.
- (e) How does RONA protect the personal information collected on the **rona.ca** web site?

Any credit card information supplied to RONA by means of the “SHOP” section form is kept confidential with a secure connection. Users who wish to know more about the steps taken by RONA to ensure transaction security may consult the Transaction Security section of the **rona.ca** web site.

Passwords are used to identify **rona.ca** web site users, who are their custodians and responsible for their confidentiality. **Users should not disclose their passwords or authorize anyone to use them.** RONA uses passwords to protect the confidentiality of personal information to which users want access. For example, if users want to access their profiles or purchasing history, they need to identify themselves using their passwords. Hence, any person with access to a user's password could obtain the same information. Whenever users allow other people to use their computers, they should exit the computer from browsers at the end of each visit to the **rona.ca** web site.

12. **Changing the RONA Privacy Policy**

RONA reserves the right to change the RONA Privacy Policy at any time without notice. Any modification of the RONA Privacy Policy will be published on the **rona.ca** web site and made available in RONA stores. Users are therefore encouraged to visit the RONA Privacy Policy section of the **rona.ca** web site regularly. Placing an order through the **rona.ca** web site after modifications have been published constitutes acceptance of those modifications to the RONA Privacy Policy.