

COUNTING CAMERAS

- AT THE TORONTO EATON CENTRE -

| Name of Company | NUMBER OF Cameras | Sign? |
|-----------------------|-------------------|-------|
| Abercrombie | 6 | — |
| Abercrombie & Fitch | 17 | — |
| Apple | 4 | — |
| Ardene | 2 | — |
| Armani Xchange | 14 | — |
| Baby Gap | 2 | — |
| Banana Republic | 10 | ✓ |
| Bath & Body Works | 11 | — |
| Batteries and Gadgets | 2 | — |
| Bebe | 5 | — |
| Bell World | 6 | — |
| Bench | 4 | — |
| Birks | 7 | ✓ |
| Black's | 2 | — |
| Cadillac Fairview | 30 | ✓ |
| Canadian Tire | 52 | ✓ |
| Claire's | ? | — |
| Disney | ? | — |
| Danier | 5 | — |
| EB Games | 3 | — |
| Esprit | 3 | — |
| Fido | 3 | — |
| Footlocker | 7 | — |
| Gap | 4 | ✓ |
| GNC | 4 | ✓ |
| Grand & Toy | 3 | ✓ |
| H&M | 15 | — |
| Hallmark | 14 | — |
| Hollister | 5 | — |
| Indigo | 5 | — |
| Le Chateau | 13 | — |
| Lenscrafters | 4 | ✓ |
| Lids | 2 | — |
| Mark's Work Wearhouse | 5 | ✓ |
| Mexx | 1 | — |
| Nike Toronto | 4 | — |
| Oakley | 4 | — |
| Old Navy | 9 | — |
| People's Jewellers | 7 | — |
| R.W. & Co. | 12 | — |
| Reitman's | 12 | — |
| Richtree | 3 | — |
| Roots | 10 | — |
| Sephora | 8 | ✓ |
| Sears | 90 | ✓ |
| Shoppers Drug Mart | 17 | — |
| Smart Set | 11 | ✓ |
| Sony | 11 | — |
| Sport Chek | 15 | — |
| Sunglass Hut | 5 | — |
| Telus | 2 | ✓ |
| The Children's Place | 4 | — |
| Toys Toys Toys | 6 | ✓ |
| Victoria's Secret | 15 | — |
| Zara | 4 | ✓ |

55

STORES

The chart on the left shows the number of cameras we counted in each store at TEC, as well as if any signs concerning these surveillance cameras were present.

399

CAMERAS

Sears has the most number of cameras in a single store (90). Cadillac Fairview has 50% of their cameras placed in the exterior of their store (15 of 30).

73%

SIGNLESS

40 of the stores had no signs concerning their surveillance cameras. 15 of the stores had some sort of sign.

*The Camera Watcher's Guide to*CORPORATE
CAMERA
SURVEILLANCE

This document summarizes the findings of the Private Eye research project, which in 2010 and 2011 collected data about video surveillance practices in the retail areas of the Toronto Eaton Centre (TEC). All private sector organizations with publicly accessible spaces in TEC are included in the research sample, 258 locations total.



Example of an exterior camera at TEC

About TEC

The TEC attracts one million visitors each week. TEC is an official landmark and promoted by the city as a tourism destination. Cadillac Fairview Corporation, the management company responsible for TEC, is one of the largest retail real estate management firms in North America, with a portfolio

valued at more than \$19 billion. The practices of such a large retail management company affect significant numbers of Canadian consumers and are likely to set, or at least follow, *de facto* industry-wide standards.

How extensive is corporate Camera Surveillance at the TEC?

Overall, video surveillance at the TEC is pervasive, as well as within many individual stores. In Sears, for example, one of the large anchors of TEC, researchers counted 90 cameras, plus 12 additional cameras of ambiguous ownership that may belong to Sears.

Within the TEC common areas, video surveillance is almost total; it is reasonable for a consumer to expect to be under surveillance constantly for their entire time within the mall.

Numerous cameras were observed in the common area of TEC, operated by the mall manager Cadillac Fairview. Researchers counted 21 cameras in the interior, and 15 cameras on the



Signage on TEC entrance

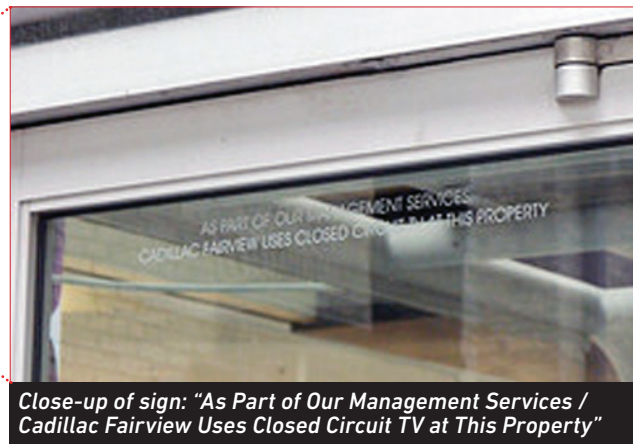
exterior, plus 12 cameras for which the operator was unknown or ambiguous. Almost all the exterior TEC cameras could potentially capture images of people not even entering the TEC. In many instances, multiple cameras facing the public sidewalk were observed at one location. It was often unclear who was operating these cameras.

Do video surveillance operators provide notification? Is the notification in compliance with relevant legislation and government guidelines?

When corporations capture our images through camera installments as part of their commercial operations, they are

subject to the *Personal Information Protection and Electronic Documents Act* (PIPEDA). This legislation, along with relevant guidelines, establishes that private organizations must post prominent and detailed signs before they record or monitor us through video camera surveillance.

The great majority of video surveillance installations at TEC have no signage whatsoever, and where signage is present, it does not comply with PIPEDA. Where there was signage, for example, it was often lacking in placement, visibility and required content (such as purpose, contact information) and worded vaguely and in some cases actually misleading. We did not observe a single sign that we judged as meeting PIPEDA requirements.



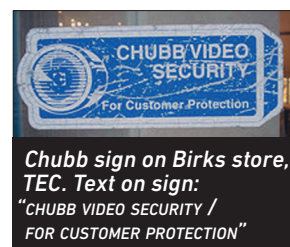
Close-up of sign: "As Part of Our Management Services / Cadillac Fairview Uses Closed Circuit TV at This Property"

The signs notifying the public of video surveillance systems in place in TEC are particularly egregious violations in this category, and especially significant as they apply to the entire shopping centre. For example, on the entrance to the TEC, in white lettering on a glass background, at the top of a large glass door, well above eye level, is a sign reading, "As part our management services, Cadillac Fairview uses closed circuit television at this property". Only the keenest of observers who are already looking for signage would spot this. Indeed, the TEC signs are so small and inaccessible that one can hardly call them notification.

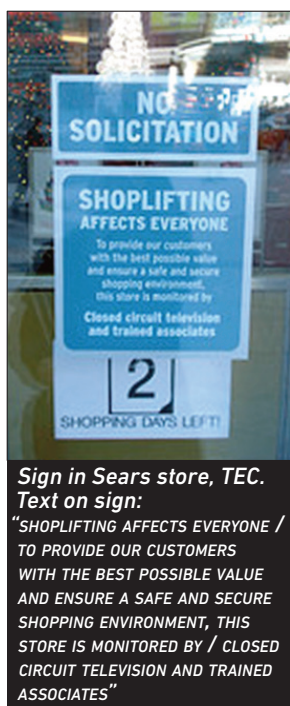
This non-compliance appears to stem from at least four related issues: prioritizing corporate security over citizen privacy, ignorance of what is required for privacy compliance, lack of clear exemplars of good practices for surveillance signage and the absence of effective regulatory enforcement.

Conclusions

While there can be legitimate security concerns that call for video surveillance measures, these need to be demonstrably necessary, effective, proportionate, minimally intrusive to law abiding citizens and compliant with legal requirements regarding personal privacy.



Chubb sign on Birks store, TEC. Text on sign: "CHUBB VIDEO SECURITY / FOR CUSTOMER PROTECTION"



Sign in Sears store, TEC. Text on sign: "SHOPLIFTING AFFECTS EVERYONE / TO PROVIDE OUR CUSTOMERS WITH THE BEST POSSIBLE VALUE AND ENSURE A SAFE AND SECURE SHOPPING ENVIRONMENT, THIS STORE IS MONITORED BY / CLOSED CIRCUIT TELEVISION AND TRAINED ASSOCIATES"