

WESTGATE HONDA PRIVACY STATEMENT

Your privacy is important to WESTGATE AUTOMOTIVE GROUP INC., O/A WESTGATE HONDA (“we”, “our” or “us” in this statement). As part of the products and services we provide to you, we will need to collect, maintain, use, disclose, combine and otherwise process your personal information, and may also share this information between us, our affiliates and certain service providers, including Honda Canada Inc. and Honda Financial Services, for various purposes that may include, as set out more fully in Section 5: (i) completing your credit application, including verifying your information; (ii) completing your purchase, finance, lease or repair transaction; (iii) contract management and administration, including maintaining records for legal and accounting purposes; (iv) responding to inquiries and requests of customers or potential customers; (v) maintaining your warranty, customer service and repair records; (vi) conducting market research (including better understanding our customers and potential customers), customer service and recall campaigns, as applicable; (vii) providing you with marketing information; (viii) other applicable purposes described in our Privacy Policy available at [Privacy Policy @ Westgate Honda in London, Honda Dealer](#). or at the time we collect information from you; and (ix) other purposes required or permitted by law. You can contact us at 680 Oxford Street West, London, ON, N6H1T9 and/or (519)472-4890 if you wish to withdraw your consent to these uses (subject to legal or contractual restrictions) or to otherwise update or correct your personal information. You acknowledge that in some cases, your personal information may be disclosed, processed or stored outside of Canada, and therefore may be available to government authorities under lawful orders and laws applicable there.

WESTGATE HONDA PRIVACY POLICY

WESTGATE AUTOMOTIVE GROUP INC., O/A WESTGATE HONDA (“Dealer”, “we”, “our” or “us” in this policy) sells a wide range of automotive products and services in Canada, including Honda-branded products, services and repair facilities. When you purchase, finance or lease, or repair a vehicle or otherwise complete a transaction with us, you may be providing us with your personal information. We understand this is a big responsibility and we respect the privacy of our valued customers, and are committed to ensuring that the personal information we collect is appropriately used and protected. This policy is designed to ensure that our customers understand the nature, purposes and consequences of the collection, use or disclosure of their personal information.

For the purposes of this Privacy Policy, personal information refers to any personally identifiable information about you but does not include anonymized or aggregate information that does not specifically identify you.

If you have any questions or concerns about this Privacy Policy, you can [contact us using any of the methods provided below](#).

1. When does this Privacy Policy apply?

This Privacy Policy applies when you complete a transaction with us for products and services offered by us or interact with us online or in person.

This Privacy Policy explains how we collect, use and disclose your personal information when you purchase, finance, lease, repair a vehicle, complete a transaction, or visit www.westgatehonda.ca or interact with us online. This Privacy Policy also covers the information we may collect offline, for example when you call us or engage with us at promotional events.

For your convenience, our website may contain links to third-party websites. These third-party websites have separate privacy policies and data collection practices. This Privacy Policy does not cover those websites and we are not responsible for their privacy practices.

If you have purchased a Honda vehicle, the Privacy Policy for Honda Canada Inc. (“**Honda Canada**”) will also apply to you, which can be found at <https://www.westgatehonda.ca/privacy-policy/>. In addition, the Privacy Policy for Honda Financial Services (“**Honda Financial Services**”) will apply to you if you enter into a leasing or financing arrangement with Honda Financial Services, and can be accessed at www.honda.ca/privacy/hfs.

2. What Personal Information Do We Collect?

We collect and aggregate personal information that you may provide in completing your transaction(s) with us, which may include your contact information, information from and about your transactions with us, and other information from the devices or accounts you use to interact with us.

Here are some examples of personal information we collect:

Information you provide: We collect personal information that will enable us to identify you and fulfill the purposes described in Section 5 of this Privacy Policy or at the time of collection. This personal information could include your name, address, e-mail address, telephone number(s), driver’s licence (including photocopies and your displayed information, such as age, gender, height, etc.) and insurance information, employment history and financial information to conduct credit checks, the type and model of the vehicles you own or drive to our premises, and the purchase, service and/or repair history of your vehicles.

Technical device information: We also automatically collect personal and technical information from the devices you use to connect to our website, using cookies, pixels, proximity beacons and other location based technologies, and other digital markers. This information may include your IP address, unique device identifiers, geolocation, browser type, internet service provider, hardware model, operating system and application version. When you use or interact with our website (including any mobile applications), we may also record certain information and store it in log files, including location information, referring and exit pages, time and date stamp, search terms, clickstream data and other behavioral information. Some or all of this information may constitute personal information if we can use it to personally identify you. In some situations, you may be able to configure your browser or device settings to control what information we collect. For more information on how we may collect and use this information to market to you, please see Section 4 of this Policy – **Online Information and Targeted Advertising**.

Career information: We receive and may store personal information provided to us when you apply for employment with us or any of our affiliated companies, if applicable. This information may include your name, educational and employment background, contact information, job qualifications and skills, and jobs for which you may wish to be considered.

You may choose to provide additional information, such as your resume or CV, employment references, and salary requirements. Your provision of this information in connection with seeking employment at Dealer (or its affiliates) is voluntary and you determine the extent of the information you provide. Your decision not to provide such information may affect Dealer's ability to consider you for employment. This information is not shared except as necessary for establishing, managing or terminating an employment relationship.

Communications and interactions: If you email, call, chat online, visit or otherwise interact with us, we may collect the information you provide during those communications, such as the content of your comments, complaints, feedback and inquiries.

3. How Do We Collect Your Personal Information?

In most cases, we collect information about you when you provide it to us or our related companies, agents, or service providers. We collect your personal information from your purchase, lease or service transactions, other interactions with us, and from publicly available sources. We also automatically collect technical information when you visit and interact with our website, mobile and online services.

We collect personal information when you purchase, finance, lease, repair your vehicle, or otherwise complete a transaction for products or services from us; through customer service surveys or contests; when you make customer service inquiries; when you interact with us in other ways; or when we respond to your requests for information.

We also collect information that you provide during visits to our Dealer premises or our websites, social media pages, or other online resources. This may include information about the products and services offered by us and in which you may be interested, your contact information (such as phone number, home and email address, etc.) and language preferences, and contest or promotional entry information.

We also collect information relating to your service transactions with us, including any information you provide to book a service appointment through our service department or the customer portal we make available to you on our website. To better understand your needs as a customer and improve the provision of these products and services offered to you by us, we may occasionally send you customer surveys which could ask you to provide information regarding your customer experience, personal preferences, and lifestyle demographics.

4. Online Information and Targeted Advertising

When you engage with us online, we use tracking tools to collect information about your use of our website, social media accounts and your online activities, so that we can better understand your interests and marketing preferences and provide you with interest-based advertising most relevant to your activities and interests. You can take preventative steps if you do not wish to receive interest-based advertising from us.

We believe that personalized, interest-based advertising is more helpful and relevant to you. We use the information collected from our website(s) and other unaffiliated websites to better understand your preferences as an actual or potential customer, and to improve your access to our products and services most relevant to your displayed activities and interests.

Dealer and its third-party service providers (i.e. our advertising partners and analytics providers) may use tracking tools such as cookies, pixels, proximity beacons and other location-based technologies, and other digital marker technologies to collect information about your online or mobile activity over time and across our websites, social media sites and unaffiliated websites.

These digital marker technologies often involve a small text or image file that a website places on your computer to identify the program you are using (web browser, email client, etc.), or to determine when you have opened or interacted with a promotional communication from us.

Dealer and its analytics providers may use the information from digital markers to store any preferences that you select; improve the performance of our online or mobile offerings and make them faster and easier for you to navigate; and also to help us understand how you respond to promotional communications. Dealer and its advertising partners may use this information to deliver future personalized Dealer advertisements to you via certain advertising networks, even when you visit non-Dealer websites, or when you may be able to take advantage of a special offer when you are in the vicinity of our dealership.

We may also use third-party social networking platforms (such as Facebook, Google, YouTube, Twitter, Instagram, etc.) to show you interest-based advertisements based on your interactions with us, and to measure how you interact with those advertisements. We may do this using tracking tools such as cookies, pixels, beacons, or by using targeted advertising features developed by the social networking platforms that you use. If you would like more information, we recommend that you visit and review the advertising and privacy policies of your social networking platforms.

You may be able to configure your browser or device settings to control what information we collect. Most browsers can be configured not to accept cookies, and detailed instructions are usually available online or from the developer. However, this may prevent you from having access to certain functions and services on our websites or other online or mobile services.

You may also set your email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our emails and performed certain functions with them.

There are some additional technological means that will help you limit advertising networks tracking your website activities in order to deliver personalized advertising content to you. Deleting browser cookies can remove your opt-out preferences, so you should use these tools periodically to ensure that your preferences are up-to-date. To register your preferences with participating online advertising networks, please visit the following sites:

- Digital Advertising Alliance (DAA) of Canada: [Understanding Online Advertising](#)
- DAA YourAdChoices: [DAA WebChoices Browser Check](#)
- Network Advertising Initiative: [Opt Out of Interest-Based Advertising](#)

If you would like to limit social network advertising, please adjust your social network advertising settings or use opt-out features that may be provided in the social network advertisement.

Note that if you register your preference to opt out from personalized advertising with all the networks referred to above, you may still receive online advertising from us on other websites or applications, but these ads will not be personalized for you based on your interests.

5. How Do We Use Your Personal Information?

We may use your personal information for the particular reason it was collected, and also to market our products and services relating to your transaction with us, administer your account, or to offer you other products and services.

We may use your personal information to:

- (a) complete your credit application and verify your information;
- (b) enter into and perform your transactions for the use, purchase, finance, lease, or repair of products and services offered by us and our service providers;
- (c) respond to your inquiries and requests as a customer or potential customer (e.g. to set up a test drive or a service visit); (d) maintain our customer service records;
- (e) advise you of any warranty, product recalls, customer service campaigns, or customer notices regarding your products and services;
- (f) better understand your needs and preferences as a customer or potential customer based on your usage and feedback, so that we can improve our operation and administration and the products and services we offer;
- (g) market products and services to you, including sending mailers and performing targeted personalized marketing based on your information, vehicle service history and interests; (h) administering contests and promotions that you have entered;
- (i) respond to your comments or requests for information;
- (j) perform market research, and aggregate your data in a nonidentifiable form to analyze trends, develop reports;
- (k) protect against fraud or error;
- (l) enforce our legal rights and compliance with our terms and conditions;
- (m) meet legal and governmental obligations;
- (n) meet internal business purposes; and
- (o) fulfill other purposes we may identify at the time of collection.

6. How Do We Share Your Personal Information?

We may share and disclose your personal information with Honda Canada and Honda Financial Services, our affiliates, service providers or our marketing providers as appropriate, or as otherwise permitted or required by law.

If you have entered into the purchase or lease of a Honda vehicle, we will share your information with Honda Canada for the purposes outlined in its Privacy Policy. If you have leased or financed

your Honda vehicle with Honda Financial Services, we will share your information with Honda Financial Services and its Privacy Policy also applies to you. The Privacy Policies for both Honda Canada and Honda Financial Services can be found at <https://www.honda.ca/privacy>.

We may share your personal information (in identifiable and nonidentifiable forms) with our affiliates and trusted service providers who provide third-party products or services related to your vehicle and/or assist in marketing or managing and processing your personal information, based on our instructions and in compliance with this Privacy Policy and confidentiality and security requirements. Some examples may include service providers who provide satellite radio services in some vehicles, vehicle protection products that you purchase from us, and other vendors that provide data hosting, marketing and promotional administration assistance, and customer service surveys and initiatives.

We may also share your information, publicly or with our affiliates and partners, in a non-identifiable, aggregated form — for example, to determine trends about the general use of the products and service we offer and the demographics of our customers.

We may disclose your personal information to third parties: if Dealer has a good-faith belief that such disclosure is required or permitted by law (for example, to prevent potential harm to it, its customers, or the public); in connection with a government inquiry or law enforcement activities; in litigation or dispute resolution; or to detect, prevent or address fraud or security issues.

Your personal information may be shared or transferred to third parties, as permitted or required under applicable laws, if you have entered into a lease or financing transaction that is transferred or assigned to a third party or third parties. Your personal information may also be disclosed to third parties in connection with the due diligence for, and completion of, a business transaction, including, without limitation, the sale of certain assets of Dealer or a securitization or financing involving Dealer or its affiliates.

7. Your Consent and Marketing Messages

We may send you promotional emails, text messages, phone calls or other messages from time to time.

You may receive emails, texts, or other electronic marketing messages from us if you have:

- (a) provided us your express consent to receive these messages;
- (b) recently purchased or leased a product or service from us, entered into a contract with us or some other form of business relationship with us;
- (c) requested information from us; or
- (d) applicable law otherwise permits us to send marketing messages to you.

You may receive telemarketing calls from us if you have an existing or recently expired agreement with us for a product or service, or some other form of business relationship with us, or have provided your express consent to receive autodialer calls, and have not requested to be removed from our internal (or the National) Do-Not-Call List within the time period in which we must update our records.

You may unsubscribe from any of these kinds of promotional messages at any time by contacting us via Section 9 below.

In some circumstances, Canadian laws may permit us to contact you via email, text, telephone or other means, even if you have not provided your consent or have already unsubscribed from our electronic or telephone marketing messages. For example, this could happen in the context of a product recall, a leasing notice, a warranty message, or an informational update about a product or service you obtained from us.

8. Protection of Your Personal Information

We maintain and safeguard your personal information using reasonable security standards. We will delete your personal information when it is no longer necessary or relevant, subject to legal retention requirements. Your personal information may be stored and processed inside or outside of Canada.

We maintain safekeeping protocols, including the use of data security standards, to preserve the confidentiality of your personal information and ensure that it is only used for the purposes that we have identified. Please be aware though that, despite these efforts, no security measures are perfect and no systems are impenetrable. We regularly review our collection, storage, and processing practices to prevent unauthorized access to our systems. We restrict access to your personal information to only those staff members, affiliates, and service providers who require that information to carry out the identified purposes, and anyone with this access is subject to strict confidentiality obligations.

Please note that you are solely responsible to maintain the confidentiality of any password(s) relating to your ownership and use of products and services offered by us. Your privacy can be enhanced by using suitably strong passwords that are not reused on other sites. If you believe your password has been compromised, you should change it immediately.

We retain your personal information only as long it is reasonably necessary or relevant for the purposes identified when you provided the personal information, for any new purposes identified and to which you have consented, or as required by law.

Your personal information may be stored and/or processed or otherwise used by or on behalf of Dealer both inside and outside of Canada. If a Dealer service provider is located outside Canada, your personal information may be processed and stored in a country that has laws that are different from those in Canada, and where the government may be able to obtain disclosure of your personal information under those local laws. At present, Westgate Honda, Honda, and their service providers may store, process, or otherwise use your personal information in Canada, the United States and Japan.

9. Questions About Your Personal Information

You can contact us at any time to discuss or update your personal information that we have on file.

We will make best efforts to ensure that your personal information is accurate and up-to-date. If you wish to access or correct your personal information or to advise us not to use your information for sales or marketing purposes, you may contact us at (519)472-4890 from 9 am to 5 pm Monday to Friday. You can also unsubscribe or withdraw your consent

to receive commercial electronic messages at any time using the unsubscribe method provided in the communication or by contacting us at the number above.

If you have any questions or concerns about this Privacy Policy, you can contact our General Manager at:

Westgate Honda
680 Oxford Street West
Attention: General Manager
London, ON N6H 1T9
customerservice@westgatehonda.com

10. Acceptance and Modification of this Privacy Policy

You accept this Privacy Policy through your voluntary interactions with us. The Privacy Policy may be modified through posting on our website, sending you an email or other forms of notice. After such notice, you agree to the modified policy by using our products, sites or services.

By supplying your personal information to us or by using our products and services, website, social media sites, or online or mobile services, you agree to the terms of this Privacy Policy as amended from time to time.

We reserve the right in our sole discretion to modify this Privacy Policy at any time by providing you with notice of the change. Notice includes but is not restricted to posting a link to the new Privacy Policy on our website, posting a new Privacy Policy at [Privacy Policy @ Westgate Honda in London, Honda Dealer](#), or sending you a link to the amended Privacy Policy via contact information you have provided to us. Such change will be effective after we have given notice of the change. Please review the Privacy Policy periodically to see whether it has changed. Any use of our products, sites or services by you after we provide notice to you constitutes your acceptance of those modifications.