

Feedback and Customer Concerns Procedure (the “Procedure”)

This document is available in other formats on www.canadalife.com or on request from Ombudsman@canadalife.com.

1. Introduction

The Canada Life Assurance Company (the “**Company**”) is committed to providing access to the Company’s financial products and services to individuals with disabilities.

The Procedure is intended to address the requirements of applicable accessibility legislation, including the *Accessibility for Ontarians with Disabilities Act, 2005* and *The Accessibility for Manitobans Act*. It describes how a person may provide feedback and notice of concerns to the Company with respect to the accessibility of its products, services and facilities for persons with disabilities.

2. General

The Company makes reasonable efforts to ensure that individuals with disabilities have the same opportunity to obtain, use and benefit from the financial products and services the Company provides, as well as the premises owned and managed by the Company, in a similar way as others.

The Company welcomes feedback on the way it provides its financial products and services to individuals with disabilities, and the accessibility of the premises owned and managed by the Company. Comments and concerns should be in writing by letter or e-mail, if reasonable. However, they may be made in person, by telephone or other method that accommodates a person’s communication needs. This feedback will be documented in a tracking system, along with any resulting actions taken by the Company. Where applicable, information about the actions resulting from this feedback will be available upon reasonable request.

The Company will ensure that every process for receiving and responding to feedback is accessible to persons with disabilities. It will do this by providing or arranging for the provision of accessible formats and communication supports upon request and accepting feedback on the accessibility of its feedback processes generally.

3. How to Provide Feedback and Concerns

If you have any feedback or concerns about the way the Company provides access to financial products and services to persons with disabilities, or about the feedback process itself, please direct them to:

Ombudsman, Canada Life Insurance Company
Email: Ombudsman@canadalife.com
Letter: 255 Dufferin Avenue, London ON, Canada N6A 4K1
Fax: 1-519-435-7679
Tel: 1-866-292-7825
TTY (Teletype) line for the hearing impaired: 1-800-990-6654

Feedback will be directed to the Ombudsman, who will engage the appropriate business unit to provide a prompt response. Customers can expect to receive an acknowledgement of their feedback within 5 calendar days.