

Rules for companies to collect, use, and store personal information

BC law says how companies can collect, use, and store personal information. Personal information is information that can be used to identify you, either directly or in combination, such as:

- Your name
- Your picture
- Your street address
- Your driver's license number
- Your phone number

You have the right to know how and why your personal information is being used by an organization or a public body. Organization includes dealers. Public body includes the VSA. The general rule is that personal information must only be used for the same purpose for which it was collected. For example, a dealer may collect your drivers' license for a test drive. The dealer cannot keep your license to contact you later for marketing purposes.

There are resources to help with privacy issues related to your personal information. One is the BC [Office of the Information and Privacy Commissioner](#). This office can receive complaints, investigate, and make decisions about the use of your personal information. This use may be by a dealer, the VSA, or a lender.