

Privacy

Why it's important

At Enbridge we safeguard personal information in our custody, including personnel, landowner and residential utility customer information. We strive to maintain the trust of our customers, communities, investors, regulators and policymakers, and employees through effective, secure and innovative privacy and data management practices.

Governance

Our Privacy Office is led by our Chief Privacy Officer and supported by a team of dedicated staff responsible for safeguarding our personal information while also promoting a strong culture of privacy across the Company. The Privacy Office also sets policies and standards designed to help maintain stakeholder trust. We also have an Artificial Intelligence (AI) and Data Ethics Advisory Council – a cross-functional group consisting of internal stakeholders who oversee governance functions or have subject matter expertise in AI, law and ethics. This Council supports our implementation of, and regular updates to, Enbridge's AI Policy, which articulates ethical, responsible and transparent principles that govern the use of AI internally and through third-party service providers.

Policies

To guide how we maintain high standards of confidentiality with respect to personal information in our possession, Enbridge has developed a [Privacy Statement](#). We are committed to providing excellent service and to ensuring that our relationships are conducted with integrity and in a responsible, fair, honest and ethical manner.

Our approach

We collect and use personal information for purposes reasonably required to conduct our business. This includes information gathered from customers, landowners, contractors and other individuals that is required to: confirm identity; meet legal, regulatory and contractual obligations; help maintain the safe and efficient operation of our business; provide information about using energy safely and efficiently; or to understand energy needs and preferences. Our Data Privacy Strategy is underpinned by the following key priorities:

- **Our stakeholders:** As our customer and community channels turn digital, customer privacy and personal information management expectations are changing.
- **Our competitive advantage:** Our business is expanding with acquisitions, new utility operations and innovative new business models.
- **Our technology:** Continued technological developments are generating and consuming more sensitive data that needs to be protected.
- **Our regulatory obligations:** The privacy legislative landscape is evolving continuously – our data handling safeguards are evolving to keep pace.

Enhancing privacy and data management

Protecting data is a dynamic and ever-evolving space. Over the past year we have focused on improving our protection of privacy and enhancing our data handling practices through:

- **Data Trust Center launch:** In June 2025, our Privacy Office launched our [Data Trust Center](#), an external website dedicated to transparently communicating how Enbridge actively protects the privacy and personal information of customers and employees. The site provides information to help individuals request and manage their personal data, choose their privacy settings and discover how we protect their personal data.

- **Advances to our data management practices:** We continued to advance the development of our internal data management platform in 2025. Launched in 2024, the platform has streamlined and automated privacy controls and processes at Enbridge, while delivering transparency and choice for current and future customers and employees. The platform includes a user-friendly digital preference center for high-traffic external websites and apps, enables regular scanning and monitoring of personal data to identify net new human data, and has helped reduce the amount of time required to fulfill privacy rights/access requests from customers and employees. To improve internal efficiencies, we developed a unified, user-friendly dashboard for tracking our internal metrics on privacy.
- **Awareness:** To raise awareness about privacy risks and responsibilities across our workforce, our Privacy Office hosts regular events and campaigns. In January, we observed International Data Privacy Day, a global event that promotes awareness around respecting privacy, safeguarding data and enabling trust. We engaged employees through internal communications that included data privacy best practices. In addition to targeted campaigns on different privacy topics, the Privacy Office also promotes awareness through our Privacy Steward Network which represents business areas that have a high volume of personal information. In addition, our internal Data Privacy Center provides information for our employees on a wide variety of privacy-related topics and tools to protect personal information.



Learn more

[Privacy Statement](#)

[Data Trust Center](#)