



**SUPERIOR PLUS CORP.  
PRIVACY POLICY**

<b>First Approved by Board:</b> February 16, 2012	<b>Policy Review Cycle:</b> Annually
<b>Current Version Approved by Board:</b> August 13, 2019	<b>Responsible Executive:</b> Senior Vice President and Chief Legal Officer
<b>Supersedes Version Approved:</b> August 8, 2018	

**I. Purpose and Scope**

Superior is committed to maintaining the confidentiality, security and accuracy of the Personal Information that is in its possession as a result of normal business operations.

Superior collects, uses and discloses Personal Information about its customers, suppliers, and others with whom it has contact in the course of conducting its normal business operations. This Policy describes and governs the collection, use and disclosure of Personal Information by Superior.

This Policy applies to Superior, and to each individual as a Representative or prospective Representative, as a condition of their employment with Superior, as well as any other individuals, including third parties, that may have access to Personal Information in our possession. When a customer or supplier provides Superior with Personal Information, that individual consents to Superior's collection, use and possible disclosure of their Personal Information and agrees to the terms for accessing and correcting data as described below.

This Policy governs Superior's activities that are subject to the provisions of applicable privacy legislation, including the *Personal Information Protection and Electronic Documents Act* (Canada) and, where applicable, its equivalent in each province and in the United States of America.

This Policy includes the following topics:

[Collection of Personal Information](#)

[Why We Collect Personal Information](#)

[Use and Disclosure of Personal Information](#)

[Protection of Personal Information](#)



## [Consent](#)

## [Contact Information](#)

## [Policy Revision](#)

### *Definitions*

In this Policy the following capitalized terms have the meanings set out below:

“Business Contact Information” means information that is used for the purpose of communicating or facilitating communication with an individual in relation to their employment, business or profession such as the individual’s name, position name or title, work address, work telephone number, work fax number or work electronic address.

“Personal Information” means information about an identifiable individual, excluding Business Contact Information.

“Policy” means this privacy policy, as may be amended from time to time.

“Representative” means a director, officer, employee or independent contractor of Superior. For certainty, independent contractor includes an individual acting as a consultant or performing other services for Superior who is not a director, officer or employee.

“Superior” means Superior Plus Corp., Superior Plus LP, Superior General Partner Inc., and each of their divisions, partnerships, affiliates and subsidiaries, including any and all internal governance bodies.

## **II. Collection of Personal Information**

Superior collects and maintains different types of Personal Information about individuals with whom it interacts (such as customers or suppliers), including:

- a) identification and contact information: including, but not limited to, name, address, telephone number, and email address;
- b) financial information: including, but not limited to, credit information, billing records, accounts receivable and payment information and tax related information;
- c) business relationship and operations information: including, but not limited to, customer and supplier service requests, customer addresses and personal contacts, service and equipment records, any recorded customer complaints, investor contact information and requests, agreement terms and preferences, property holder information necessary for administration of our leases and operations, and information necessary to effect emergency response plans; and
- d) technical information: including, but not limited to, device, browser, page visits, preferences and other information that is automatically collected by cookies, third party analytics tools



including Google Analytics, and similar technologies when individuals visit Superior websites.

Superior seeks to limit the collection of Personal Information to items that are necessary to achieve its business purposes. As a general rule, Superior collects Personal Information directly from the individual it pertains to. If third parties hold information Superior requires, Superior will endeavour to ensure the information has been collected with the appropriate consent.

Where permitted or required by applicable law or regulatory requirements, Superior may collect Personal Information about an individual without their knowledge or consent.

### **III. Why We Collect Personal Information**

Superior collects Personal Information to manage and develop its business and operations, including:

- a) establishing, managing and terminating business relations with customers and suppliers;
- b) informing investors of, and supplying investors with, investor relations information, other than that which an individual specifically requested;
- c) protection against error, fraud, theft damage or nuisance relating to Superior's assets, operations or reputation and securing company-held information;
- d) undertaking our environmental, health and safety activities, including incident planning, emergency response and investigation;
- e) maintaining and improving Superior websites and website visitor experience;
- f) compliance with individual requests;
- g) compliance with applicable law or regulatory requirements; and
- h) any other reasonable purpose required by Superior and to which an individual consents.

### **IV. Use and Disclosure of Personal Information**

Superior may use and disclose Personal Information provided it is reasonably required in the following circumstances:

- a) for purposes described in this Policy;
- b) where the information is publicly available;
- c) where necessary to protect the rights and property of Superior;
- d) when emergencies occur or where it is necessary to protect the safety of a person or group of persons;
- e) where required by Representatives and other parties (including its related business entities or affiliates) who require Personal Information to assist in establishing, maintaining and managing Superior's relationship with an individual, including third parties that provide



services to Superior or on Superior's behalf or third parties that collaborate with Superior in the provision of services to an individual;

- f) where required by a third party, in the event of a change in ownership of or granting of security interests in all or a part of Superior through, for example, some form of merger, purchase, sale, lease, amalgamation or other form of business combination, provided that the parties are bound by appropriate agreements or obligations which require them to collect, use or disclose Personal Information in a manner consistent with the use and disclosure provisions of this Policy, unless an individual otherwise objects; or
- g) Superior has otherwise obtained an individual's consent.

Superior will not disclose your Personal Information to third parties without consent or legal authority to do so. Superior reserves the right to disclose Personal Information if required to do so by law or in good faith that such action is reasonably necessary to comply with legal process, respond to claims or to protect the rights, property or safety of Superior, its customers, service providers or the public. Superior may also use or disclose Personal information to third parties without an individual's knowledge or consent where it is permitted to do so by law.

Superior and its service providers may store or process Personal Information outside the jurisdiction of the individual who provided the Personal Information. In those circumstances, Personal Information may be subject to local laws and law enforcement requirements.

Superior does not sell customer information to third parties.
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## **V. Protection of Personal Information**

Superior endeavours to maintain physical, technical and procedural safeguards that are appropriate to the sensitivity of the Personal Information in question. These safeguards are designed to prevent Personal Information from loss and unauthorized access, copying, use, modification or disclosure. These safeguards include: password, encryption and other electronic security means; locked or limited access premises and file cabinets; and security monitoring of premises.

### *Retention of Personal Information*

Except as otherwise permitted or required by applicable law or regulatory requirements, Superior retains Personal Information only for as long as it believes is necessary to fulfill the purposes for which the Personal Information was collected (including, for the purpose of meeting any legal, accounting or other reporting requirements or obligations). Superior may, instead of destroying or erasing Personal Information, make it anonymous such that it cannot be associated with or tracked back to a specific individual.

### *Updating Personal Information*

It is important that Personal Information contained in Superior's records is both accurate and current. Superior asks that customers and suppliers keep it informed of changes to Personal Information during the course of the business relationship.



If an individual believes the Personal Information about them held by Superior is not correct, the individual may request an update of that information by making a request to our Privacy Officer using the contact information set out below. In some circumstances Superior may not agree with the request to change an individual's Personal Information and will instead append an alternative text to the record in question.

#### *Accessing Personal Information*

An individual may ask to see the Personal Information that Superior holds about them. If someone wants to review, verify or correct their Personal Information, they may contact our Privacy Officer. Please note that any such communications must be in writing.

When making an access request, Superior may require specific information from an individual to confirm their identity and their right to access the Personal Information. Superior may charge a fee to access Personal Information; but it will advise of any fee in advance. If help is needed in preparing a request, please contact the office of our Privacy Officer. Where Personal Information will be disclosed to an individual, Superior will endeavour to provide the information in question within a reasonable time and no later than 30 days following the request.

An individual's right to access the Personal Information is not absolute. There are instances where applicable law or regulatory requirements permit or require Superior to refuse a Personal Information access request, such as when

- a) information is prohibitively costly to provide;
- b) information contains references to other individuals;
- c) information cannot be disclosed for legal, security or commercial proprietary reasons; and
- d) information is subject to solicitor-client or litigation privilege.

In addition, the Personal Information may no longer exist, may have been destroyed, erased or made anonymous in accordance with Superior's record retention obligations and practices.

In the event that Superior cannot provide an individual with access to their Personal Information, it will endeavour to inform that individual of the reasons why access has been denied, subject to any legal or regulatory restrictions.

#### **VI. Consent**

Superior may collect, use or disclose Personal Information without an individual's knowledge or consent where it is permitted or required to do so by applicable law or regulatory requirements.

By submitting Personal Information to Superior, you acknowledge and agree that you have consented to the collection, use and disclosure practices set out in this Policy as they relate to your Personal Information.



An individual is entitled to change or withdraw their consent at any time, subject to legal or contractual restrictions (and reasonable notice), by contacting our Privacy Officer using the contact information set out below. In some circumstances, a change in or withdrawal of consent may limit Superior's ability to provide products or services to, or acquire products or services from, that individual.

The collection of Personal Information through cookies and other tools on Superior websites can be limited by adjusting the settings on the device or browser used to visit the websites, and cannot be disabled by Superior. In addition, you can customize how Google uses cookies to provide you with relevant advertising across the internet. To do so, visit Google's Ads Settings and turn off the "Ad personalization" setting.

### **VII. Contact Information**

If an individual has a question about: (a) access to Personal Information, (b) the collection, use, management or disclosure of Personal Information, (c) changing or withdrawing consent with respect to Personal Information, or (d) this Policy or relevant legislation, they may contact the office of our Privacy Officer by telephone or in writing or by e-mail at:

200 Wellington St. West, Suite 401  
Toronto, Ontario M5V 3C7  
Attention: Privacy Officer  
(416) 340-6027  
privacyofficer@superiorplus.com

Superior endeavours to answer all questions raised in a timely manner, and advise individuals in writing of any steps taken to address an issue brought forward. If an individual is not satisfied with Superior's response, they may be entitled to make a written submission to the privacy authority applicable for their jurisdiction.

### **VIII. Policy Revision**

Superior will review and revise this Policy from time to time to reflect changes in legal or regulatory obligations or changes in the manner in which it deals with Personal Information. Any revised version of this Policy will be posted, and individuals are encouraged to refer back to it on a regular basis.

This Policy does not create or confer upon any individual any rights, or impose upon Superior any rights or obligations outside of, or in addition to, any rights or obligations imposed by Canada's and the United States' federal, provincial and state privacy legislation, as applicable. Should there be, in a specific case, any inconsistency between this Policy and relevant legislation in that jurisdiction, this Policy shall be interpreted, in respect of that case, to give effect to, and comply with, that privacy legislation.