

On the Move[®] Membership

Privacy Policy .

Updated: September 2018

Welcome to On the Move[®].

Welcome to On the Move, *powered by CAA*¹. This unique Membership allows you to shop, dine, travel and get around town with special deals and discounts. It also includes one bike assist call and access to CAA Member discounts and Member perks which is where the CAA power comes in.

For over 115 years, CAA South Central Ontario (“CAA SCO”) has been helping Canadians stay mobile, safe and protected. We are Canada’s largest not-for-profit Automobile Association with over 2 million Members in South Central Ontario. We are also a strong advocate and voice for our Members on issues such as traffic safety, mobility, infrastructure and consumer protection.

Privacy Policy:

CAA Club Group (o/a CAA South Central Ontario) and its affiliated companies (collectively, “CAA SCO”) respect the privacy of your personal information.

This Privacy Policy applies to the personal information that CAA SCO collects uses or discloses in the course of commercial activities, both online and offline.

For information on the manner in which CAA collects, uses, discloses and otherwise treats personal information relating to our travel business, please see the Privacy Policy for CAA Travel (South Central Ontario) Inc. Similarly, for information on the manner in which we collect, use, disclose and otherwise treat personal information relating to our insurance business, please see the Privacy Policy for CAA Insurance Company. www.caasco.com/privacy

What is personal information?

Personal information means information about an identifiable individual.

What personal information does CAA SCO collect and use?

If you choose to become a member of On the Move (CAA SCO), we may ask you to provide certain personal information, including, but not limited to:

- Full name and address (both of which must be provided)
- Home, cell and business phone numbers
- E-mail address
- Date of birth
- Payment information
- Information about all associate members, if any, residing in the same household; and
- Information about your present or future use of the products and services we provide

If you provide CAA SCO with the personal information of other members of your household, for example, to obtain an associate Membership, you confirm that they consent to our collection, use and disclosure of their personal information for the purposes outlined in this policy.

¹ “Powered by CAA” refers to CAA Club Group (operating as CAA South Central Ontario).

® On the Move is a registered trademark of the Alberta Motor Association; used under license by CAA Club Group.

Details relating specifically to information collected on our website can be found in the Internet Security & Privacy section of this document.

If you choose to enter into contests sponsored by CAA SCO, we will ask you to provide personal information in order to contact you in the event that you are eligible to win any prizes being offered in a given contest. At the time you enter a contest, we may also obtain your consent to contact you with respect to products or services offered by CAA SCO.

Many of our products and services are available both to members and non-members. The personal information that we collect in providing these goods or services will vary. CAA SCO and its affiliates may share your personal information with each other in accordance with this policy. CAA SCO may also collect your personal information from third parties in accordance with this policy; for example from one of the swipe & save loyalty partners in order to ensure we provide you with CAA Dollars.

Occasionally, we may send you information about new and existing services and benefits that we or our loyalty partners offer. In order to offer products and services that are relevant to you and to help us serve you better, we may review and analyze your use of CAA SCO's and our loyalty partners' products and services. In addition, for the same purposes, we may also collect and analyze information from publicly available demographic data about the territory in which CAA SCO operates.

CAA SCO may collect and use your personal information to:

- Authenticate, process, administer and manage your Membership (if applicable);
- Provide requested products or services;
- Better understand your needs and the ways in which we can improve our products and services;
- Establish and maintain communication with you, including responding to your inquiries, via direct mail, email and/or telecommunications;
- Confirm eligibility for Membership or receipt of a product or service;
- Process payments;
- Meet any legal, regulatory, processing or security requirement that requires use or disclosure of your personal information;
- Inform you about products and services that we offer (or that we and our loyalty partners jointly offer), which we believe may be of interest to you;
- Administer your participation in contests; and
- Conduct surveys or research for CAA SCO's internal use.

How does CAA SCO disclose personal information?

We will not disclose, trade, rent, sell or otherwise transfer your personal information, without your consent, except as otherwise set out herein.

Service Providers and Affiliates:

CAA SCO may share your personal information with our affiliates and with our suppliers of goods and services, service providers and agents which are responsible for administering or providing products and services on our behalf. For example, we may use service providers to authorize and process payments, send email or other communications, run our contests, conduct customer research or manage and analyze data. Our service providers are only given the information they need to perform their designated functions, and we do not authorize them to use or disclose personal information for their own marketing or other purposes. Moreover, your personal information may be maintained and processed by our affiliates and service providers outside of Canada, including in the United States.

Partnerships:

Although we sometimes offer products and services jointly with our loyalty partners, these partners never have access to our list of members and customers. Instead, personal contact information is transferred to

a service provider specialized in contact (direct mail, email and/or telecommunications) list treatment. A strict data protection and non-disclosure agreement has been signed between CAA SCO and any such service provider beforehand.

Sale of Business:

We may transfer your personal information as an asset in connection with any contemplated or actual sale, merger or other disposal of all or part of our business or assets, or as part of a corporate reorganization or other change in corporate control, including for the purposes of determining whether to proceed with such transaction or fulfilling any records or other reporting requirements to such parties. In such circumstances, we will ensure that any transfer of personal information is subject to reasonable data protection security protocols.

Legal:

CAA SCO and its Canadian, U.S. and other foreign service providers and affiliates may provide 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 applicable Canadian, United States or other law. We may also disclose personal information where necessary for the establishment, exercise or defence of legal claims, to investigate or prevent actual or suspected loss or harm to persons or property, or as otherwise required or permitted by law.

Opting Out:

If you wish to opt out of receiving marketing communications or change your preferences, please complete an Opt-Out Form and send it back to us. In the event of email communications, you may also click the “unsubscribe” link at the bottom of each of our emails. An Opt-Out Form can be obtained directly on our website at www.caasco.com/privacy, or by visiting one of our CAA Store locations or by calling our toll-free number at **1-800-268-3750**. Please note that if you unsubscribe from receiving marketing communications, you may still continue to receive transactional or informational messages from us.

How will CAA SCO protect my personal information?

Only authorized CAA SCO employees and agents who need your personal information will have access to it, unless access by others is authorized or permitted by this policy or by applicable law. CAA SCO takes precautions in an effort to help protect your personal information against loss, theft and unauthorized access, use, alteration, duplication, destruction or disclosure. Such controls include reasonable technological, physical and organizational safeguards, depending on the sensitivity and the format of the information.

CAA SCO will destroy, erase or render anonymous personal information no longer required for the stated purposes or for a legal or legitimate business requirement.

How do I access or correct my personal information, or make inquiries or submit comments to CAA SCO?

You have the right to access, update, and correct inaccuracies in your personal information in our custody and control, subject to certain exceptions prescribed by law. If you wish to update or request access to, or correction of, your personal information in CAA SCO’s records, or to make inquiries or complaints, please contact our Chief Privacy Officer in writing at:

CAA South Central Ontario, Chief Privacy Officer,
60 Commerce Valley Drive East, Thornhill, ON L3T 7P9.

Or by fax to: 905-771-3101

Or by email: Privacy@caasco.ca

Or by phone: 1-800-268-3750

We may request certain personal information for the purposes of verifying the identity of the individual seeking access to their personal information records. Some information may not be accessed in certain circumstances, for example if it contains personal information of other persons or for other legal reasons.

If you have any inquiries or comments regarding this Privacy Policy or CAA SCO's privacy practices, please write to or contact our Chief Privacy Officer at the same addresses listed above.

CAA SCO Disclaimer:

Neither CAA SCO nor its affiliates, nor any of their respective officers, employees, directors, agents or contractors (collectively, "CAA SCO") have any responsibility or liability for any expense, loss, cost, injury, damage, delay, travel cancellation, accident or any other matter, however suffered or caused (including compensatory, incidental, indirect, special, punitive, consequential or exemplary damages or damages for loss of income or profits), directly or indirectly arising out of or related to:

- Failure, delay or decision by CAA SCO in administering any of the benefits outlined in these Terms and Conditions, including Roadside Service Call products and services, CAA rewards and CAA Dollars;
- An offer, representation, statement or claim about the CAA Rewards program;
- Information on any Partner or their products or services; or
- The availability or appropriateness of any special offer by a Partner.

Changes to this Privacy Policy:

CAA SCO reserves the right to change this Privacy Policy from time to time. If this Privacy Policy changes materially, we will take reasonable measures to notify you, including posting a copy of the revision on our website at www.caasco.com/privacy. Accordingly, we recommend that you review this Privacy Policy from time to time.