

Subject: Customer Service Accessibility

Corporate Policy No. **C03.011**

Date Issued: **November 20, 2013**

Replaces Issue Dated: **October 17, 2011**

Application

This Policy applies to all persons (“colleagues”) who, on behalf of Loblaw Companies Limited and its Canadian subsidiaries (“Loblaw” or the “Company”) interact with members of the public or other third parties. This excludes PC Financial, Choice Properties REIT and T&T Supermarket Inc.

1.0 Purpose

This Policy affirms Loblaw’s commitment to providing goods and services to persons with disabilities in a way that respects their dignity, independence, and rights of equal opportunity and access.

2.0 Definitions

“*Persons with disabilities*” – refers to any person with a disability as defined under Canadian human rights legislation (e.g. person with a visual impairment, person with a hearing impairment, etc.).

3.0 Loblaw’s Commitment

- 3.1 Loblaw colleagues must communicate with persons with disabilities in ways that take the person’s disability into account.
- 3.2 Persons with disabilities are permitted to use their own assistive devices to obtain, use or benefit from Loblaw’s goods and/or services. It is the responsibility of the person to ensure that his or her assistive device is operated in a safe and controlled manner at all times.
- 3.3 Loblaw colleagues must permit persons accompanied by a service animal to enter Loblaw premises with the animal and to keep the animal with him or her, except in those areas in which the animal is excluded by law. When an animal is excluded from an area by law, other reasonable arrangements must be explored with the person with the disability to allow the person to access the goods or services in that area.
- 3.4 Where a person is accompanied by a support person, Loblaw colleagues must work with both the person with a disability and the support person to ensure equal access to goods and services.
- 3.5 Loblaw must provide notice to the public of any disruptions to facilities or services usually used by persons with disabilities, including information about the reason for and expected length of the disruption and a description of any alternative facilities or services that are available.

4.0 Colleague Awareness & Education

Loblaw ensures training is provided to colleagues who interact with the public and to volunteers and those who provide services on the Company’s behalf, as well as to all those who are involved in the development of Loblaw’s customer service policies, procedures and practices. Training includes:

- A review of Loblaw’s Customer Service Accessibility Policy and related practices;
- The purpose of standards regarding accessibility set by provincial legislation and related requirements;
- How to interact and communicate with persons with disabilities;

- How to support persons with disabilities who use an assistive device or require the assistance of a service animal or a support person;
- How to use assistive devices that may be available to assist persons with a disability; and
- What to do if a person with a disability is having difficulty accessing Loblaw premises, goods, and/or services.

Training is provided to colleagues before or as soon as possible after the colleague commences job duties that involve interacting with the public or other third parties, and whenever Loblaw alters its policies or practices regarding accessible customer service.

5.0 Feedback Process

Loblaw welcomes feedback about how it provides goods or services to persons with disabilities.

Members of the public may provide feedback in the manner deemed most convenient to them, including in-person, by telephone, in writing, or by email or other electronic format.

Loblaw must acknowledge all feedback received and advise the person providing feedback of any actions taken by Loblaw in response to the feedback.

6.0 Availability of Documents

This Policy and Loblaw's related practices and protocols will be made available to any member of the public upon request. The process by which a person may obtain these documents is posted on Loblaw's website and in a conspicuous area in all Loblaw premises in which this Policy applies. When providing a document to a person with a disability, Loblaw will do so in a format that is accessible to the person.

7.0 Interpretation

Responsibility for the interpretation of this Policy rests jointly with the Executive Vice-President, Human Resources & Labour Relations and the Executive Vice-President and Chief Legal Officer.