BELL PRIVACY STATEMENT

November 2006

At Bell, we know you are the reason we are in business. Our longstanding commitment to safeguarding your right to privacy is the reason for our reputation as a leader in the protection of customer privacy. Any time you do business with a Bell Company, or with anyone acting as an agent on our behalf, you are protected by the rights and safeguards contained in this statement. A more comprehensive, formal legal statement of your rights and our obligations respecting the treatment of your personal information is set out in the Bell Privacy Policy.

Scope

The Bell Privacy Policy applies to the Bell Companies, including Bell Canada, Bell Mobility, Bell ExpressVu, Bell Distribution Inc. (i.e., Bell World and Espace Bell stores), as well as the Ontario and Québec operations of Bell Aliant.

Personal Information and Collection

Personal information is information about ***an identifiable individual***. This includes information about your product and service subscriptions and usage. We collect information during the application process, when communicating or transacting business with you, and when providing you with service. We also collect information about you from third parties that have the right to disclose such information to us.

Use and Sharing of Data

We collect, use, and disclose personal information only for the following purposes, or others identified to you at the time of collection:

- To establish responsible relations with you and provide you with ongoing, quality service
- To understand your needs and preferences
- To recommend particular products and services to meet your needs and determine your eligibility for certain other products & services
- To develop, enhance, market, or provide products and services
- To meet legal and regulatory requirements

While our general policy is not to provide personal information to any party outside of the Bell Companies, there are certain limited circumstances under which it is necessary for us to do so. When we do provide personal information to third parties, we provide only that information that is required under the particular circumstances. That information is used only for the purpose stipulated and is subject to strict terms of confidentiality. Employees of the companies to whom we may provide information must adhere to our privacy standards. These third parties may include:

- An agent acting on behalf of Bell
- Another communications service provider
- A collection agency

We may also provide personal information to Law enforcement agencies and Emergency services in emergency situations or where required by statute or court order. In some cases, personal information collected by the Bell companies may be stored or processed outside of Canada, and may therefore be subject to the legal jurisdiction of these countries.

The Choice is Yours

Sharing your personal information across the Bell Companies gives us the opportunity to provide you with simplified, personalized advice and solutions based on your individual needs and preferences. Government regulations require us to obtain your consent in order to share your information across the Bell Companies. If you wish to provide your consent please go to www.bell.ca/bellconsent and we will ensure your information remains confidential to Bell.

To make our marketing efforts more efficient and relevant to you, we need to understand your needs and choices as much as possible. We also try to learn about your product preferences and purchasing habits in order to be able to target messages that are most appropriate and relevant to you.

Nevertheless, you may decide that you prefer us not to share your personal information. If this is the case, you can advise us by visiting www.bell.ca/privacypolicy and completing the form or by calling us at 310-BELL. However, without your consent, we will be limited in our ability to proactively meet your needs as they grow and change, to offer you new products and services and to provide you with a simplified customer experience.

For More Information

Please visit the privacy section at www.bell.ca/privacypolicy to see the full text of our Bell Privacy Policy and other privacy related information.

How to Contact Us

If you have questions or concerns about your privacy, you can contact us by email at bell.direct@bell.ca or call 310-BELL and our customer service representatives will be pleased to assist you. If you continue to have unresolved privacy concerns, you can write to the Bell Privacy Ombudsman by email at privacy@bell.ca or:

The Office of the Bell Privacy Ombudsman
110 O'Connor St.
Ottawa, Ontario K1P 1A1