

Processing Purpose	Categories of Personal Information	Legal Bases (incl. Legitimate Interests pursued, if applicable)	Categories of Recipients
To communicate with business customers throughout their relationship with TELUS Digital	<ul style="list-style-type: none"> • Contact information such as names; email addresses; mailing addresses; telephone numbers; job title and employer name; • purchase history (for purchases made on behalf of the representative's employer); and • Attendance at events, if any. 	<p>Performance of a contract/taking steps to entering into a contract (as far as the communication directly relates to a contract or potential contract with the data subject, i.e., if the data subject is the business customer)</p> <p>Legitimate interests (as far as the communication goes beyond what is required to perform a contract or potential contract with the data subject): We have a legitimate interest in performing our contracts/entering into contracts with business customers and in furthering relationships with our business customers to facilitate the continued sales of our products and services.</p>	<ul style="list-style-type: none"> • Affiliates or subsidiaries; • Information technology services providers (hosting provider); and • Client management services.
To understand business customers' needs and preferences	<ul style="list-style-type: none"> • Contact information such as names; email addresses; mailing addresses; telephone numbers; job title and employer name; 	<p>Legitimate interests: We have a legitimate interest in furthering relationships with our business customers to facilitate the</p>	<ul style="list-style-type: none"> • Affiliates or subsidiaries, Information technology service providers

	<ul style="list-style-type: none"> • Purchase history (for purchases made on behalf of the representative's employer); and • Attendance at events, if any. 	continued sales of our products and services.	(hosting provider); <ul style="list-style-type: none"> • Client management services;; and • Data analytics providers.
Provide products and services that are tailored to business customers'	<ul style="list-style-type: none"> • Contact information such as names; email addresses; mailing addresses; telephone numbers; job title and employer name; • Purchase history (for purchases made on behalf of the representative's employer); and • Attendance at events, if any. 	Performance of a contract/taking steps to entering into a contract (as far as the communication directly relates to a contract or potential contract with the data subject, i.e., if the data subject is the business customer). Legitimate interests (as far as the communication goes beyond of what is required to perform a contract or potential contract with the data subject): We have a legitimate interest in performing our contracts/entering into contracts with business customers and in furthering relationships with our business customers to facilitate the continued sales of our products and services.	<ul style="list-style-type: none"> • Affiliates or subsidiaries, information technology service providers (hosting provider); • Client management services; and • Data analytics providers.
To ensure that our products and services continue to be responsive to business customers' and their	<ul style="list-style-type: none"> • Contact information such as names; email addresses; mailing addresses; telephone numbers; job title and employer name; 	Legitimate interests: We have a legitimate interest in furthering relationships with our business customers to facilitate the	<ul style="list-style-type: none"> • Affiliates or subsidiaries; • Information technology service providers

end users' requirements	<ul style="list-style-type: none"> • Purchase history (for purchases made on behalf of the representative's employer); • Information incidental to conducting customer surveys; and • Attendance at events, if any. 	continued sales of our products and services.	(hosting provider); <ul style="list-style-type: none"> • Client management services; • Data analytics providers.
To bill and process customer payments through our payment processor	<ul style="list-style-type: none"> • Contact information such as names; email addresses; mailing addresses; telephone numbers; job title and employer name. 	Performance of a contract (as far as the communication directly relates to a contract or potential contract with the data subject, i.e., if the data subject is the business customer) Legitimate interests (as far as the communication goes beyond of what is required to perform a contract or potential contract with the data subject): We have a legitimate interest in performing our contracts/entering into contracts with business customers and in furthering relationships with our business customers to facilitate the continued sales of our products and services.	<ul style="list-style-type: none"> • Affiliates or subsidiaries; • Payment service processor; billing agents; and SAAS-based financial applications.
To promote or sell products or services to business customers	<ul style="list-style-type: none"> • Contact information such as names; email addresses; mailing addresses; telephone 	Legitimate interests: We have a legitimate interest in processing personal information necessary to promote	<ul style="list-style-type: none"> • Affiliates or subsidiaries; • Information technology services

	<p>numbers; job title and employer name;</p> <ul style="list-style-type: none"> • Purchase history (for purchases made on behalf of the representative's employer); and • Attendance at events, if any 	and sell our products and services to our Business Customers as far as this is in line with applicable (direct) marketing requirements.	<p>providers (include details, hosting provider);</p> <ul style="list-style-type: none"> • Ad networks, data analytics providers; • Billing providers; • Advertising partners
To further our business objectives, such as to perform data analysis and audits; to enhance, improve or modify our services; to advertise, measure and determine the effectiveness of our promotional campaigns and to operate and expand our business activities	<ul style="list-style-type: none"> • Contact information such as names; email addresses; mailing addresses; telephone numbers; job title and employer name; • Purchase history (for purchases made on behalf of the representative's employer); and • Attendance at events, if any. 	<p>Consent (as far as this was previously obtained)</p> <p>Legitimate interests (as far as <u>no</u> consent was previously obtained): We have a legitimate interest in furthering our business objectives.</p>	<ul style="list-style-type: none"> • Affiliates or subsidiaries; • Information technology services providers (include details, hosting provider); • Ad networks, data analytics provider; • Billing providers; and • Advertising partners
To safeguard and defend our rights	<ul style="list-style-type: none"> • Contact information such as names; email addresses; mailing addresses; telephone numbers; job title and employer name; • purchase history (for purchases made on behalf of the representative's employer); and • attendance at events, if any. 	Legitimate interests: We have a legitimate interest in safeguarding and defending our rights.	<ul style="list-style-type: none"> • Government entities, law enforcement, courts; • Affiliates or subsidiaries; and; • Professional services organizations, including auditors and law firms.
To meet any regulatory or legal requirements	<ul style="list-style-type: none"> • contact information such as names; email addresses; mailing 	Compliance with a legal obligation (deriving from inter	<ul style="list-style-type: none"> • Government entities, law

	addresses; telephone numbers; job title and employer name.	alia tax law, corporate law.)	<p>enforcement, courts;</p> <ul style="list-style-type: none"> • Advisors, professional services organizations, including auditors and law firms.
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