

 <b>MANAGEMENT POLICY</b>	<b>ISSUE DATE: June 2026</b>
	<b>POLICY NUMBER: OP - 025</b>
	<b>ISSUED BY: BRUCE TELECOM MANAGEMENT</b>
<b>SUBJECT: CUSTOMER CODE OF CONDUCT</b>	

## PURPOSE & SCOPE

At Bruce Telecom, we value the relationships we have built with our customers and appreciate the trust they place in us. This Code of Conduct helps ensure that all interactions between customers and employees are respectful, professional, and positive.

Bruce Telecom is committed to providing a safe, professional, and respectful environment for customers, visitors, contractors, and employees. To support this commitment, customers are expected to conduct themselves in a respectful manner during all interactions with Bruce Telecom representatives.

This Code of Conduct applies to all interactions with Bruce Telecom employees and representatives, including in-store visits, telephone conversations, email and online communications, social media interactions, and on-site service appointments. It also applies when Bruce Telecom employees and representatives enter or attend a customer's residence, business, or other property for the purpose of installations, repair, maintenance, delivery, inspection, or service-related work.

## DEFINITIONS

**Abusive Behaviour** includes, but is not limited to, yelling, swearing, threatening language, intimidation, racial slurs or discriminatory remarks, sexual comments or advances, physical aggression, damage to property, or any conduct that a reasonable person would consider hostile, intimidating, degrading, or demeaning.

**Accessibility:** Information regarding Bruce Telecom's Accessibility Plan and accessibility commitments can be found at: <https://brucetelecom.com/bruce-telecom-accessibility/>

**Terms of Service** for Bruce Telecom can be found at: <https://brucetelecom.com/legal/terms-of-service/>

## RESPECTFUL BEHAVIOUR

Treat all Bruce Telecom staff, and other customers with courtesy and respect. Harassment or discrimination will not be tolerated.

Customers must not engage in disruptive behaviour that compromises the safety of staff or other customers.

Bruce Telecom employees and management have the authority to determine when behaviour is disruptive or inappropriate, and their judgment in these situations will be respected.

## **ZERO TOLERANCE FOR VIOLENCE AND HARASSMENT**

Disrespectful language, intimidation, physical aggression, discrimination, or abusive and threatening behaviours towards staff or other customers will not be tolerated. This includes physical, emotional, psychological and sexual harassment. Such actions may result in immediate action, including the termination of the interaction, removal from the premises, notification of law enforcement, and/or a temporary or permanent prohibition from accessing Bruce Telecom locations or scheduling on-site visits.

Customers are prohibited from possessing, displaying, or carrying weapons or other dangerous items on Bruce Telecom premises.

## **CONSEQUENCES OF UNACCEPTABLE BEHAVIOUR**

When a customer engages in behaviour that violates this Code of Conduct, Bruce Telecom staff may take one or more of the following actions, depending on the severity of the situation:

- issue a verbal warning;
- pause or end the service interaction;
- request that the customer leave the premises;
- contact law enforcement;
- impose a temporary or permanent ban from Bruce Telecom premises;
- refuse, suspend, or discontinue on-site service at a customer's premises;
- or determine that future on-site visits will not be provided at a particular residence or business.

In all cases involving abusive behaviour, staff will report the incident to their manager. A formal record will be kept, and repeated incidents may result in a permanent ban from all Bruce Telecom service interactions.

Bruce Telecom reserves the right to refuse service, restrict access to its premises, refuse on-site visits, or terminate interactions with any individual whose conduct is disrespectful, threatening, abusive, or otherwise inconsistent with this Code of Conduct.

## **HEALTH AND SAFETY EXPECTATIONS**

Customers are expected to comply with any health and safety requirements that may be in effect at Bruce Telecom locations from time to time.

If you are feeling unwell and have a scheduled visit or appointment, please call ahead to discuss rescheduling. We ask that customers who are ill avoid visiting our locations out of consideration for staff and other customers.

## **VIDEO SURVEILLANCE**

We respect the privacy of customers, visitors, and employees and handle personal information in accordance with applicable privacy legislation, including PIPEDA.

Bruce Telecom premises are monitored by video surveillance for safety, security, and other legitimate business purposes. Customers and visitors may be recorded while on Bruce Telecom premises.

Video surveillance recordings may be disclosed to law enforcement or other authorized parties where required or permitted by applicable law.

## **TELEPHONE AND ONLINE CONDUCT**

The same standards of respectful conduct that apply to in-person interactions also apply to all telephone and

online communications with Bruce Telecom employees. This includes phone calls, emails, online chat, and any other channel through which customers interact with our team.

Abusive behaviour, threats, intimidation, discrimination, or harassment during telephone or online interactions will not be tolerated. Bruce Telecom staff reserve the right to end a call or communication where a customer's conduct is abusive, and the matter will be escalated and documented.

Bruce Telecom employees are not required to continue any interaction in which they feel unsafe, threatened, harassed, or subjected to abusive behaviour.

### **ON-SITE SERVICE APPOINTMENTS**

Bruce Telecom is committed to providing a safe and respectful work environment for employees who perform work at customer premises.

Customers are expected to provide a safe environment and to treat Bruce Telecom employees and representatives with courtesy and respect during all on-site visits. Abusive behaviour, harassment, discrimination, threats, intimidation, violence, or any conduct that causes an employee to reasonably fear for their safety will not be tolerated.

Bruce Telecom employees are not required to remain at a customer premises where they experience or witness abusive, threatening, unsafe, or inappropriate behaviour. Employees have the authority to immediately suspend work and leave the premises if they reasonably believe their safety, well-being, or ability to perform their duties has been compromised. Where such circumstances occur the matter will be escalated and documented.

### **REPORTING AND SUPPORT FOR EMPLOYEES**

*This section is intended for Bruce Telecom employees.*

Employees who experience or witness abusive behaviour from a customer are encouraged to report the incident to their manager as soon as possible. If personal safety is at immediate risk, employees should call 911 immediately, consistent with Bruce Telecom's Workplace Violence Prevention Policy (OP-005).

Bruce Telecom will not tolerate retaliation against any employee who reports a customer conduct concern in good faith. All reports will be handled with appropriate confidentiality.

**Bruce Telecom is committed to maintaining a workplace free from harassment and violence and complying with all applicable occupational health and safety and workplace violence requirements.**

### **POLICY REVIEW**

Bruce Telecom will review this policy on a regular basis to ensure it remains current and effective. This policy is to be read in conjunction with Bruce Telecom's Workplace Violence Prevention Policy (OP-005) and Workplace Video Surveillance Policy (OP-021).