

Carson Automotive Group



PRIVACY POLICY CARSON AUTOMOTIVE GROUP

This statement sets out the privacy practices and policies of Carson Automotive Group (“CAG”) in relation to any information that you may share with CAG.

CAG reserves the right to update this policy from time to time, on reasonable notice to you. Your continued use of any service or website covered by this policy after we have notified you of an amendment will constitute your agreement to the same.

In this statement, when we talk about “CAG” or “we” or “our”, we are referring to CAG, and its majority-owned or controlled subsidiaries including Victoria Ford Alliance Ltd and Coastal Ford Sales Limited.

Personal Information

In connection with your dealings with CAG, you may be required from time to time to provide CAG with certain personal information, including without limitation, your name, address, telephone number, electronic mail address, credit card information, bank account information, driver’s license number, and your social insurance or social security number (collectively, your “Personal Information”).

CAG will use your Personal Information for the reasons disclosed to you at the time of collection, to communicate with you, to remit payments to you from time to time if and when due, and for ongoing record keeping, as required by law.

CAG will not release Personal Information about you without your permission, except:

- (a) as permitted in this policy statement;
- (b) as permitted in any written agreement between you and CAG;
- (c) where we believe it is reasonably necessary to conduct business; and
- (d) where we believe it is necessary to enforce our rights under any agreement between you and CAG.

CAG will provide both a means for you to manage and control the information that you have voluntarily provided to us and a means for you to communicate your privacy questions and concerns to us.

We will not knowingly collect Personal Information on users under the age of eighteen.

Anonymous Information

“Anonymous Information” is information other than Personal Information, and includes non-personally identifiable information.

We may, from time to time, collect Anonymous Information. We use this information for system administration, and market research (which is shared with our advertisers)

CAG will not share any Anonymous Information if that information is or will be linked to your Personal Information, unless we have given you notice as described above and you have given us authorization to do so.

Sharing Personal Information

We will not share your Personal Information unless we have first given you notice that we might share your data, and you have authorized us to do so. Our partners who receive information from us have the right to use the data we provide them (sometimes, in connection with other information they may have gathered about you), but are generally prohibited from sharing this information with other companies or people.

In certain special cases, we may disclose your Personal Information when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to you, or otherwise injuring or interfering with CAG’s rights, property or operations, other CAG users, or anyone else who could be harmed by such activities. We may also disclose your Personal Information when we believe the law requires it, or in response to any demand by law enforcement authorities in connection with a criminal investigation, or civil or administrative authorities in connection with a pending civil case or administrative investigation.

Security

CAG operates secure data networks protected by industry standard firewall and password protection. CAG has security measures in place to attempt to protect against the loss, misuse and alteration of your user data under our control. Unfortunately, no method of data transmission or storage is entirely secure, and while we make reasonable efforts to protect data stored on our networks, we cannot ensure or warrant that security of any information that you transmit to us, and you do so at your own risk.

Only authorized employees have access to the information you provide us. For example, we impose strict rules on CAG employees who have access either to the databases that store user information or to the servers that host our services. While we cannot guarantee that loss, misuse or alteration to data will not occur, we make every effort (such as the use of employee passwords and non-disclosure agreements) to prevent such unfortunate occurrences.

Contacting Us

If you have questions about this privacy policy or the practices of this site, please contact:

CARSON AUTOMOTIVE GROUP
3351 Douglas Street
Victoria, British Columbia V8Z 3L4
Attention: Privacy Officer

CAG RESERVES THE RIGHT TO CHANGE THIS PRIVACY POLICY AT ANY TIME. ALL CHANGES WILL BE POSTED TO THIS PAGE. WE WILL USE COMMERCIALY REASONABLE EFFORTS TO NOTIFY YOU OF ANY MATERIAL CHANGES TO THIS PRIVACY POLICY.