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Privacy Statement

Thank you for visiting the New West Truck Centres Internet Website. We consider the protection of the personal information of each customer (including potential customers) to be a key part of our high level of service and will protect your privacy when you visit this Web site. We consider “personal information” to be information about an identifiable individual. We do not consider public information found in directories and listings, or business names, addresses and/or contact numbers, to be personal information. By accessing, browsing or using this site, you acknowledge that you have read, understood, and accepted the practices in this Statement.

Statement

This Privacy Statement describes how we collect and use information related to this web site. We collect the domain names of visitors to this site to measure the number of visits, pages visited, and average time spent on the site, which is used to make our site more useful to visitors. We also collect the email addresses and other contact information you voluntarily provide when you send us email messages; we use this information only to provide you with information that you request. Other information regarding your access of this site may be logged for internal security and system administration purposes. New West Truck Centres does not sell or otherwise distribute this information to third parties.

Links

This site contains links to other sites. We are not responsible for the content and the privacy practices of other web sites and encourage you to examine each site's privacy policy and disclaimers and make your own decisions regarding the accuracy, reliability and correctness of material and information found.

Security

We have developed and are continuing to enhance security procedures to safeguard and protect personal information against loss, theft, unauthorized disclosure, copying, and unauthorized use or modification. We will maintain appropriate safeguards and security procedures that reflect the types of document, including electronic or paper records, organization measures including security clearances and limiting access on a “need-to-know” basis, and technological measures such as the use of passwords and encryption.

Privacy Policy

New West Truck Centres has adopted, as Company policy, the ten personal information privacy principles stated in the Canadian Standards Association (CSA) Model Code for the Protection of Personal Information. This Policy sets high standards for collecting, using, disclosing and storing personal information. The ten principles are as follows:

1. **Accountability** - We will identify individuals in our Company who are to be specifically responsible for our compliance with the CSA Code. Their responsibilities will include making sure that third parties who process personal information on our behalf will comply with the CSA Code.



2. **Reason for Collection** - We will only collect and use personal information about our customers to identify them, to communicate with them, to protect the Company and its customers against error and fraud, to understand what products and services our customers want and to provide information about our products and services to our customers. We will not disclose any personal information concerning our customers to anyone else and we will not permit anyone else to use personal information about our customers for any purpose without the customer's consent.
3. **Consent** - Before collecting, using or disclosing any personal information about any individual, we will ensure that we have the individual's consent in an appropriate form.
4. **Limiting Collection** - We will collect personal information only for the purposes stated above unless we receive consent from the individual to collect it for another purpose.
5. **Limiting Use, Disclosure and Retention** - We will use and disclose an individual's personal information only for the purposes stated above, unless we have the individual's consent to using or disclosing it for another purpose. We will only keep personal information about individuals for as long as we need it to fulfill our stated purposes.
6. **Accuracy** - We will maintain all personal information in our possession in as accurate, complete and up-to-date form as is necessary for the purposes for which it is to be used.
7. **Safeguards** - We will protect all personal information in our possession from unauthorized access or alteration or from inadvertent destruction by security safeguards appropriate to the sensitivity of the information.
8. **Openness** - We will make this Corporate Privacy Statement readily available in our stores, in our literature, and on our website. Individuals may make inquiries about personal information privacy issues by contacting our President by telephone (403-569-4800), by mail (New West Truck Centres, 3444 – 44th Avenue S.E., Calgary AB T2B 3J9) or by e-mail (greg.stahl@newwesttruck.com).
9. **Individual Access** - We will give any individual access to the personal information about him or her that we have in our possession. Individuals may request access to their personal information in our possession by contacting our President by any of the means noted in Principle 8 above. In the event that the individual demonstrates that the information which we have in our possession is inaccurate or incomplete, we will make any appropriate changes.
10. **Challenging Compliance** - Any individual may address any issues about our collection, use or disclosure of personal information by contacting our President by any of the means noted in Principle 8 above.

Removal of Information

If you wish to discontinue contact with us, please notify us by any of the methods noted in Principle 8 above and let us know which forms of contact you would like to be removed from.

More Information

Concerns regarding Privacy issues should be directed to Greg Stahl at New West Truck Centres in Calgary.