

Data sharing practices

When you link your Aeroplan and Journie Rewards accounts, Aeroplan Inc. ("Aeroplan") and Parkland Corporation ("Parkland") will share personal data about you with one another. This helps us better understand your preferences so we can each send you more personalized offers to earn and redeem Aeroplan points. The shared data will be protected, used, and disclosed in accordance with the [Aeroplan Privacy Policy](#) and the [Journie Rewards Privacy Policy](#). The sharing of personal data will continue as long as your accounts are linked.

If you delink your accounts, the sharing of your data detailed below between Aeroplan and Parkland will stop. In addition, Aeroplan will delete the data it received about you from Parkland (listed below) and Parkland will delete the data it received about you from Aeroplan (listed below), unless continued retention is permitted or required by law.

If you link your accounts, Aeroplan will share with Parkland:

- General Aeroplan membership information, such as: your approximate tenure in the Aeroplan program; your membership status (Aeroplan Elite Status), and the channel in which you joined the program.
- General demographic information, such as: province, town, or city where you reside.
- General Aeroplan point accumulation activity, such as:
 - the frequency and recency of your accumulation activity;
 - the categories of partners you earn points with;
 - your accumulation activity in each partner category.
- General Aeroplan point redemption activity, such as:
 - the frequency and recency of your redemption activity;
 - the categories of redemptions you make or the categories of partners you redeem with;
 - the activities you complete or channels through which you redeem your points; and
 - your redemption activity in each partner category
- General Air Canada travel activity, for example:
 - whether you are a Leisure or Business Traveler;
 - your preferred ticket type (economy, premium economy, business);
 - your approximate number of flights during a certain period;
 - your preferred destination (e.g. United States, Europe, Asia-Pacific, etc.).
- If you have an Aeroplan co-brand credit card:
 - Parkland's share of your credit card spend (if applicable) in the fuel and convenience categories

If you link your accounts, Parkland will share with Aeroplan:

- General Journie Rewards membership information, such as your tenure in the Journie Rewards program.
- General Journie Rewards purchase activity, such as:
 - your number of purchases in a certain period of time;
 - the categories of your purchases, including subcategories to indicate fuel types;
 - the value of your transaction;

- the date and time you make transactions;
 - the geographic location(s) and the brand(s) (Chevron, Fas Gas, On the Run, Pioneer, Ultramar) at which you use the Journie Rewards program;
 - the payment types you use during a transaction; and
 - your participation rate in limited-time Journie Points offers, including frequency and category.
- General Journie Rewards redemption activity, such as:
 - number of reward redemptions made in a certain period of time
 - preferred products and categories redeemed within the Journie Rewards program