



## **Canadian Tire Corporation, Limited Customer Service Accessibility Policy**

Providing Goods and Services to People with Disabilities

### **Who is Canadian Tire?**

For purposes of this Customer Service Accessibility Policy, "Canadian Tire" means Canadian Tire Corporation, Limited and its family of companies including Canadian Tire Bank, Canadian Tire Services Limited, Canadian Tire Real Estate Limited, Mark's Work Wearhouse Ltd. (Mark's), FGL Sports Ltd. (FGL), Canadian Tire Petroleum, PartSource and Padinox Inc. Canadian Tire also includes any successors or subsidiaries of the above-listed companies.<sup>1</sup>

### **Our Commitment**

We are committed to eliminating barriers and improving accessibility for persons with disabilities and to providing goods and services in a way that respects the dignity and independence of people with disabilities. People with disabilities will be given the same opportunity to access and benefit from our goods and services, in the same place and in a similar way as other customers.

### **Communication**

When communicating with a person who has a disability, we will communicate in a manner that takes into account the person's disability.

We will train employees who communicate with customers on how to interact and communicate with people with various types of disabilities.

### **Telephone Services**

We are committed to providing fully accessible telephone services to our customers. We will train employees to communicate with customers over the telephone in clear and plain language.

### **Assistive Devices**

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<sup>1</sup> Canadian Tire stores and certain Mark's, FGL and PartSource stores are owned and operated by independent dealers or franchisees. Canadian Tire gas bars are operated under license by independent retailers. As independent businesses, these dealers, franchisees, and retailers are responsible under applicable laws for adopting their own customer service accessibility policies that are consistent with this Policy.

Some businesses within the Canadian Tire family may have developed their own retail specific customer service accessibility policy. Should there be a conflict between a retail specific customer service accessibility policy and the Canadian Tire Corporation, Limited Customer Service Accessibility Policy, the one which offers the greater accommodation to our customers shall govern.

We are committed to serving persons with disabilities who use assistive devices to obtain, use or benefit from our goods and services. We will ensure that our employees are trained and familiar with various assistive devices that may be used by customers with disabilities while accessing our goods or services.

We will also ensure that our employees know how to use assistive devices that are available in various locations for customers use.

### **Service Animals**

We welcome persons with disabilities who are accompanied by service animals. Service animals are allowed on the parts of our premises that are open to the public.

If a service animal is legally excluded from some parts of the premises, we will provide alternative measures to enable the person to obtain, use or benefit from our services.

We will ensure that all employees are properly trained on how to interact with people with disabilities who are accompanied by a service animal.

### **Support Persons**

Any person with a disability who is accompanied by a support person will be allowed to enter our premises with his or her support person. At no time will a person with a disability who is accompanied by a support person be prevented from having access to his or her support person while on our premises.

### **Notice of Temporary Disruption in Service**

We will provide customers with notice in the event of a planned or unexpected disruption in the facilities or services usually used by persons with disabilities. This notice will include information about the reason for the disruption, its anticipated duration, and a description of alternative facilities or services, if available.

This notice will be placed on the store's website and at all public entrances and at the point of disruption. This notice will be provided in accessible formats as required.

### **Training**

We will provide training to all employees, volunteers and others who deal with the public or other third parties on behalf of Canadian Tire, and to all individuals who are involved in the development and approval of the customer service policies, practices and procedures.

Training must be completed during the employee orientation process.

Training will include:

- A review of the applicable *accessibility legislation* and the requirements of the Customer Service Standard.
- How to interact and communicate with people with various types of disabilities.
- How to interact with people with disabilities who use an assistive device or require the assistance of a service animal or support person.
- How to use the equipment or assistive devices that are available on our premises or that we otherwise provide that may help with the provision of goods and services to people with disabilities.
- What to do if a person with a disability is having difficulty in accessing our goods and services.

- Canadian Tire’s policies, practices and procedures governing the provision of goods or services to people with disabilities.

Training records will be kept, including the dates when the training is delivered, the number of employees to whom the training was provided and their names.

### **Feedback Process**

The ultimate goal of Canadian Tire is to meet and surpass customer expectations while serving customers with disabilities. Comments on our services regarding how well those expectations are being met are welcome and appreciated.

Feedback regarding the way Canadian Tire provides goods and services to people with disabilities can be made by completing the feedback form, sending an e-mail to the store (form and address details available through customer service desk) or by speaking directly with a manager on duty. All feedback will be directed to the store manager. We will make all reasonable efforts to address concerns or complaints promptly.

### **Availability of Accessible Customer Service Documents**

We will, upon request, provide documentation in an alternate format to any person. Requests for accessible customer service documents should be made to the store manager or supervisor on duty. If a person with a disability requests a copy of this policy, we will provide the policy, or the information contained within the policy, in a format which takes into account the person’s disability.

### **Scope**

This policy applies to the provision of goods and services at all Canadian Tire locations and addresses the Customer Service requirements. As a reflection of our commitment to the principles of accessible customer service, all efforts will be made to apply these accessible customer service principles to the provision of goods and services in other Canadian Jurisdictions.

### **Modifications to this or other policies**

We are committed to developing customer service policies that respect and promote the dignity and independence of people with disabilities. Therefore no change will be made to this policy before considering the impact on people with disabilities.

Any policy of Canadian Tire that does not respect and promote the dignity and independence of people with disabilities will be modified or removed.

### **Questions about this Policy**

This policy exists to achieve service excellence to customers with disabilities. If anyone has a question about the policy, or if the purpose of a policy is not understood, please speak with the store manager or supervisor on duty, who will escalate your question or concern accordingly.

# Customer Feedback Form

Thank you for visiting Canadian Tire. We value all of our customers and strive to meet everyone's needs. We recognize that receiving feedback provides a valuable opportunity to learn and improve.

Date: \_\_\_\_\_

Time: \_\_\_\_\_

**1. Did we respond to and meet your customer service needs?**

- Yes
- No
- Somewhat

Comments:

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**2. Was our customer service provided to you in an accessible manner?**

- Yes
- No
- Somewhat

Comments:

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Other Comments:

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**Contact Information (OPTIONAL)**

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Canadian Tire protects your privacy and your personal information. Your personal information will not be shared with any other parties or used for any other purpose than for communicating with you regarding the comments or concerns that you have raised. We will make all reasonable efforts to address concerns or complaints immediately.

Please return this form to the customer service manager or supervisor on duty.

Thank you.