

Data sharing practices

When you link your M&M Food Market Rewards and Journie Rewards accounts, M&M Food Market and Parkland Corporation (“Parkland”) will share past, present and future personal data about you with one another. This helps us better understand your preferences so we can each send you more personalized Journie Rewards offers. The shared data will be protected, used, and disclosed in accordance with the [M&M Food Market 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 M&M Food Market and Parkland will stop. In addition, M&M Food Market will delete the data it received about you from Parkland (listed below) and Parkland will delete the data it received about you from M&M Food Market (listed below), unless continued retention is permitted or required by law.

If you link your accounts, M&M Food Market will share with Parkland:

- General M&M Food Market Rewards membership information, including your approximate tenure in the M&M Food Market Rewards program and the channel in which you joined the program.
- General demographic information, including, province, town, or city where you reside.
- General M&M Food Market Rewards purchase activity, including:
 - your number of purchases in a certain period of time;
 - the categories of your purchases;
 - the date and time you make transactions;
 - the geographic location(s) at which you use the Journie Rewards program;
 - the payment types you use during a transaction; and
 - your participation rate in M&M Food Market Rewards limited-time offers, including frequency and category.

If you link your accounts, Parkland will share with M&M Food Market:

- General Journie Rewards membership information, including, your tenure in the Journie Rewards program.
- General Journie Rewards purchase activity, including:
 - 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;
 - your participation rate in limited-time Journie Points offers, including frequency and category;
 - number of reward redemptions made in a certain period of time; and
 - preferred products and categories redeemed within the Journie Rewards program.
- General Journie Rewards redemption activity, including:
 - number of reward redemptions made in a certain period of time; and

- preferred products and categories redeemed within the Journie Rewards program.