The TELUS Trust Model

[0:01] [Narrator] At Telus, we deliver innovative products and services while being deeply committed to our customers' privacy.

[0:07] Leveraging data can deliver remarkable outcomes and we believe technology companies should do this respectfully.

[0:14] That approach is why we're leaders in responsible data use and what led us to establish the Telus Trust Model, a guide for every data decision we make.

[0:24] Our customers trust us with their data and we're committed to being worthy of that.

[0:29] We build trust by generating value to ensure we're delivering products and services that put our customers and communities first.

[0:37] Promoting respect by treating data in a fair and ethical manner, while embedding privacy into all our products and services.

[0:44] We're also transparent about how data is used offering easy to access information on our data and privacy practices.

[0:51] And delivering security by safeguarding information so Canadians can rest easy knowing that data is safe with us.

[0:59] The Telus Trust Model, to learn more go to telus.com/privacy.