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***Code of Videotron Ltd.¹
with respect to the protection
of personal information***

Code developed pursuant to the Personal Information Protection and Electronic Documents Act, R.S.C. (2000, c. 5), whose purpose is to establish rules to facilitate the circulation and exchange of information, to govern the collection, use and disclosure of personal information in a manner that recognizes the right of privacy of individuals with respect to their personal information and the need of organizations to collect, use or disclose personal information for purposes that a reasonable person would consider appropriate in the circumstances, and pursuant to the Telecommunications Act, R.S.C. (1993, c. 38).

¹ For the purpose of this document, Videotron Ltd. also includes *CF Câble TV Inc.* (collectively, "Videotron").

Code of Videotron Ltd.
with respect to the protection of personal information

PART 1

**Processing of personal information - General
principles**

Code of Videotron Ltd. with respect to the protection of personal information - General principles

1. INTRODUCTION

The federal government has adopted the Personal Information Protection and Electronic Documents Act, to extend the laws in Canada governing the protection of personal information and the rights of individuals to access their personal information. This Act, which is complemented by the Telecommunications Act and applicable provincial legislation (collectively, the “Law”), establishes principles governing the collection, use and disclosure of personal information in Canada. At Videotron, we know how important it is to protect your personal information. With this objective in mind, we developed a Code with respect to the protection of personal information in compliance with current legislation on the protection of personal information, including the rules established by the Canadian Radio-television and Communications Commission (CRTC).

The *Code of Videotron with respect to the protection of personal information* (also called the “Code” or “Videotron code”) is a statement designed to establish responsible and transparent practices for the management of personal information.

Summary versions of the Code will be made available to customers upon request and on the company's corporate web site. The full and final version of the Code is available on our web site at www.videotron.com/privacy or can be obtained by e-mailing Customer Service at serviceclient@videotron.ca or calling the number shown on your regular invoice.

2. DEFINITIONS

“Agent(s)” – employees, representatives, subcontractors, services providers, consultants or other agents duly authorized by Videotron to act for or on behalf of Videotron.

“Collection” (“Collect”) – the act of recording, acquiring, storing or obtaining Personal information from any source whatsoever, including Third parties, and by any means whatsoever.

“Communication” or “to communicate” – the act of divulging Personal information to a third party.

“Consent” – a voluntary acquiescence to the collection, use and communication of Personal information for set purposes. Depending on the circumstances, consent may be explicit or implicit and can be directly given by the person concerned or an authorized representative.

“Personal information” – in the case of a subscriber, means all information kept by Videotron regarding such subscriber, other than the subscriber's name, address and listed telephone number and in the case of any other individual, any information concerning an identifiable individual, with the exception of his or her name, title, address and phone number at work. Personal information includes such things as credit information, billing files, service and equipment statements, as well as any complaints documented in a file. An appendix to the Code that lists all of the personal information kept by Videotron is available upon request.

“Third party” – person other than Videotron, its Agents or the person specified in the Personal information in question.

“Use” – processing, handling and management of Personal information by Videotron and its Agents.

3. RESPONSIBILITY

Videotron is responsible for the personal information it manages and nominates one or more individuals who ensure compliance with the principles stipulated in this Code. At the time of publication, the person responsible was Normand Vachon, Vice-president, Human Resources, Videotron Ltd., 300. Viger Ave. E, Montreal, QC H2X 3W4.

Anyone seeking more information about Videotron's commitment to protect personal information can get in touch with Videotron at the phone number appearing on their regular invoice, via the www.videotron.com web site or by e-mailing serviceclient@videotron.ca.

4. DETERMINING THE PURPOSES OF COLLECTING PERSONAL INFORMATION.

Videotron, through its Agents, Collects Personal information for intended lawful purposes, including without limitation, purposes set out under parts 2, 3 et 4 of this Code.

When asked to do so, Agents who are gathering Personal information must explain the purposes for doing so or instruct the person in question to contact the designated person within Videotron for more information.

Unless authorized to do so by Law, Agents will not Use or Communicate previously collected Personal information for a new purpose without obtaining the prior Consent of the person concerned.

5. CONSENT TO THE COLLECTION, USE AND COMMUNICATION OF PERSONAL INFORMATION

When required by Law, Agents ask individuals from whom they collect Personal information to consent to the Collection, Use and Communication of their Personal information.

When determining the appropriate method of giving Consent, the Agent considers the sensitivity of the Personal information, the reasonable expectations of the person from whom it is gathering Personal information and of the criteria established by Law, as the case may be.

In certain circumstances, Videotron may Collect, Use or Communicate information without the knowledge or consent of the person in question, for example:

- When it is clearly in the interest of the person in question and if it is impossible to get the person's Consent within an appropriate time frame;
- When asking for the person's Consent risks compromising the accuracy of the Personal information, such as in the case of an inquiry regarding a breach of contract or a violation of a federal or provincial law;
- In emergencies, when the life, health or safety of the person concerned is threatened;
- When collecting a debt, or obeying an assignment, mandate or other court order or when required to do so by Law.

Any people about whom Videotron has Personal information may, within a reasonable time period, withdraw their Consent at any time, subject to the restrictions prescribed by a law or contract and as long as such withdrawal is reasonable under the circumstances. The person concerned may get in touch with Videotron for more information on the consequences of such withdrawal.

6. LIMITATION ON THE COLLECTION OF PERSONAL INFORMATION

The Agents primarily Collects Personal information from the person concerned, although such Collection may occasionally be done otherwise when authorized by Law. For example, the Agent may Collect Personal information from credit bureaus or from Third parties authorized to divulge the Personal information. Videotron's files indicate the source of the Personal information mentioned.

7. RETENTION OF PERSONAL INFORMATION

Videotron only retains Personal information as long as necessary or useful for its intended purposes or in accordance with legal requirements. Depending on the circumstances, when Personal information was used to make a decision about a person about whom Videotron is keeping Personal information, Videotron will keep an explanation of the reasons for its decision for a reasonable period to allow that person to have access to them.

Videotron applies reasonable and systematic control measures, schedules and practices for keeping and destroying Personal information and files that are no longer needed for nor relevant to their intended purposes, or that are no longer required by Law. Such information is destroyed, deleted or depersonalized.

8. ACCURACY OF PERSONAL INFORMATION

Videotron will update the Personal information only when required for its intended purposes or at the request of the person concerned.

Any person about whom Videotron is keeping Personal information can contest the accuracy and completeness of such Personal information and have appropriate corrections made to it.

Videotron promptly corrects or completes any Personal information that is deemed to be inaccurate or incomplete. Any unresolved dispute with respect to the accuracy or completeness of Personal information must be recorded in the file of the person concerned. If applicable, Videotron will communicate all modified Personal information to the Third parties who have access to this Personal information or inform them that unresolved disputes exist.

9. SAFETY MEASURES

Agents are required to respect the confidential nature of the Personal information. Personal information kept by Videotron may only be accessed by Agents whose normal duties require them to have access to it.

Videotron safeguards against specific risks, such as the loss, theft or unauthorized viewing, communication, copying, use, modification or destruction of Personal information, by taking security measures commensurate with the Personal information's level of sensitivity and

makes sure its Agents put in place or commit to put in place, as the case may be, adequate safety measures on that regard.

Thorough methods are used to destroy or depersonalize all copies of Personal information, subject to conservation time frames and in compliance with the Code.

10. TRANSPARENT POLICIES AND PRACTICES

Upon request, Videotron will provide the individuals about whom it is keeping Personal information with a list of the Personal information that it has on that individual, together with details of its Personal information management practices.

From time to time, Videotron disseminates information that helps individuals about whom it is keeping Personal information to learn, exercise and protect their rights with respect to their Personal information.

Videotron encourages its Agents to be vigilant and report any situations that seem to be at variance with the Code to the person responsible for Code compliance. No reprisals may be taken against an Agent for reporting any irregularity with respect to this Code.

11. ACCESS TO PERSONAL INFORMATION

Subject to the exceptions prescribed by Law, when individuals ask about the existence of Personal information that concerns them, Videotron will disclose the Use made of that Personal information and whether it was Communicated to Third parties.

Subject to the exceptions prescribed by Law and upon request, Videotron will allow the person concerned to consult the Personal information kept in his or her file. Personal information is provided in an understandable way, within a reasonable time period, and at little or no cost to the person concerned.

Between the request for access and the disclosure of Personal information to the person concerned, Videotron may revise the content of files solely to make sure that Personal information on other individuals is not divulged as a result. All changes made during this period will only be done in compliance with the Law.

In certain situations, it may be impossible for Videotron to allow interested individuals to consult all of the Personal information that it has on them. For example, Videotron cannot provide access to the Personal information if divulging it would reveal confidential business information; if the Personal information is protected by attorney-client privilege; if the Personal information was obtained in the course of an official dispute-resolution process, or if the Personal information was gathered during an inquiry into a breach of contract or violation of a federal or provincial law. Upon request, Videotron will specify the reason for refusing access to Personal information.

When providing a "Communication of personal information" statement, Videotron provides a list of Third parties to whom it *may have* communicated Personal information about the person concerned whenever it is not possible to provide an exact list.

To ensure that Personal information is protected, the individuals in question may be required to provide adequate proof of identification to enable Videotron to determine the existence, Use and Communication of their Personal information and authorize access to their file.

12. COMPLAINT FOR NON-COMPLIANCE WITH THE PRINCIPLES STIPULATED IN THE CODE

Any person concerned can complain about non-compliance with the principles stipulated in the Code by communicating with the person responsible for Code compliance within Videotron, in accordance with paragraph 3.

Videotron has established mechanisms to take and follow up on complaints and requests for information regarding the Code and its Personal information management practices. The persons concerned are informed of the procedures to be followed as soon as they express a desire to file a complaint.

Videotron will investigate all complaints about compliance with the Code. If a complaint is substantiated, Videotron will take appropriate measures, which include changes to its Code and practices, if needed. The person concerned will be informed of the result of the investigation into their complaint.

If a person who complained is not satisfied with the decision of the person responsible for protecting personal information at Videotron, he (she) can refer it to the Privacy Commissioner of Canada, 112 Kent Street, Ottawa, Ontario K1A 1H3.

Code of Videotron
with respect to the protection of personal
information

PART 2*

Processing of personal information
about subscribers

*** This following part applies specifically to Videotron's subscribers and complements the general rules stipulated in Part 1 of the Code.**

Code of Videotron Ltd. with respect to the protection of personal information - Subscribers

When you become a Videotron subscriber, the Personal information you divulge allows us to provide you with the products and services that best suit your needs. We only Collect the Personal information that is strictly needed to provide our products and services. You can always choose not to provide your Personal information to us. However, if you make that choice, it is possible that we might not be able to provide you the product, service or information you requested.

Unless you have given your explicit Consent or if disclosure is required by legal authorities or by Law, none of the Personal information that Videotron (including its Agents) is keeping on you can be Communicated to anyone other than: (i) yourself; (ii) a person who, in Videotron's reasonable opinion, is seeking to obtain information while acting as your legal representative, agent or other intermediary; (iii) another telephone company, provided the information is required for the efficient and cost-effective provision of telephone service and disclosure is made on a confidential basis with the information to be used only for that purpose; and, lastly, (iv) a company involved in supplying the customer with telephone or telephone directory related services, provided the information is required for that purpose and disclosure is made on a confidential basis with the information to be used only for that purpose.

At Videotron, we use Personal information for certain specific purposes, such as:

- approving your application to subscribe to Videotron services;
- maintaining communication with you;
- keeping you informed of current product and service offers and promotions, unless you object to this;
- detecting and preventing possible fraud or the illegal, inadequate or inappropriate use of our products and services;
- evaluating your level of satisfaction with our products and services;
- complying with legislation, etc.

You should know that we do not sell Personal information on our subscribers to anyone under any circumstances. Neither do we transmit information on our subscribers to organizations, including to our affiliated companies, without your consent and, in the latter case: (i) solely to allow them to offer you their own products or services; or (ii) if the affiliated company acts as Agent.

Certain services offered by Videotron may require specific measures, such as the confidentiality of the sites browsed by computer or interactive TV, the content of e-mails, the choice of televised programs, user-created usage profiles, items acquired via electronic transactions and the places where such items are acquired. Products and services may be associated with policy measures for protecting Personal information that are specific to them and complement this Code. Subscribers acquiring such products and services will have access to the relevant policy.

***Code of Videotron
with respect to the protection of personal
information***

PART 3*

**Processing of personal information on visitors and
users of
Videotron Ltd. Web sites**

* This following part applies specifically to visitors and users of Videotron web sites and complements the general rules stipulated in Part 1 of the Code.

Code of Videotron Ltd. with respect to the protection of personal information – Web sites

When you communicate with Videotron via the Internet or carry out transactions on a Videotron site, we want you to feel as assured and confident as when we process your request by phone or in person.

That is why we have adopted a business code based on principles established jointly by the government, consumer associations and other businesses to promote the security of surfing and making transactions via the Internet. Rest assured that you can browse our web sites with complete security and confidentiality, whether for your own pleasure or to obtain communications services.

After reading the Code in general and this part in particular, you will be better prepared to take informed decisions when you communicate with Videotron via the Internet.

1. WHICH OF VIDEOTRON'S INTERNET SITES ARE COVERED BY THIS PART?

The following sites are controlled by Videotron:

- www.videotron.com: corporate and transactional site
- www.canalvox.com: community TV site
- www.zonehautevitesse.com: Videotron High-speed Zone.
- www.vtl.ca: Business subsidiary site

2. IS IT POSSIBLE TO TRACK YOUR USE OF THE INTERNET AND STUDY YOUR HABITS?

Server logs:

Our servers keep a precise log of visits to our Internet sites, which facilitates the establishment and maintenance of your connection. Aside from your IP (Internet protocol) address, these logs contain statistics on the time and duration of your visit, the pages viewed and your computer's operating system, among others. These statistics categorize visitors by area used, browser software and connection speed. Videotron may also use the IP address to present custom content to users of Videotron's Internet access services (dial-up access, cable-modem access, Wi-Fi access, etc.). Reports with aggregated data on the statistics gathered are used to improve our Internet sites and make the experience of Internet surfers more enjoyable.

Videotron reserves the right to share this aggregated data with partners for the purpose of proposing exclusive and promotional offers to Videotron customers. In all such cases, the information consists of aggregated data that does not contain any personal data.

Raw data that could be used to identify individuals is destroyed on a regular basis. Videotron does not use this personal information for its own commercial or other advantage or for that of others.

The logging of SSL-encrypted transactions in the secure zone requires users to authenticate themselves by means of a username or Videotron account number. Once they have been authenticated, users can get access to their Videotron account details, change services online, change their e-mail services, etc.

Cookies:

A cookie is a small, text-only file containing data—specifically, a unique identifier—that is transmitted by a web site server to your browser and saved on your computer's hard drive. Cookies identify a computer during a session and are also used to save the user's preferences on the computer. A cookie cannot give access to your computer or obtain information other than what you have voluntarily transmitted to our web site.

Most browsers automatically accept cookies. Consult your browser's users manual for information on how to restrict or disallow the use of cookies

If your browser does not accept cookies, you will still be able to access the publicly available information on the videotron.com site, although you will not be able to take advantage of the site's advanced features that require authentication.

We currently use cookies for the following reasons:

- To detect the user's language of communication
- To detect the presence of FlashMedia
- To manage the user session with the application server for the site's advanced features that require authentication
- To gather aggregated site viewing and browsing data

Cookies may possibly be used for other purposes:

- When you visit one of our sites, we use cookies to determine what browser you are using; to customize the page you are viewing to your interests if you have chosen to use that option, and to recognize you so that you are not obliged to make repetitive entries or enter your password after completing every transaction or whenever you attempt to gain access to a restricted zone.
- When you buy an article or service, one or more cookies are used to record how you navigated the Videotron site during your visit and the information you voluntarily entered, even if you switched to another page. In certain cases, a cookie allows you to be recognized and makes a link with your account if you are using a service. Cookies also allow us to generate aggregate data and statistics that show how our visitors interact with our sites. We are then able improve our sites to serve you better. The series of pages visited is always recorded anonymously in a cookie of this

type. This type of cookie expires 30 minutes after you leave our site or if there hasn't been any activity during that period.

- Cookies are also currently used for counting. They enable us to find out how many times you have visited our site or web pages. We can then estimate the size of our audiences. This cookie is never used to identify you. These browser cookies come with a one-year lifetime and you can delete them at any time.
- If you click on a banner display by Videotron on one of its sites, a cookie may occasionally be added to your browser's cache. The purpose of this cookie is to calculate the commission that we charge or pay our partners, especially when sales result from your visit via a Videotron site. This cookie only contains the identity of our partner and an expiration date. Other than this, Videotron does not try to link the identities of web surfers with their online activities. Our partners agree to our strict measures aimed at protecting your privacy, as described in Videotron's Code.

Clear or invisible GIFs:

Clear or invisible GIFs, often called web bugs or 1-pixel GIFs, are very small graphic images with a unique identifier used to count the number of times a web page has been visited. Videotron may also use clear GIFs in HTML-based e-mails to track the number of e-mails that were actually opened and read. This helps Videotron improve its Videotron.com web pages and the e-mails sent to customers. However, please note that clear GIFs are not linked to the users' personal information.

Stealth website loggers:

Web surfers should only download programs from sites they trust because a small program may be hidden in these downloads that sends its author a list of the sites visited and advertising viewed.

Videotron does not use these types of surveillance applications.

Data collection by third-party companies:

Videotron uses the services of Omniture, a third-party company, to track and analyze how our customers and visitors are using our site, but without the possibility of identifying individuals. This helps Videotron improve the quality of its Internet site on an ongoing basis. All of the data collected by Omniture on behalf of Videotron belongs to and is used by the latter and only contains aggregated data on the activities of our customers and visitors.

On Videotron's behalf, Omniture uses cookies to track visitors behaviour that are saved within the 207.net domain. You can consult Omniture's privacy policy on its www.omniture.com web site.

3. COLLECTION OF YOUR PERSONAL INFORMATION

Videotron does not collect your Personal information on its Internet sites without your consent. All of the Personal information that you communicate to us is provided voluntarily. If we require Personal information to provide you with a service, we only gather the minimum information needed to deliver that service with the quality you expect over the requested time period.

In general, the Personal information required on our Internet sites is used to:

- enable us to answer your questions, which includes providing technical support;
- process an online purchase order;
- register you in the encrypted secure zone;
- receive your entry in a contest;
- study your job application if you submitted your CV to us;
- send you information on the services offered by Videotron; and
- send you a bill for Videotron services that you used.

4. HOW DOES VIDEOTRON USE THE PERSONAL INFORMATION THAT YOU COMMUNICATE TO IT VIA THE INTERNET?

Sending of communications and promotional materials:

Videotron may have cause to use the e-mail address, telephone number or postal address you communicated to us for the following reasons:

- To communicate technical information about Videotron's network or products (major incidents, Internet security, etc.);
- To communicate information about your account (billing, subscription, change of your profile, etc.);
- To communicate information about Videotron's products, services and special offers.

You can contact Customer Service at serviceclient@videotron.com at any time to change your communication preferences for receiving information from Videotron on its products, services and special offers

Unless expressly informed by you to the contrary, Videotron considers your communication preferences mentioned in the preceding paragraph to be positive.

Videotron does not send promotional material by any means whatsoever to children under 16 years of age. Should such a situation occur, please contact us so that we can correct it.

During a transaction:

When it is possible to make a credit card payment on a web site for which Videotron is responsible at the point in the transaction where you provide your credit card number, Videotron uses a system that scrambles the traces of the relationship between the card number and your identity.

Videotron is not responsible for transactions carried out by Webdoxs or any other potential billing service provider.

Technical Support

We may ask you for information about your computer and its configuration when you communicate with our Technical Support department. Our staff is trained to only keep the minimum of information needed to meet your needs.

Curriculum vitae:

When you use our sites to seek employment with Videotron, your personal information goes directly to our Human Resources department and is only shared with qualified staff as needed. This information is stored in a secure manner and is destroyed on a regular basis.

5. COMMUNICATION OF YOUR PERSONAL INFORMATION TO OTHER COMPANIES OR ORGANIZATIONS

In certain cases, contests may be posted on our web sites. If you participate, you may be asked for Personal information. Personal information given voluntarily can be communicated to the partners who set up the contest. Consequently, you may receive communications from one or more of Videotron's partners who set up the contest. With all contests on a Videotron site, you have the option of choosing not to receive any communications from Videotron's partners.

6. WHAT SECURITY MEASURES ARE USED BY VIDEOTRON TO PROTECT YOUR PERSONAL INFORMATION?

Videotron makes every reasonable effort to protect the Personal information that you have transmitted to it. SSL technology encrypts your Personal information so that it is practically impossible to intercept and decrypt it. We require our partners to do likewise. As a rule, you'll see a closed padlock or an entire key on your browser during a secure connection. Moreover, the web page address will start with https instead of http.

Videotron also uses hardware and software to take other measures that protect your private life.

Although Videotron takes reasonable steps to make this site secure, please remember that, when you divulge personal information on the Internet, it may be intercepted by people whose intentions are unknown. This is especially true in *chat rooms* or discussion forums such as *newsgroups* but may also occur with e-mail messages. Videotron is not nor may it be held liable for the interception of any information that you have transmitted.

Use of a shared computer

When you use a computer that is shared by several people (library, Internet café, etc.), do not forget to close your secure session on the Videotron site by clicking on the "End session" button. Videotron cannot identify who is using your computer or the computer that you just finished using if you don't properly close your session.

7. LINKS WITH SITES THAT ARE NOT UNDER VIDEOTRON'S CONTROL

Using links to navigate from one site to another makes surfing more enjoyable. Videotron's sites contain links to a large number of other sites. We try to distinguish between sites belonging to us for which we are responsible and those that are not under Videotron's control.

As in other matters, Videotron cannot assume any responsibility for privacy outside of the sites under its control.

Code of Videotron
with respect to the protection of personal
information

PART 4*

**Processing the personal information of Videotron
Ltd. employees**

* This following part applies specifically to Videotron employees and complements the general rules stipulated in Part 1 of the Code.

***Code of Videotron Ltd. with respect to the protection
of personal information - employees***

Videotron offers its employees the training, which the nature of their duties requires so that they can fulfill their responsibilities with regard to the Collection, Use and Communication of Personal information in compliance with this Code.

Videotron, through its Agents, Collects Personal information on its employees to:

- efficiently manage its human resources;
- establish and maintain relationships with its employees based on trust;
- To understand employees needs, where applicable;
- To efficiently manage its operational and commercial activities, including reasonable enquiries related to the hiring of employees; and
- To meet legal and administrative requirements.

As a general rule, when an employee accepts a position or benefits within Videotron, this constitutes an implicit Consent to the Collection, Use and Communication of Personal information needed for the legitimate purposes of the hiring and employment process.

Videotron may collect Personal information about its employees from Third parties, including employers and personal references, or from any other Third party authorized to communicate this Personal information.

Videotron can Communicate Personal information on its employees for its existing activities related to personnel management and benefits.

In certain situations, it may be impossible for Videotron to allow employees to consult all of the Personal information that it has on them. For example, Videotron cannot provide access to the Personal information if communicating it would reveal confidential business information; if the Personal information was obtained in the course of an official dispute-resolution process; or if the Personal information was gathered during an inquiry into a breach of contract or violation of a federal or provincial law. Upon request, Videotron will specify the reason for refusing access to Personal information.