

CHAPTER 2

OPERATE WITH **INTEGRITY** AND **TRUST**



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Operating with integrity is central to everything we do, helping us build trust with our tenants, residents, clients and employees. It also influences how we pursue growth opportunities, ensuring that we take a thorough and measured approach to any business decision.

When it comes to technology and data management, for example, it is critical that we take all the necessary precautions to safeguard the privacy of our tenants and residents. It is also why we insist on piloting new technologies before integrating them across our real estate portfolio. While smart building technology offers tremendous promise in terms of convenience and occupant behaviour insights, our experience has taught us that rather than charging ahead with the latest and greatest innovation, it is best to take a conservative approach.

In addition to staying on top of emerging trends, we take pride in evaluating and advising our teams on changes to the compliance and regulatory environment. In 2022, this meant upskilling our resources and leveraging the expertise of outside consultants. We established a formal program to manage our road to compliance with the new Quebec privacy legislation as well as executing plans to ensure we meet our obligations under the Charter of French Language. By building a centre of knowledge and expertise and by guiding and supporting our colleagues, we are confident that we can continue to shape our corporate policies and deliver on the high standard to which we hold ourselves.

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