

PRESIDENT'S CHOICE SERVICES INC.

CUSTOMER SERVICE ACCESSIBILITY POLICY	Number:
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1.0 INTRODUCTION

The Accessibility Standards for Customer Service (the "Regulation"), a regulation under the *Accessibility for Ontarians with Disabilities Act* (the "Act"), applies as of January 1, 2012 to private sector organizations that provide goods or services or have employees in Ontario. The Act outlines several requirements for "providers of goods and services" with respect to their communication and interactions with persons with disabilities.

2.0 DEFINITIONS

- (a) "Act" means the *Accessibility for Ontarians with Disabilities Act, 2005*.
- (b) "Assistive device" includes any device used to assist a person in performing a particular task or tasks, or to aid that person in activities of daily living.
- (c) "Company" means President's Choice Services Inc.
- (d) "Loblaws" means Loblaws Inc.
- (e) "Persons with disabilities" refers to any person that has a disability as defined under the *Ontario Accessibility for Ontarians with Disabilities Act, 2005*.
- (f) "Policy" means this Customer Service Accessibility Policy.
- (g) "Regulation" means the *Accessibility Standards for Customer Service*.
- (h) "Service animal" is defined as any animal specially trained to assist a person with a disability (e.g. guide dog).
- (i) "Support person" means any person who accompanies a person with a disability to assist with communication, mobility, personal care or medical needs or with access to goods or services.

3.0 PURPOSE

The Company is committed to providing goods and services to Persons with disabilities in a way that respects their dignity, independence and the principles of equal opportunity and access.

4.0 ADOPTION OF ACCESSIBILITY STANDARDS FOR CUSTOMER SERVICE

The Company has adopted this Policy, which it developed based on the accessibility principles set out in the Regulation under the Act.

5.0 CUSTOMER SERVICE ACCESSIBILITY POLICY

The Company's Policy will work in tandem with the Loblaws Customer Service Accessibility Policy and explains in greater detail the Company's commitment to providing goods and services to its customers in a way that respects the dignity and independence of Persons with disabilities.

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6.0 COMPLIANCE

The Senior Vice President, Risk is responsible for ensuring that the Company complies with its Customer Service Accessibility Policy and its obligations under applicable accessibility laws, including the Act.

7.0 THE COMPANY'S COMMITMENT TO PROVIDING GOODS AND SERVICES TO PERSONS WITH DISABILITIES

7.1 Communication

The Company's colleagues must communicate with Persons with disabilities in ways that take the person's disability into account.

7.2 Assistive Devices

Persons with disabilities are permitted to use their own Assistive devices to obtain, use or benefit from the Company's goods 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.

7.3 Service animals

The Company and the Company's affiliate Loblaws must permit persons accompanied by a Service animal to enter the Company's and Loblaws' 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. Where 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.

7.4 Support person

Where a person is accompanied by a Support person, the Company's colleagues must consult with both the person with a disability and the Support person to assist the person with a disability in a manner that ensures equal access to the Company's goods and services.

7.5 Notice of Disruptions

The Company must provide notice 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.

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8.0 TRAINING

The Company trains its board of directors, and all of its colleagues who interact with the public, oversee or monitor the Company's service providers that are required to comply with the Act, or participate in developing the Company's practices and procedures governing the provision of goods and services, about how to provide appropriate customer service to Persons with disabilities, including:

- * 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 Company premises, goods, or services.

For the purposes of this Policy, 'colleagues' includes, but is not limited to, persons working out of the Company's premises or Loblaw's physical store locations, including employees of Loblaw's subsidiaries, and its and their customer services representatives, contracted workers, and volunteers.

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 the Company alters its policies or practices regarding accessible customer service.

9.0 FEEDBACK PROCESS

The Company 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.

The Company must acknowledge all feedback received, provided contact information has been provided, and advise the person providing feedback of any actions taken by the Company in response to the feedback.

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10.0 AVAILABILITY OF DOCUMENTS

This Policy and the Company'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 the Company's website. When providing a document to a person with a disability, the Company will do so in a format that is accessible to the person.

11.0 REFERENCE DOCUMENTS

The Loblaw's Customer Service Accessibility Policy is hereby incorporated into this Policy and also applies to colleagues working in Loblaw's physical store locations, to the extent interaction occurs between any of Company's customers or potential customers and such colleagues.

12.0 INTERPRETATION

Responsibility for the interpretation of this Policy rests with the Senior Vice President, Risk.

13.0 REVIEW

This Policy will be reviewed annually.

This document is available in alternative format upon request.