



# Rogers Use of Website Policy

Rogers Commitment to Protecting Customer Privacy



## Rogers Use of Website Policy

Rogers.com has created this Privacy Policy in order to demonstrate our firm commitment to privacy. The following discloses our information gathering and dissemination practices for this Web site.

We use your IP address to help diagnose problems with our server, and to administer our Web site. Your IP address is also used to gather broad, aggregated demographic information. When you submit a transaction we may store your IP address for validation and to protect against fraud. Our site may use cookies to make sure you don't see the same ad repeatedly. We use cookies to deliver content specific to your interests, to save your password so you don't have to re-enter it each time you visit our site, and for the other purposes set out below:

We use cookies to remind us who you are and to find your account information in our database when you access a service so you do not need to log in at every visit. This helps us to provide you with service tailored to your specific needs and interests. A cookie is created when you register for a service.

We use cookies to determine the browser the visitor uses so the site can be designed to work properly with the most common versions of different browsers.

Advertisers that place ads with Rogers.com may use cookies

We use cookies to estimate our audience size. Your browser is given a unique cookie that helps us determine whether yours is a repeat visit or a first visit.

Our site's registration forms require users to give us a unique username and password. To post a message in [www.rogers.com](http://www.rogers.com) using an e-form, an email address is also required.

This site contains links to third party sites. Rogers.com is not responsible for the privacy practices or the content of such Web sites. Rogers.com co-branded sites and content partner sites may have privacy policies independent of Rogers.com. This Privacy Policy extends only to data collected on pages hosted on Rogers.com servers. Rogers.com may share aggregate information with trading partners, co-branded sites, and advertisers. However, this aggregated information does not contain personally identifiable information.

Our online surveys and the contests on our site may ask visitors for such information as contact information (like their email address), financial information (like their investment portfolio holdings), and demographic information (like their postal code, age or income level). We may use contact data from our surveys or contests to send information about our company and promotional material from some of our partners, sponsors or advertisers. The customer's contact information may also be used to contact the visitor when necessary and may be shared with other affiliated companies within the Rogers Group of Companies who may want to contact our visitors. Only the Rogers Group of Companies has access to your personal information. Users may opt-out of receiving future e-mail communications. Please see the choice/opt-out section below.

Demographic and profile data is used to tailor our visitor's experience at our site and display the content according to their preferences. This information is shared with advertisers on an aggregate basis only.

## Public Forums

This site makes chat rooms, forums, message boards and/or news groups available to its users. Please remember that any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information.

## Security

This site has reasonable security measures in place to protect against loss, misuse and interception by third parties. The Rogers Group of Companies assumes no liability for interception, alteration or misuse of information transmitted over the Internet.

## Children's Guidelines

This site is not marketed to or directed towards children. Nevertheless, it is possible for children to publicly post or distribute personally identifiable contact information without prior parental consent within chat rooms, forums, message boards, and/or news groups. No communication, however, will be sent to anyone or information collected from anyone who indicates that they are younger than 16 years old without their parents' permission.

## How does Rogers Communications advertise on its website?

Rogers Communications adheres to the Digital Advertising Alliance of Canada's (DAAC) Self-Regulatory Principles for Online Behavioural Advertising. The ads appearing on many of the Rogers Communications websites are delivered to you using online advertising networks, and Adobe Media Optimizer technology. Information about your visits to this website, such as the number of times you have viewed an ad or visited certain pages of Rogers Communications websites (but not your name, address, email or other personal information) is used to serve ads to you. The ad network providers use cookies, web beacons, or similar technologies on your computer to help present, better target, and measure the effectiveness of the advertisements served to you on Rogers Communications websites or through affiliate advertising network providers. Web beacons utilize JavaScript code and write information to cookies, which are small files on your computer. If you do not want a cookie to be written, simply change the setting in your browser. For more information and how to 'opt-out' from ad network providers' cookies, visit the [Your Ad Choices website](#).

## Contacting Us

### Customers of Rogers Cable and Rogers Wireless

Customers can have their account marked "Do Not Contact" by contacting a Rogers' customer service representative at 1-888-ROGERS1.

### Subscribers to Rogers Media consumer magazines

Notices about "Subscriber Services" that appear in each consumer magazine explain how to change your "Mail Preference" for receiving mailings from other organizations. To have your mailing address excluded from mailings by other organizations, provide your subscriber information in one of the following ways:

By Mail: Chief Privacy Officer Rogers Communications Inc.  
333 Bloor Street East Toronto,  
Ontario M4W 1G9

By E-mail: [privacy@rci.rogers.com](mailto:privacy@rci.rogers.com)

### Registered users of Rogers Media web sites and e-mail newsletters

You can update your "Marketing Permissions" by establishing a user profile. From the web site, click on "Register" to establish a profile or on "Login" to update your permissions.