

Privacy Policy



Last updated: March 31st, 2023

Parts Canada Development Co. (**Parts Canada**) is committed to protecting your privacy. We use the information we collect about you to facilitate the provision of our services and to provide you with a more personalized experience. We have created this Privacy Policy (the **Policy**) in order to demonstrate our commitment to protecting the privacy of all of our clients and service providers. This Policy is designed to assist you in understanding how we collect, use and safeguard the information you provide to us in using our website and the dealer portal (collectively, the **Site**) and the services provided through our Site (collectively referred to as the **Services**).

We are also careful to ensure that information is used responsibly, and only for the purposes for which it is provided.

This Policy is intended to comply with the federal government's privacy legislation, the Personal Information Protection and Electronic Documents Act, Alberta's Personal Information Protection Act, British Columbia's Personal Information Protection Act, and Quebec's Act respecting the protection of personal information in the private sector. We want you to understand how and under what circumstances your personal information is collected, used and disclosed, as well as what Parts Canada is doing to ensure that your information is used according to good business practices and is protected accordingly.

Collection of Personal Information

Through your use of the Site, we may collect personal information from you. Personal information is identifiable information about an individual that we collect online and that we maintain in an accessible form. We collect the following types of personal information:

We may collect the following personal information that you voluntarily provide to us:

- *Newsletter*. When you sign up for our newsletter, whether as a Parts Canada dealer or as a customer, you will provide us with your email address and may provide us with your first and last name, postal code, and date of birth. If you are signing up as a Parts Canada dealer, then you will also provide us with your product preferences, language preferences, province where your organization is based and job title.
- *Find a Store*. When you use our dealer locator, you may provide us with your postal code and/or address.
- *Dealer Portal*. In the event you apply to become a Parts Canada dealer and sign up to access the dealer portal, you will provide us with: (a) your name, email address, postal address, phone number, fax number; (b) the name of your accounts payable contact and their telephone number and email address; (c) the names and contact information of any submitted credit references; and (d) the names, personal postal address, personal telephone number and Social Insurance Number (SIN) of the dealer business owner(s) if you consent to Parts Canada conducting a personal credit check on the dealer business owner(s). You may also provide us with your email address to support a reset of your dealer portal password and for technical support purposes, and the names and email addresses of any sub-users whom you grant access to your dealer portal account.
- *Parts Canada API*. You may cause your computer systems to electronically engage with the Parts Canada application programming interface (API) and in doing so provide Parts Canada with your sign-up information, including your name, telephone number and email address, and the name and email address of an appropriate technical contact for your company.
- *Careers*. When you apply for a job online or by email, we will collect your first and last name, email address, and phone number. You may also be asked to provide application materials, such as your resume and cover letter, and provide employment-related information (e.g., desired compensation and start date).
- *Contact Us*. When you send us any feedback, questions, comments, suggestions, ideas, or interact with our Site or Services in any way, including through email or social media channels, we will receive your first and last name, email address, phone number, and any other personal information that you may voluntarily provide, including your phone number. If you contact us regarding a specific product you purchased, you might voluntarily provide us with photos, and any other Personal information that you may voluntarily provide.
- *Information as You Navigate Our Site*. We automatically collect certain personal information through your use of the Site and Services, such as the following:
 - *Usage Information*. We collect information such as which of the pages on the Site you access, the frequency of access, and what you click on while on the Site.

- *Device Information.* We collect information about the device you are using, such as hardware model, operating system, application version number, and browser.
- *Mobile Device Information.* In addition to the Device Information listed above, when you access our Site via a browser on your mobile device, we collect and aggregate information about whether you are accessing the Site via a mobile device or tablet, device type, and carrier.
- *Location Information.* We collect location information from Site visitors on a city-regional basis.

Use of Personal Information

We use your personal information to provide the Services to you, to improve our Services the Site, and to protect our legal rights. In addition, we may use the personal information we collect to:

- Review and process your job application;
- Review and process your dealer application, including reviewing and processing the credit support application accompanying your dealer application;
- Provide you with information on products manufacture or distributed by Parts Canada, including the availability of such products for your purchase;
- Process and facilitate orders through the dealer portal;
- Process orders offline through Parts Canada's dealer representatives;
- Process your rider application;
- Contact you regarding our products and services that we feel may be of interest to you;
- Communicate with you about the Site or Services or to inform you of any changes to the Site or Services;
- Respond to your customer service requests;
- Maintain and improve our Site and Services;
- Defend our legal rights and the rights of others; and
- Efficiently maintain our business.

We may also use your personal information to communicate with you, including through tailored marketing messages and transactional emails, about products and services offered by us, to conduct, process and complete transactions with clients, to meet legal, regulatory, insurance, security and processing requirements, and otherwise with your consent, or as permitted or required by law.

Unless otherwise permitted or required by applicable laws or regulations, we will retain your personal information only as long as necessary to fulfill the purposes for which it was collected, including for the purpose of satisfying legal, accounting or auditing requirements.

Personal Information Disclosure by Parts Canada

Parts Canada will only disclose your personal information with your consent or if it has legal authority to do so, such as in the following contexts:

- Parts Canada may transfer personal information to third-party service providers (including affiliates acting in this capacity) that perform services on our behalf, such as data hosting and processing, marketing and newsletters, and to complete transactions.
- We may use and disclose personal information in the context of a business transaction, in connection with the proposed or actual financing, securitization, insuring, sale, assignment, or other disposal of all or part of Parts Canada, or our business or assets, for the purposes of evaluating and/or performing the proposed transaction. Assignees or successors of Parts Canada, or our business or assets, may use and disclose your personal information for similar purposes as those described in this Policy.
- Parts Canada may disclose personal information as necessary to meet legal, regulatory, insurance, audit, and security requirements, and as otherwise with your consent, or as permitted or required by law (including as required by applicable Canadian and foreign laws applicable to us or our service providers). Therefore, in response to a verified request by law enforcement or other government officials relating to a criminal investigation or alleged illegal activity, we can (and you authorize us to) disclose your name, city, province, telephone number, email address, and order history without a subpoena. However, in an effort to balance your right to privacy and the ability to keep the community free from bad actors, we will not disclose additional information to law enforcement or other government officials without a subpoena, court order, or substantially similar legal procedure, except when the additional disclosure of information is necessary to prevent imminent physical harm or financial loss.

Parts Canada does NOT sell your information to third parties.

Cookies and other tracking technologies

When you visit our Site, we use cookies and similar technologies to collect information about your visit to our Site to remember your preferences and settings when you navigate through our Site. The information collected include: your IP address, the date and time of your visit, the pages you visit, the features you use, the referring URL you came from and which one you go to after, clickstream behaviour (i.e. the pages you view, the links you click, and other actions you take in connection with our website), your browser type and selected language.

We use this information to do internal research on our users' demographics, interests, and behaviour to better understand, protect and serve you and our community, and to improve our services. We may use both session and persistent cookies. A "session cookie" expires immediately when you end your session (i.e. close your browser). A "persistent cookie" stores information on the hard drive so when you end your session and return to our Site at a later date, the cookie information is still available. The cookies placed by our server are readable only by us, and cookies cannot access, read or modify any other data on a computer.

We also use Google Analytics to better understand who is using our Site, and how people are using it. Google Analytics uses cookies to collect information such as Site pages visited, places where users click, time spent on each Site page, Internet Protocol address, type of operating system used, and location. Please see <http://www.google.com/policies/privacy/partners/> for information about how Google Analytics uses this information. Google may track your activity over time and across websites. Once again, such information is used to target advertisements and content that may be of interest to you, and also to provide statistical insight through features such as *Google Analytics* and *Google Ads*.

Many web browsers allow you to manage your preferences. You can set your browser to refuse cookies or delete certain cookies. You may be able to manage other technologies in the same way that you manage cookies using your browser's preference. In some instances, tracking tools used by third-party service providers may be disabled. For example, Google allows you to deactivate cookies designed to target ads by accessing the [Opt-Out page](#) of its main website. *Google Analytics* may also be deactivated, once you download the browser add-on available for that purpose. You may also decline the use of cookies by other third-party vendors by logging on to the *Network Advertising Initiative consumer deactivation page*.

Links to other sites

We may offer links to other websites controlled by other entities. We are not responsible for, nor do we accept any liability for how such other entities collect, use, and disclose personal information. You should consult the privacy policies of these other websites before providing any personal information.

Consent to Use of Personal Information

By submitting personal information to Parts Canada, you acknowledge and agree that you have consented to the collection, use and disclosure practices set out in this Policy as they relate to your personal information, and that you have obtained such consent from any individuals on whose behalf you are submitting such personal information. You may withdraw such consent at any time by contacting Parts Canada privacy officer as set out below.

Security

We take reasonable steps to protect the personal information in our custody or control using physical, electronic or procedural security measures, including firewalls and encryption, that are appropriate having regard to the nature and sensitivity of the information. We take reasonable measures to limit access to this data to authorized employees and contractors who need to know that information in order to perform, develop or improve our Site and Services.

Please note that the safety and security of your information is also your responsibility. If you have chosen a password to access certain parts of the Site, including the dealer portal, you are responsible for keeping this password confidential. We ask that you do not share your password with anyone.

However, please note that no security measures are 100% secure.

Accessing, correcting and deleting personal information

It is important that the personal information we hold about you is accurate and up to date. Please keep us informed if your personal information changes. By law, you have the right to request access to and/or correction of the personal information we hold about you.

If you wish to review, verify, correct, or withdraw your consent to the use of your personal information, you may also send us an email to privacy@partscanada.com to request access, correction, or deletion of any personal information you have provided to us. We may not accept a request to change information if we believe that the change would violate a law or legal requirement or result in incorrect information.

Before providing you with access to your information, we may ask you for specific information to help us confirm your identity and right of access, and to provide you with the personal information we hold about you, or to make the requested changes. In some cases, applicable law requires us to refuse to provide you with access to some or all of the personal information we hold about you, or that we may have destroyed, erased or made anonymous in accordance with our legal record-keeping obligations and privacy best practices.

Please note that if you request deletion of certain information, we may not be able to provide you with certain services. We will explain the consequences of deletion at that time to assist you in your decision.

If we are unable to provide you with access to your personal information, we will inform you of the reasons why, subject to any legal or regulatory restrictions. Such restrictions may include, for example, information about another individual that would reveal their personal information or confidential business information, or would be prohibitively costly to provide.

Changes to the Policy

This Policy is effective as of the last updated date above and may be revised from time to time. If we intend to use or disclose personal information for purposes materially different than those described in this Policy, we will make reasonable efforts to notify you of this, including by posting the revised Policy on our Site. Your continued provision of personal information or use of our Site following any changes to this Policy constitutes your acceptance of any such changes.

Contacting Parts Canada

If you have any requests, questions or comments about your personal information or this Policy, you may contact us in one of the following ways:

By email: privacy@partscanada.com
By mail: Parts Canada, 2916 21st Street N.E. Calgary, Alberta T2E 6Z2
Attention: Privacy Officer
By facsimile: 1-519-644-2487