



## Customer Privacy Matters

### *Customers Appreciate It and It's the Law*

#### Personal Information Requirements

- Tell your customers why you are collecting their personal information
- Get consent to use their information
- Collect only the information that's really needed in person or electronically
- Secure all personal information that you do collect
- Destroy all personal information when it's no longer needed
- Do not collect information from driver's licences you don't need, such as:
  - ⇒ weight, height and gender
  - ⇒ picture, eye and hair colour
  - ⇒ date of birth and Care Card number

**Note:** This is why copying driver's licences is not recommended. Guidance from the Office of the Information and Privacy Commissioner (OIPC) is [available here](#).

#### Credit Checks

Consumers regularly report that some dealers run credit checks without obtaining their consent. The law requires clear consent prior to running a credit report. If challenged, a dealer will need evidence to show that consent was given. Consent must be clearly shown, not hidden deep within paperwork. Getting a consumer to sign a consent form is a best practice.

Dealer privacy practices must meet the requirements of the *Personal Information Protection Act (PIPA)*. The [March 2, 2015 Bulletin](#) has more tips on handling customer personal information.



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## Salesperson Licence Renewals Going Paperless

Currently, salesperson licence renewals are being sent out via email and mail 30 days prior to your expiry date. If you wish to continue receiving a paper renewal, you need to let the VSA know **before April 1, 2017**. After April 1, only electronic renewals will be sent. Going paperless will be more efficient, cost-effective and also environmentally friendly.

Renewing online is the fastest and simplest method. To make it work, you need to login through [Online Licensee Services](#) before your licence expires. With an online profile, you can update your information, register for Continuing Education modules and see your course marks, as well as view and print payment receipts.

If you have any questions about your salesperson licence renewal, or wish to continue receiving a paper renewal form, contact the Licensing Department at 604-575-7256 or [licensing@mvsabc.com](mailto:licensing@mvsabc.com).

## VSA Logo Use Update

Amendments to the *Motor Dealer Act* were passed in 2016 to allow licensed dealers and salespeople to advertise their VSA licensing status. Six dealer groups, 22 individual dealerships, and ten salespeople have requested permission to use the VSA name and logo.

If you are interested in using the VSA name and logo, submit a [Request Form](#) accepting the Terms and Conditions. Once submitted, high resolution, electronic files of several logo options will be emailed.