

Privacy Policy for Uobo

Effective Date: September 16, 2024

Introduction

Your privacy is important to Uobo; we are committed to protecting it. This Privacy Policy explains how Uobo Technologies Inc. ("**Uobo**," "**we**," "**our**," or "**us**") collects, uses, discloses, and protects your personal information when you use our mobile application ("**App**") and website ("**Website**"). You consent to the practices described in this policy by accessing or using our App or Website.

1. What Information We Collect

We collect personal information to provide and improve our services, including:

a. Personal Information:

- **Account Information:** Name, email, phone number, and profile details when you create an account or interact with our services.
- **Transaction Information:** Payment details, vehicle information (VIN, mileage, etc.), and trade-in details.

b. Usage Data:

- **Device Information:** IP address, browser type, operating system, and unique device identifiers.
- **Location Data:** We collect location data if you grant permission, which helps personalize your experience.
- **Activity Data:** We collect data on your interactions within our App and Website, including pages viewed, time spent, and actions taken.

c. Cookies and Similar Technologies:

We use cookies and tracking technologies to enhance user experience and track aggregate user behavior.

2. How We Use Your Information

We use the personal information we collect for the following purposes:

- **To Provide Our Services:** Facilitate car purchases, trade-ins, and financing.
- **To Communicate:** Send notifications, updates, and respond to your inquiries.

- **To Personalize Your Experience:** Tailor content and features to your preferences.
- **For Analytics and Improvement:** Monitor usage and improve our App and Website functionality.
- **Marketing and Advertising:** Provide targeted offers and advertisements based on your interactions.

3. How We Share Your Information

We may share your personal information with:

- **Service Providers:** Third-party vendors (e.g., payment processors, hosting providers) to assist in delivering our services.
- **Business Partners:** Trusted partners who provide financing or warranty services.
- **Legal Obligations:** If required to do so by law, we may disclose information to government agencies.
- **Business Transactions:** In the event of a merger or acquisition, your data may be transferred as part of the business assets.

4. Cookies and Tracking Technologies

Cookies help us recognize your device, store preferences, and track usage. You can manage cookie preferences through your browser settings, though disabling cookies may affect the functionality of our services.

5. Data Security

We implement reasonable technical and administrative measures to protect your personal data from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the Internet is completely secure, and we cannot guarantee absolute security.

6. Data Retention

We retain your data only as long as necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

7. Your Rights

You have the following rights regarding your personal data:

- **Access:** You can request access to the personal data we hold about you.
- **Correction:** You can request correction of inaccurate or incomplete data.
- **Deletion:** You can request deletion of your personal data when it is no longer necessary for the purposes collected.
- **Objection:** You may object to certain types of data processing, including direct marketing.

- **Portability:** You may request a copy of your personal data in a structured format.

Please contact us at development@uobo.ca to exercise these rights.

8. Third-Party Links

Our App and Website may contain links to third-party websites and services. Uobo is not responsible for these third-party websites' privacy practices or content. We encourage you to review their privacy policies.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. Any changes will be communicated through updates on the App or Website. We encourage you to review this policy periodically.

10. Contact Us

If you have any questions or concerns about this Privacy Policy, or if you wish to exercise your rights regarding your personal data, please contact us at:

- **Email:** development@uobo.ca