

Toronto Lands Corporation

(the "Corporation")

Policy: TLC-CORP-PO0025

CORPORATE COMMUNICATIONS POLICY

(Adopted by the Board June 17, 2021)

1.0 PURPOSE

The purpose of this policy is to encourage and facilitate open and effective communications between the TLC Board and TDSB Board, management, staff, and external parties and to provide Directors and stakeholders with accurate and timely information they need.

This policy is in place to:

- outline who should communicate with whom and when, and the scope of communication;
- ensure clear and consistent communications protocols;
- respond to, inform or involve stakeholders and/or external parties; and,
- mitigate risk.

2.0 RESPONSIBILITY

Chief Executive Officer. The CEO is responsible for instituting any process or strategy designed to implement this policy governing corporate communications.

This Policy applies to TLC's Directors, Officers and employees and any other individuals authorized, ("Authorized Persons") to communicate for or on behalf of the TLC.

3.0 DEFINITIONS

"Authorized Persons" - refers to those permitted to formally communicate for or on behalf of the TLC. Authorized persons are:

- the Board Chair,
- the CEO,
- the Manager, Corporate Communications

4.0 POLICY

- 4.1 In recognition of TLC's mission, vision and values, The TLC is to communicate its affairs in a transparent and public-spirited way ensuring:
- Communications are coordinated and effective;
 - Communications are timely, accurate, clear and complete;
 - Written in plain English; and,
 - Sensitive to the needs and concerns of target audiences.
- 4.2 Communications are to be visible, accessible and accountable to those we serve, and provide communities, local politicians, and stakeholder organizations the opportunity to comment on and participate in significant projects, initiatives or other matters being undertaken by TLC.
- 4.3 Employ a variety of ways and means to communicate – from traditional methods to new technologies – to reach and engage with various parties in a meaningful two-way communication
- 4.4 Communications will strive to enhance the profile of our organization and to preserve the integrity that TLC has established by identifying itself in a distinct and consistent way and maintaining a recognizable, trusted and unified corporate identity in all circumstances.
- 4.5 Take an assertive pro-active approach to communications, particularly with respect to public relations in the promotion of TLC's strategy, services and brand.

5.0 COMMUNICATION PROTOCOL

Annex A through C is provided to serve as communications protocol for the following areas:

- Annex A: TLC Board to TDSB Board Communications Protocol
- Annex B: TLC- TDSB Strategic Leadership Team Communications Protocol
- Annex C: TLC Business Operations Communication Protocol

Annex A through C is to be updated as separate and living documents.

6.0 SPECIFIC DIRECTIVE

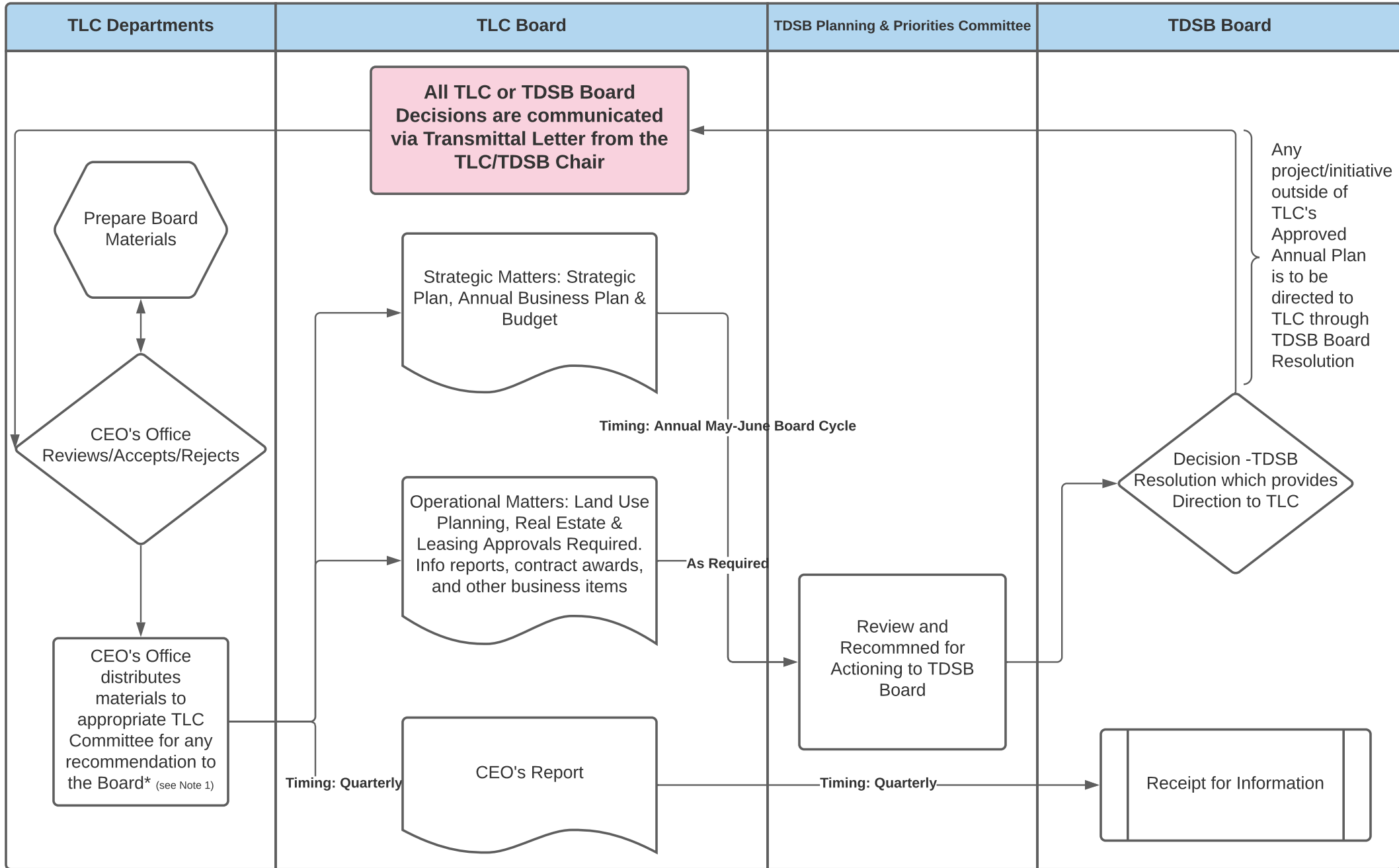
The CEO may approve associated procedures to implement this Policy.

Review: by the Board of Directors annually following its first review no later than January 2023

7.0 REFERENCE DOCUMENTS

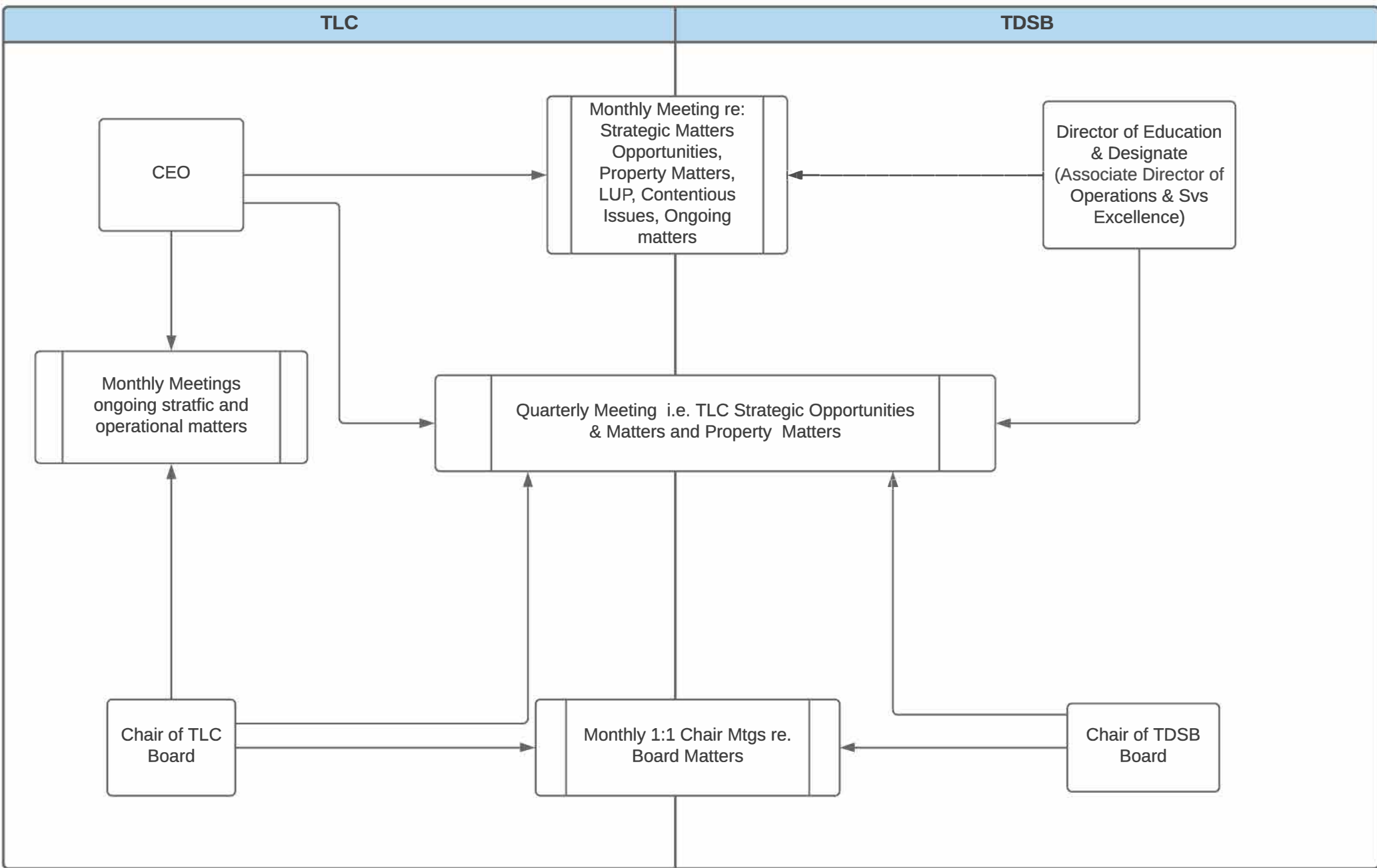
N/A

TLC Board - TDSB Board Communications Protocol

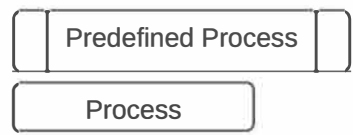


Note 1: TLC reports are routed to one of three TLC Standing Committees: Policy & Planning , HR & Nominating or, Audit & Finance. Reports from Committees are then routed to the TLC Board for appropriate approvals as required.

TLC - TDSB Strategic Leadership Team Communications Protocol



Legend



TLC Business Operations - Communications Protocol

