

Revised: February, 1 2019

Wal-Mart Canada Corp. Privacy Policy

[What does the Privacy Policy include?](#)

At Wal-Mart Canada Corp. (Walmart), our customers are number one - always. That's why everything we do is focused on providing excellent customer service and delivering low prices.

[What is Our Pledge of Accountability?](#)

The information you share with Walmart allows us to provide the products and services you need and want while giving you the very best shopping experience.

[What Type of Information Do we Collect?](#)

It's our promise to customers that we respect the trust you place in us and the privacy of the information you share. Part of providing superior customer service includes making sure that we're building a relationship of trust with customers. Our way of doing that is to let you know in a clear, prominent, and easily accessible way how we collect, use, share, and above all protect your personal information.

[How Do We Use Your Information?](#)

Our Policy outlines:

[How Do We Share Your Personal Information Outside of Walmart?](#)

- How and why we collect your personal information;
- How your personal information is used and protected;
- When and with whom we share your personal information; and
- What choices you can make about how we collect, use, and share your personal information.

[What Are Your Choices?](#)

What does the Privacy Policy Include?

[How Do You Access and Update Your Personal Information?](#)

This policy covers customer information we collect in Canada at:

- Walmart retail stores,
- through our websites www.walmart.ca and www.walmartphotocentre.com and
- through our mobile application(s).

[How Do We Secure Your Personal Information?](#)

Walmart has specific Privacy Statements for its personal information practices relating to the Pharmacy and Vision Centre operations in our retail stores. These Privacy Statements are available at each Pharmacy and Vision Centre.

[What Are Your Privacy Protections for Specific Types of Personal Information?](#)

What is Our Pledge of Accountability?

Walmart expects our associates and business partners to manage your personal information properly and maintain your trust. We have designated associates who are accountable for compliance with this privacy policy.

[How Does Walmart Protect the Privacy of Children Online?](#)

What type of Information Do We Collect?

We collect personal information about you to deliver the products and services you request, to promote products and services that we believe you will be interested in, and to help improve your shopping experience.

[Who Can I Contact at Walmart About the Privacy Policy?](#)

We strive to limit the amount of personal information collected to support the intended purpose of the collection.

[How Will I Know if this Policy Changes?](#)

[International](#)

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Information You Give Us

We collect personal information from you in a variety of ways when you interact with Walmart, both in stores and online. Some examples are when you:

- Create an account on one of our websites;
- Apply for employment with us;
- Apply for credit with us or one of our financial services partners;
- Register for, view or participate in an online webcast event provided on behalf of Walmart;
- Make an online or in-store purchase from us;
- Upload or import digital image files to our in-store or online photo services;
- Use a gift registry;
- Conduct a transaction where we collect information, including when required by law (such as hunting and fishing licenses);
- Request customer service or contact us;
- Submit a Walmart related story, testimonial, rating or review, or other user-generated content that may be posted on the site;
- Participate in a contest, sweepstake, promotion, or survey; or
- Otherwise submit personal information to us along with any related content of the communication.

Personal information is information that identifies, or could be reasonably associated with you. The personal information we collect may include contact and payment information like your name, email and physical addresses, phone numbers, and credit and debit card information (including credit card expiration date and CVV code), as well as information about the specific products and services that you purchase in our retail stores and from us online (including through our mobile app). When you ask us to ship an order, we may collect information you provide us such as the name, address, and phone number of recipients. For certain transactions, we may be required to collect information to comply with legal requirements, or may collect information for the purposes of detecting, preventing and suppressing fraud.

Information from Other Sources

We may receive personal information about you from other sources as well. Examples of these sources are entities that can help us correct or supplement our records, improve the quality or personalization of our service to you, and help prevent, detect or suppress fraud.

In addition, we may collect information from consumer reporting agencies or other service providers if you obtain certain financial products. With your authorization, we may also collect information from your social media accounts, such as digital image files imported to the Walmart Photo Centre website.

Video Surveillance Systems

In order to keep Walmart facilities operating in a safe and secure manner, we use closed circuit television and digital recorders in our stores.

Automated Information Collection

We receive and store certain types of information when you interact with our websites, mobile apps, emails, and online advertising. Our purpose is to allow the websites and mobile apps to work correctly, to evaluate use of the website and mobile app, and to support website and mobile analytics and marketing campaigns. Some examples include:

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- We may collect technical information such as your internet protocol address, device identifier (or UDID), type of device, your computer's operating system and browser type, your internet protocol (IP) address, the date and time you accessed our service, the address of a referring website, if any, and the path you take through our web pages. If you make a purchase online, we may also use and share this information for the purposes of detecting and preventing fraud.
- We use both persistent and session "cookies" on our website to recognize you as you use or return to our sites. This is done so that we can provide a continuous and more personalized shopping experience for you. A cookie is a small text file that your browser may store when you view a web page or certain types of content-rich e-mails. Persistent cookies help us remember your information and settings for future visits to our website (such as your language preferences). Session cookies help us remember your information and settings during your current visit to our website (such as the items in your shopping cart) and will expire after you close your browser. To learn how to turn off cookies, see Your Choices section below.
- We may also use web beacons. Beacons allow us to know if a certain page was visited, an email was opened, or if ad banners on our website and other sites were effective.

When you use our mobile app, we may also obtain your permission to collect additional personal information through the permissions process at the time you install the app. You can change your permissions at any time by following the instructions under [Your Choices](#) below.

Interest-Based Advertising

For information regarding our online interest-based advertising practices, see ["About our Ads"](#)

Location Information

When you install our mobile app, we may request your consent to collect location information. If you opt-in to location-based services, we may collect your location based on GPS data, unique identifier (UDID) or cell tower information. We use this information to provide you with relevant content and product availability information. To turn off location-based services, see [Your Choices](#) section below. Note that if you do not opt-in to or disable location-based services, you may not be able to use certain features on the app.

Social Media

We may offer you the opportunity to engage with our content on or through third-party social networking websites, plug-ins and applications. When you engage with our content this way, you may allow us to have access to certain information associated with your social media account, (e.g. name, username, e-mail address, photos) in accordance with your social media privacy settings to deliver the content or as part of the operation of the website, plug-in or application. We may use this information to confirm your identity and to personalize your experience on our website or mobile app and on the third-party social networking websites, plug-ins and applications.

How Do We Use Your Information?

Walmart uses your information to offer and provide our products and services and to support our core business functions. These include order or service fulfillment and delivery, internal business processes, marketing (including relevant advertising), authentication, loss and fraud prevention, public safety and legal functions. Some examples include:

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- To fulfill your requests for products and services and communicate with you about those requests;
- To register and service your account;
- To administer surveys, sweepstakes, contests, and promotions;
- To provide customer service and alert you to product information, including recalls;
- To help us improve and customize our service offerings, websites, and advertising;
- To send you information about our products, services, and promotions; and
- To protect the security or integrity of our websites and our business.

To accomplish these purposes, we may combine personal and other information we collect online or through our mobile app with offline information, including information from third parties. We may transfer or disclose your information within our corporate family of companies for these purposes.

How Do We Share Your Personal Information Outside Walmart?

We disclose your personal information with your prior consent or under the following limited circumstances.

Service Providers

We may disclose or otherwise make available personal information about you to service providers that help with our business operations and the business operations of our corporate family of companies. Examples are webcast hosting providers, shipping vendors, billing and refund vendors, vendors who operate our Websites (such as Photo Centre), photo printing and fulfillment services, payment card processors, marketing service providers and companies that help us improve our product and service offerings and our websites. Your personal information may be stored and processed by our service providers in the United States or other locations where the service providers or Walmart and Walmart affiliates maintain facilities. We require service providers to keep your information secure. In addition, service providers may not use or disclose personal information for any purpose other than providing the services on our behalf or our affiliates' behalf or as otherwise required by applicable law.

Legal Requirements and Protection of Our Company and Others

We may disclose your information in other limited circumstances. These include situations when the sharing is necessary to protect the safety, property, or other rights of Walmart, our customers, our associates, or any other person, or where otherwise required or permitted by applicable law. Examples include protecting the health or safety of customers, or addressing crimes committed on Walmart property. We and our service providers may disclose your personal information in response to a search warrant or other legally valid inquiry or order (which may include lawful access by Canadian, US or other foreign governmental authorities, courts or law enforcement agencies), to other organizations in the case of investigating a breach of an agreement or contravention of law or detecting, suppressing or preventing fraud, or as otherwise required or permitted by applicable Canadian, US or other law. If you make a purchase online, we may disclose information to certain third parties, including payment card processors and issuers for the purposes of detecting and preventing fraud on Walmart properties (including our websites) and the properties of other merchants. This information may include your name and contact information, shipping information, information collected from your computer or device such as an IP address or device ID, and information about your purchase. Walmart may disclose your personal information to entities located outside of Canada in connection with any of the foregoing.

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Marketing Purposes

From time to time with your consent, we may disclose information with carefully selected companies outside of our corporate family of companies who may offer you products and services of interest. You may opt in to this sharing under the “Your Choices” section below.

Business Transfers

We may transfer any information we have about you in connection with a prospective or completed merger or sale (including transfers made as part of insolvency or bankruptcy proceedings) involving all or part of Walmart or as part of a corporate reorganization or stock sale or other change in corporate control.

What Are Your Choices?

Data Collection, Use, or Disclosure

Walmart collects, uses, or discloses your personal information consistent with this policy. The method of obtaining consent is appropriate for the type of personal information being collected, used, or disclosed

Marketing Preferences

We want to communicate with you in ways you want to hear from us. Examples are newsletters, special offers, relevant promotion of products and services that we believe you will be interested in, and new product announcements. When you make a purchase from Walmart.ca or sign up to receive promotional and other e-mails from us, certain information is collected as described in “Information You Give Us”. We may use your contact information such as e-mail to provide you with promotional communications. You may choose to stop receiving these communications at any time by using the “unsubscribe” link located at the bottom of all promotional messages you receive from us, or by contacting us using the contact information listed below..

You can provide us with your marketing preferences, or change your marketing preferences, by contacting Customer Service. Please see the [Contact Us section](#) below.

If you contact us by email or mail, please be sure to include your full name, the types of communications you would like to receive or not receive, and your related contact information. For instance, if you would like to opt out of mail, include your mailing address. Please allow sufficient time for your preferences to be processed. It may take up to 10 days to process your requests related to email and 4-6 weeks for other requests.

Please be aware that, even if you have opted out of receiving marketing communications from us, we may still contact you for transactional purposes. Some examples are contacts for customer service, product information, service or reminder notices, or recalls. We may also need to contact you with questions or information regarding your order, such as regarding order status, shipment, or refunds.

Online Advertising, Mobile Apps and Cookies

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You may exercise choices related to our online operations. For instance, you can choose to browse our websites without accepting cookies. Please know that cookies allow us to recognize you from page to page, and they support your transactions with us. Without cookies enabled, you will still be able to browse our websites, but will not be able to complete a purchase or take advantage of certain website features.

To learn more about cookies, including how to refuse cookies on your computer, follow these links:

[Microsoft Internet Explorer](#)

[Mozilla Firefox](#)

[All About Cookies](#)

To learn more about opting out of online advertising, see "[About our Ads](#)" here.

If you have downloaded our mobile app, you can change your permission settings at any time by going to your device settings. You can also stop all collection of data generated by the use of our mobile app by uninstalling the app.

How Do You Access and Update Your Personal Information?

Walmart takes reasonable steps to keep your personal information accurate and complete. You can access or update your personal information, including contact or account information, in the following ways:

If you have created an account at one of our websites, log into your account. Once you do, you will be able to enter and update your own contact information and payment information, as well as contact information for recipients you have designated (if applicable).

Contact us at the email or postal address listed in the "Contact Us" section at the bottom of this policy. Please include your current contact information, the information you are interested in accessing, and your requested changes. We will provide you the personal information requested if reasonably available, unless it infringes on the privacy of other individuals and subject to reasonable limitations provided by law and internal procedures. Otherwise we will describe the types of information we typically collect. We will provide access and make changes you request, or will provide an explanation of what actions we will be able to take with regard to the request.

If you need help accessing your information related to a service provided by a third party, we will assist you by referring you to the third party. Please contact us via the "Contact Us" section below.

How Do We Secure Your Information?

Securing your information is a company priority. Whether you are shopping online, or in our stores, we use reasonable security measures to protect the confidentiality of your personal information.

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Online Protections

Your account information is protected by the password you use to access your online account. Please keep this password confidential. We also use a technology called Secure Sockets Layer (SSL). If your browser is capable of SSL (and most are), your account information will be protected during transport across the internet. When you enter a secure portion of a website, which is any page containing any of your account information, an image of a closed lock or solid key should appear in the bottom bar of your browser window. If you click on this image, a small pop-up window displaying website security information will appear. This display indicates that your personal information is transmitted in encrypted form to a Walmart web server, not to an unauthorized server.

Hard Copy and Electronic Storage Protections

Personal information that is maintained in our offices or stores is subject to physical, administrative, and technical controls as well. Hard copies of sensitive personal information are maintained in locked locations or cabinets with similar restrictions for electronic storage. When disposed of, the information is shredded, destroyed, erased, or otherwise made unreadable.

What Are Your Privacy Protections for Specific Types of Personal Information?

Pharmacy and Vision Centre

When you use our Pharmacies or Vision Centres, you may provide us with your health information so that we may process your request. We understand the sensitive nature of such information and respect your privacy by keeping it confidential in accordance with laws and our policies. Our privacy policies for personal health information describe how we protect the information and how you can access it. The policies are provided to you by the Pharmacy or Vision Centre at the time of first service, and can be requested at any time at your local Walmart.

Financial Products and Services

When you obtain financial products and services from us, we may collect and use certain financial-related information. We understand the sensitive nature of this information as well and protect it in accordance with laws and our policies. Financial products and services include money orders, money transfers, credit card offerings, bill payment and cheque cashing.

We protect payment card information we collect during transactions. We comply with industry standards that require safeguards for handling and securing customer information. These include using secure networks, encryption or other protection of cardholder data, physical and technical access controls, monitors and tests of security systems, and information security policies.

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How Does Walmart Protect the Privacy of Children Online?

We are committed to protecting children's online privacy. Our website is a general audience website not geared towards children. In order to protect the privacy of children, Walmart websites do not knowingly collect personal information from children under the age of 13 without prior parental consent. Please contact us via the "Contact Us" section of this policy if you believe we may have collected information from your child and we will work to delete it.

Who Can I Contact at Walmart About the Privacy Policy?

Contact [Customer Service](#) - for store experience, marketing preferences, product questions and general feedback/questions.

Contacting the Privacy Office

Please feel free to contact the privacy office with any questions or comments about this policy or about how your information is handled by email at caprivacy@wal-mart.com or by mail to the Privacy Officer c/o Walmart Canada Corp. 1940 Argentia Road, Mississauga, Ontario, L5N 1P9.

How Will I Know if this Policy Changes?

We will provide additional notice of significant updates. We will post the date our Policy was last updated at the top of the Privacy Policy. Please check our Privacy Policy periodically for changes.

International

As a global company, Walmart has separate privacy policies for its international offices. Personal information about our customers may be processed and stored in the United States or any other country in which Walmart or our service providers maintain facilities. Globally, Walmart requires our family of companies to protect your personal information, regardless of where it is stored, in accordance with local laws and our policies.

Pharmacy Privacy Statement

Click [here](#) for Wal-Mart Canada Corp. - Pharmacy Privacy Statement

Vision Centre Privacy Statement

Click [here](#) for Wal-Mart Canada Corp. - Vision Centre Privacy Statement

