

Privacy Policy

Purpose

Here at Whiteoak Ford Lincoln, hereafter referred to as us, we or Whiteoak, your privacy is of utmost importance to us. We do reserve the right to collect and retain in our records certain types of personal information in order to serve our customers better, provide customers with a smooth car purchase experience, to assist with safety precautions or recalls surrounding your vehicle, and to provide our customers with all the information they require in regards to our products and services. However, we will not release any personal information that you provide to us, unless otherwise specified. Personal information can be defined as any information about an identifiable individual that is recorded in any form (1). This does not include information that is anonymized, so that the customer is no longer identifiable.

This information will always remain confidential to Whiteoak Ford Lincoln and our vendors. However, all vendors are required to comply with our privacy policy, and we are required to notify the public of any changes to our policy.

Our website uses “cookies”, which can be defined as a small text file that is created by the website and stored by your computer in order to recognize you and keep track of your preferences (2). This is to provide you with a superior online car shopping experience that is specifically tailored to your needs. However, cookies are unable to store your personal information.

By allowing Whiteoak Ford access to your personal information, in the form of a new or used car purchase, or servicing your vehicle at our location; you are considered to have agreed for us to use your information and to be able to disclose it as described above and in accordance to the law.

Types

Whiteoak Ford Lincoln collects, uses, and may disclose certain types information collected to selected third parties as mentioned above. This may include:

- Basic contact information, such as your name, address, telephone number, email address, etc.
- Details of your vehicle's service or parts history.
- Your opinions and/or experiences surrounding our products and services.
- Information about your purchase such as lease durations.
- Information surrounding your existing vehicle or trade in.

This is only to be able to provide the best customer service, develop enhanced products, and to offer you as a customer more efficient information in a variety of formats to fit all required needs.

Uses

Whiteoak Ford Lincoln will not use your personal information unless it is required; however there are some exceptions as listed below.

- Licensing your new vehicle.
- Performing a credit report if you are leasing or financing your new vehicle.
- To provide reminders that your vehicle requires a service.
- To provide you with updates on new products, as well as any new offers that might be of interest to you.

Disclosure to Vendors

Whiteoak Ford Lincoln will not disclose your personal information to our vendors. However, sometimes it is required as listed below.

- We sometimes hire third party vendors in order to assist us with promotions and customer service.
- To the manufacturer, insurance company, or financial institutions, in relation to your new/used vehicle purchase.
- If Whiteoak ever gets assimilated by another company, your personal information will become accessible to them. However, if this ever occurs, all customers will be notified, and you will be given the opportunity to remove your consent.

Whiteoak Ford Lincoln reserves the right to disclose your personal information as required under Canada's Privacy Act and Canada's Personal Information Protection and Electronic Documents Act.

Contact Us

If you require any further information, or you wish to withdraw all or part of your personal information, please feel free to contact our Privacy Officer, who would be more than happy to answer all your questions.

References

- (1) Personal Information. *Office of the Information Commissioner of Canada*. The Government of Canada. 25 May 2014. http://www.oic-ci.gc.ca/eng/inv_inv-gui-ati_gui-inv-ati_section_19.aspx. Date of access 31 Oct 2017.
- (2) Cookie. *Encyclopedia*. PC Mag. 2017. <https://www.pcmag.com/encyclopedia/term/40334/cookie>. Date of access 31 Oct 2017.