

EASTLINK MOBILE MY ACCOUNT APP PRIVACY POLICY

Eastlink recognizes the importance of respecting and protecting our customers' privacy. That is why we have developed this policy to explain how we use and protect your personal information when you interact with our Mobile My Account app.

What personal information is collected through my interactions with the app and how is it used?

The following table explains the types of personal information collected by the app and the purposes for which Eastlink may use the information.

Information	How it is used
Name, phone number, e-mail address, Eastlink account number	This information is used to register your Mobile My Account account, confirm your identity, and process any orders or requests you make through the app.
Transactions (e.g., add-ons ordered through the app)	This information is used to process any service orders you submit through the app.
Username, password, and PIN	This information is used to verify your identity so that you may access your account via the app.
Device information (IP address, MAC address, and operating system)	This information is used to customize the app to your device.
Usage analytics (e.g., crash logs)	This information is used to improve the app's functionality.
Feedback you submit through the app	This information is used to improve the app and our services.

Is my personal information disclosed to third parties?

Eastlink does not sell customers' personal information.

We will solely disclose your personal information to third parties who assist us in providing you with services. These third parties are subject to strict confidentiality and security obligations and are not permitted to use the information for any other purposes.

How will Eastlink ensure my personal information is kept safe?

We employ rigorous security measures (such as encryption) to ensure the information collected through our app remains safe from unauthorized access and other security threats.

How long will Eastlink retain my personal information?

Eastlink generally only retains your personal information for as long as necessary to fulfill the purpose for which it was collected, after which time it is securely deleted. However, some types of personal information may be retained longer due to legal and regulatory obligations.

What if I have questions about this policy?

If you have questions or concerns related to this policy, or Eastlink's general privacy practices, you can

- review Eastlink's *Customer Privacy Policy* at eastlink.ca/about/privacy-policy, or
- contact Eastlink's Privacy Officer at privacy@corp.eastlink.ca.