

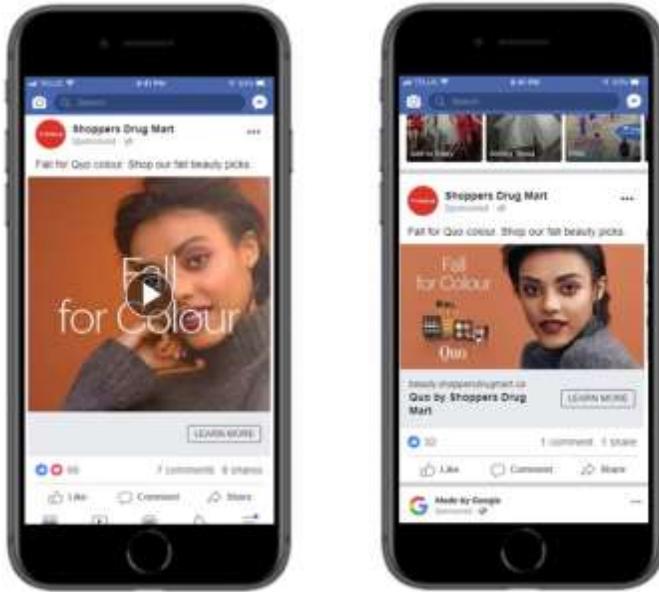
Interest-Based Advertising and Media Notice

Effective Date: September 22, 2022

1 General Information About This Notice:

- This notice is to provide our customers (“you”) with information about how we use interest-based advertising and our [Loblaw Media](#) service to provide tailored advertisements to you.
- Interest-based advertisements are advertisements from us or our clients that we hope you find more relevant to your interests. It is important to us that you receive advertisements relating to our products and services or third party products and services that interest you.
- We deliver interest-based advertisements to your device by using a cookie or other identifier assigned to your device.
- This notice is governed by the [Loblaw Privacy Policy](#). If there is any inconsistency between this notice and the Loblaw Privacy Policy, the Loblaw Privacy Policy will prevail.

Example of an Interest-Based Advertisement via mobile application



2 What Information Do We Collect?

In order to deliver interest-based advertisements to you on our websites, mobile applications and other third party websites such as social media platforms, we and third party advertising companies that we engage may use cookies, pixel tags, web beacons and other technologies as well as your hashed email address or device identifiers to collect information about your visits to our websites and other websites.

The information we collect includes:

- Products, web pages or advertisements you scrolled over or clicked on or viewed on our websites or mobile applications; and
- Products and services you purchased online on our websites and mobile applications and offline in our stores.

It is important to note that we will not use sensitive data (e.g., health information, financial account information, sensitive product information, i.e., data about your personal lifestyle choices or products which may be of an intimate nature such as weight, political or religious affiliations, etc.), for interest-based advertising purposes, without your express consent. Examples of non-sensitive data include items such as groceries, cosmetics, apparel and household goods.

- ❖ For more information on how we collect your personal information, please visit the [Loblaws Privacy Policy](#) and review the section “How Do We Collect Personal Information?”.

3 How Do We Use This Information?

We use this information to place you in general interest and purchase categories (e.g., beauty buyers, coffee buyers, organic product buyers), which helps us determine what types of advertisements may be of interest to you and then serve you with these advertisements. We may draw inferences from items you purchase online and/or in-store and use these inferences to gain insights into how well our products or third party products sell to a certain general interest group.

- ❖ For more information on how we use your personal information, please visit the [Loblaw Privacy Policy](#) and review the section “How Do We Use Personal Information?”.

4 How Do We Share This Information?

We may share your personal information within our group of companies for the purposes described in this notice or as detailed in the Loblaw Privacy Policy, and in accordance with applicable law. We also share limited personal information (e.g., email address) with our advertising service providers, such as Facebook and Google, for the purposes of reaching you with relevant advertisements through their advertising platforms. We do not sell your personal information to any organization or person; the only exception to this would be if we sell or transfer any part of our business.

It is important to note that our client advertisers on whose behalf we may serve interest-based advertising through our Loblaw Media service will never receive personal information about our customers since they only need to know that they are reaching the right customers at the right time and place to make their advertising relevant and whether their advertising campaign was effective. As such, our customers’ personal information remains within our custody and control at all times. To learn more, please see the section below on [Loblaw Media](#).

- ❖ For more information on how we share your personal information, please visit the [Loblaw Privacy Policy](#) and review the section “How We Do Share Personal Information?”.

5 What is Loblaw Media?

Loblaw Media is an advertising service of Loblaws Inc. that provides Canadian advertisers with the opportunity to deliver more relevant digital advertising to our valued *PC Optimum* members.

For example:

We may serve you with an ad on behalf of a beverage provider based on your online and offline beverage purchases.

Once an advertising campaign has been completed, we will provide the client advertiser with aggregate information about the campaign’s performance (e.g., the percentage of customers that have received their advertising, in which city or location the ad campaign was most successful, estimated sales conversion). For more information about Loblaw Media, go to www.loblawmedia.ca.

6 What Are Your Privacy Choices?

You can manage your privacy preferences by changing your browser settings on your device, and/or using third party unsubscribe functionality (e.g., via Google or Facebook) to change your preferences within their platforms. Please note that disabling, blocking or deleting some of these technologies, such as cookies, may cause you to lose the functionality of certain features on our websites and apps.

You can also opt-out from receiving interest-based advertising from our client advertisers (brought to you by Loblaw Media) or receiving interest-based advertising from us by contacting our [Customer Relations Centre](#) at 1-800-296-2332.

It may take some time for all of our records to reflect changes in your preferences. For example, if you request that you not receive interest-based advertising, your preference may not be captured for an advertising campaign already in progress.

- ❖ For more information on how to manage your privacy choices, please visit the [Loblaw Privacy Policy](#) and review the section “How Do I Change My Privacy Choices?”.

7 Who Can You Contact With Questions About This Notice?

If you have privacy questions relating to this notice, you can contact our Loblaw Privacy Office at loblawprivacy@loblaw.ca.