

My Car Deal Advisor

Privacy Policy

Website, lead generation, consultation, and client service activities

Field	Detail
Business	My Car Deal Advisor, sole proprietorship
Email	kunal@mycardealadvisor.ca
Mailing address	Available upon request
Website	https://www.mycardealadvisor.ca
Effective date	-----
Last updated	-----

This Privacy Policy explains how My Car Deal Advisor collects, uses, discloses, safeguards, and retains personal information in connection with its website, free-call bookings, lead-generation forms, checklist requests, and paid advisory services.

1. Who this policy applies to

- This policy applies to visitors to our website, people who request our buyer checklist or other resources, people who book a free call, and clients who purchase our advisory services.
- This policy is intended to align with Canada's federal private-sector privacy law and other applicable laws. It should be read together with our Service Agreement, any form-specific notices, and any additional consent wording shown at the point of collection.

2. What information we collect

- **Information you provide directly.** This may include your name, email address, phone number, city or region, package selection, notes, vehicle preferences, budget information, trade-in information, quotes, worksheets, lease or finance disclosures, copies of documents,

the contents of messages you send to us, and information submitted through third-party scheduling tools used to book calls or appointments.

- **Lead-generation information.** If you request a checklist, guide, or similar resource, we may collect your contact details, consent choices, and basic information about your interest in our services.
 - **Payment and invoice information.** If you become a client, we may collect billing details and payment status information. Payment card information may be collected and processed by our payment service providers rather than stored directly by us.
 - **Automatically collected website information.** When you use our website, we or our service providers may collect technical information such as IP address, browser type, device information, pages viewed, date and time of visits, referral source, and interactions with forms or website elements.
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3. How we use personal information

- **Deliver services.** To respond to inquiries, review documents, provide coaching, schedule appointments, issue invoices, and perform the advisory services you request.
 - **Lead generation and follow-up.** To send the checklist or other requested resources, follow up on your interest, and invite you to book a free call or purchase a package, where permitted by law and consistent with your consent choices.
 - **Business operations.** To operate, maintain, secure, and improve our website, forms, workflows, and customer support.
 - **Legal and compliance purposes.** To comply with legal obligations, maintain records, enforce our agreements, prevent fraud, and protect our rights and safety.
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4. Our legal and consent basis

- **Meaningful consent.** We seek meaningful consent for the collection, use, and disclosure of personal information, except where the law permits or requires otherwise.
- **Service communications.** When you contact us, request a resource, or purchase services, we may use your contact details to send service-related or transactional communications reasonably necessary for that interaction, including invoice delivery, appointment confirmations and reminders, document requests, engagement-related updates, and follow-up related to your inquiry or package selection.

- **Marketing communications.** If we send commercial electronic messages such as newsletters, promotions, or follow-up offers, we will do so in accordance with applicable anti-spam laws. You may unsubscribe from non-essential marketing messages at any time.
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5. How we collect information

- **From you.** We collect information from forms, email, text, phone calls, scheduling tools, invoices, and documents you choose to share.
 - **From your browser or device.** We may use cookies, scripts, and similar technologies to understand website usage and improve performance.
 - **From service providers.** We may receive information from scheduling providers, website-form providers, payment providers, hosting providers, and analytics tools used to operate the business.
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6. How we disclose information

- **Service providers.** We may disclose personal information to third-party service providers that help us operate the website, collect leads, schedule calls, host forms, process payments, manage email, or provide analytics or security support.
 - **Professional advisors.** We may disclose information to lawyers, accountants, insurers, or other professional advisors where reasonably necessary.
 - **Legal requirements.** We may disclose information where required by law, court order, lawful request, or where necessary to investigate fraud, enforce agreements, or protect rights, property, or safety.
 - **Business transfers.** If the business is sold, reorganized, or transferred, personal information may be disclosed as part of that transaction, subject to appropriate safeguards and applicable law.
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7. Examples of service providers currently used or contemplated

- Examples may include website hosting providers, website-form providers, scheduling platforms, payment processors, analytics and tag-management tools, email providers, and cloud-storage or productivity providers.

- Because service providers may change over time, the examples above are illustrative and not an exhaustive or fixed list.
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8. Cross-border processing

- Some service providers may process or store information outside Canada, including in the United States or other countries. When this happens, personal information may be subject to the laws of the jurisdiction where it is processed.
 - We use contractual, technical, and organizational measures intended to require service providers to protect personal information appropriately for the sensitivity of the data involved.
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9. Cookies and similar technologies

- We may use cookies, pixels, tags, and similar technologies to keep the website functioning, understand traffic and performance, and improve user experience.
 - You may be able to control cookies through your browser settings. Disabling cookies may affect website functionality.
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10. Retention

- We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this policy, manage the client relationship, resolve disputes, enforce agreements, and satisfy legal, tax, accounting, or record-keeping obligations.
 - When information is no longer reasonably required, we will securely delete it, anonymize it, or dispose of it in accordance with our retention and disposal practices.
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11. Safeguards

- We use administrative, technical, and physical safeguards appropriate to the sensitivity of the information involved. These may include password management, limited access, secure

storage, device protections, contractual protections with service providers, and staff or contractor confidentiality obligations where applicable.

- No method of internet transmission or electronic storage is completely secure. We therefore cannot guarantee absolute security.
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12. Your choices and rights

- **Access and correction.** Subject to applicable law, you may request access to the personal information we hold about you and request corrections if the information is inaccurate or incomplete.
 - **Withdrawal of consent.** You may withdraw consent to certain uses of your personal information, subject to legal or contractual restrictions and reasonable notice. Withdrawal may affect our ability to provide services or continue certain communications.
 - **Deletion.** Subject to applicable law and any legal, tax, or record-keeping obligations, you may request that we delete personal information we hold about you. We will respond to deletion requests within the time required by applicable law and will confirm in writing what information has been deleted and what, if any, information must be retained and the reason for retention.
 - **Marketing opt-out.** You may unsubscribe from marketing or promotional emails using the unsubscribe mechanism in the message or by contacting us at the email below.
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13. How to make a privacy request or complaint

- If you want to request access, correction, deletion, withdrawal of consent, or have a privacy question or complaint, contact us at kunal@mycardealadvisor.ca.
 - We may need to verify your identity before processing certain requests. We aim to respond within the time required by applicable law.
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14. Breach response

- If we determine that a breach of our security safeguards creates a real risk of significant harm, we will take steps required by applicable law, which may include notifying affected individuals, notifying regulators, and keeping breach records.

15. Children

- Our services and website are intended for adults making vehicle-purchase decisions. We do not knowingly market paid services to individuals under the age of majority in their jurisdiction or knowingly collect personal information from such individuals without appropriate authority and consent.

16. Changes to this policy

- We may update this policy from time to time. The updated version will be posted with a revised "Last updated" date. Material changes will take effect in accordance with applicable law.

17. Contact us

- Privacy contact: My Car Deal Advisor
- Email: kunal@mycardealadvisor.ca
- Mailing address: Available upon request