Bell Cookie Policy

Our Cookie Policy

The purpose of this policy is to explain what cookies are, what types of cookies we use, why we use them, and the options we provide to you to manage cookies on our websites ("sites") and mobile applications ("apps"). We (our Companies*) are committed to maintaining the privacy of your personal information. For more information about how we use your data, please visit our **Privacy Policy**.

What are cookies?

"**Cookies**" are small text files, generally containing a unique identifier, which are stored on or retrieve information from your web browser or device. When you visit our sites or use our apps, we use cookies to provide you with a seamless experience. They may remember your preferences or the items in your shopping cart, for example.

"**First-Party Cookies**" are cookies set by us. For example, when you log into your account through our sites or apps, we set cookies to ensure the site can continue to access the account information and/or profile(s) required to use our services.

"**Third-Party Cookies**" are cookies set through a third-party, non-Bell related domain. We use Third Party Cookies to understand how you interact on our sites or apps, to ensure our sites perform as you would expect, to provide advertisements that are relevant to you, and to improve your experience. They do not directly store personal information but are based on uniquely identifying your browser and device.

Our site(s) may also contain web beacons, clear GIFs, tags, pixels or similar tracking technologies, which are embedded within images. Web beacons are used in combination with cookies to measure your interaction with our sites, and do not collect personally identifiable information. These beacons may be placed by our vendors and/or third party advertisers in connection with online behavioural advertising, targeting and/or cross-linking devices.

What types of cookies do we use?

Our sites and apps may use both First Party and Third Party Cookies. Below you will find a list of the types of cookies we use along with a description of we use them, including options for managing your preferences. The type of cookies used may vary depending on the specific site or app.

Cookie Category	Description	Managing Preferences
Functional	These cookies are essential for the site to function appropriately, and cannot be switched off in our systems. This includes fundamental preferences, such as language, session, and other technologies necessary to assess its health and performance. Allowing these cookies is mandatory for using our site. You can set your browser to block or alert you about these cookies, but the site might not work properly. These cookies do not store any personally identifiable information.	Functional cookies are essential to operate the site and/or apps. You cannot opt-out of these cookies.
Personalization	These cookies help us understand your interests and provide you with a personalized experience based on your interaction on our site. They may be set by us or by third-party providers whose services we have added to our pages. For example, we may tailor the site based on your interaction to improve your overall experience and/or make better recommendations on products and services to you. Should you choose to be logged into your account while navigating our site, we may provide you with more relevant offers based on the current products or services you have with us.	You can choose to opt-out of these cookies by clicking on the Cookie Setting link present in the cookies banner or footer of the website.
Analytics	These cookies help collect data that allows us to understand how you interact with our services on our site. This information measures things, such as how long you visit the page, what part of the site you visit and sources of the traffic. This helps us improve performance and content by building better features to enhance your experience across our site. The information collected is aggregated and not associated with any individual, and not used for advertising or profiling purposes.	You can choose to opt-out of these cookies by clicking on the Cookie Setting link present in the cookies banner or footer of the website.
Advertising	These cookies are used to make advertisements more relevant to you. This includes tracking the ads you interact with on our sites and on third-party sites. When doing so, these cookies do not directly store any personal information. If you do not allow these cookies, the advertising you experience on these sites will be less relevant to you.	You can choose to opt-out of these cookies by clicking on the Cookie Setting link present in the cookies banner or footer of the website.
Geolocation	These cookies collect and store information about your precise geographic location, which provides us with your exact address. When you visit our site we use this information to provide you with location-specific content, relevant area-based offers, and to tailor your overall experience. For example, we may use your precise geographic location to confirm whether we provide services in your area, or if you are within a region where you can access our streaming services. If you disable these cookies, we may not be able to provide certain services or offers to you. (If you are located near the U.S. border, we recommend that you turn on precise location to ensure services will not be disrupted)	You can choose to opt-in by clicking on the Cookie Setting link present in the cookies banner or footer of the website.

Why do we use cookies?

We use cookies for several reasons:

- To make our sites work effectively and in the manner you expect;
- To determine which parts of our sites are of interest to you and to improve your experiences with them;
- To analyze how you interact with our sites so that we can develop and enhance our products and services;
- To provide interest-based, relevant advertising to you, with content, information, products and services tailored to your interests. This can include our third-party service providers; and
- To recommend relevant offers or video streaming based on what is available in your area.

Managing your cookies

You can choose your cookie settings and change them at any time, except in the case of Functional Cookies, by accessing our Preference Centre, through the cookies banner or the footer of our site. You can accept some or all categories available based on the site or app you visit but you must accept all cookies within that category.

If you choose to "Accept All" cookies, you accept all cookie categories applicable to the site or app. If you choose only "Functional" cookies, no other cookies beyond what is necessary for our sites or apps to function appropriately will be placed on your browser and/or device. Please note that any changes or choices you make in choosing to not receive all cookies may affect how the site is personalized, including relevant offers, advertisements and your overall experience.

How long do cookies remain on a device?

We use two types of cookies:

"**Session Cookies**" allows our site to recognize and link your action during a browsing session. They are used for a variety of purposes, such as remembering your shopping cart or keeping you logged into your account. These cookies only last as long as the session and will expire once you close your browser.

"**Persistent Cookies**" are stored on your device in-between sessions. They are used to recognize your device and remember your preferences or the actions you took when you last visited our site. These cookies remain on your device until you erase them.

Your Browser Cookie Settings

You can also manage and control the use of cookies on the sites you visit, completely or individually, through your browser settings. Any changes you make when managing your browser settings may not only affect the cookies we use, but will apply to all other sites you visit. If you set your preferences to block all cookies, you may disable all functionality on our sites and apps, including availability of some services. We do not recommend turning off all cookies when using our sites and apps for these reasons.

For further information about how to change your browser cookies setting you can visit the following help pages (external sites):

- Apple Safari
- Google Chrome
- Microsoft Edge
- Mozilla Firefox

Cookie Policy Changes

We will post any changes on our sites and within our apps. Check back from time to time to see what's new.

Who does the Cookie Policy apply to?

In this policy the words "we", "us", "our" and "Companies" refer to the Bell family of companies and brands as they exist over time, as well as any successor companies as a result of corporate reorganizations or restructurings, including: AAA Alarm Systems Ltd., Alarm Force Industries Inc. (Bell Smart Home, Bell Business Security & Automation), Axia, Bell Aliant, Bell Canada, Bell ExpressVu LP (Bell TV), Bell Media, Bell Mobility, Bell MTS, Cablevision du Nord, DMTS, Epic Communications, KMTS, Lucky Mobile, Maskatel, NorthernTel, Northwestel Inc., Ontera, Solo Mobile, Telebec, The Source and Virgin Plus. All of our Companies adhere to the commitments found in this Cookies Policy, unless otherwise indicated.

What if I have questions or concerns?

We have a dedicated section on our website relating to our privacy practices at bell.ca/privacy. For additional questions, you can send an email to privacy@bell.ca, or you can contact the Office of the Bell Privacy Ombudsman at 160 Elgin Street, Ottawa, ON, K2P 2C4.

Thanks for reading.