

Updated Privacy and Security Policy

Last Updated: January 16, 2025

Our Privacy Philosophy

Trust, support, and reliability are core to our guiding principles at BuyAndSellABusiness.com (BASAB). We commit to collecting, using, and disclosing personal information responsibly, with transparency, and in compliance with applicable laws, including the Personal Information Protection Act (PIPA) of Alberta and relevant federal laws. Read this Privacy and Security Policy (the “Policy”) to understand how we handle, share, secure, and store your data.

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1. Our Policy

This Privacy and Security Policy governs the collection, use, and disclosure of personal information by BizON Incorporated, operating as BuyAndSellABusiness.com (BASAB). The Policy applies to our website, applications, and related services (“the Services”).

Personal Information refers to information about an identifiable individual, including names, contact details, financial data, and other information defined under applicable privacy laws.

2. Scope and Application of Privacy Terms

This Policy applies to personal information provided directly to BASAB. It does not apply to information exchanged solely between Buyers and Sellers through the platform. Users, including Buyers and Sellers, are responsible for ensuring compliance with their own legal obligations, such as obtaining required consents for data sharing.

3. Agreeing to the Terms of Our Privacy Policy

By using our Services, you consent to the practices outlined in this Policy. You may withdraw consent at any time by contacting us; however, this may limit your ability to use certain features of the Services.

4. What Information Do We Collect?

We collect only the information necessary for providing and improving our Services. This includes:

- **Contact Information:** Name, email address, phone number, and location.
 - **Financial Information:** Limited payment details for transactions via third-party payment processors.
 - **Profile Information:** Usernames, preferences, and survey responses.
 - **Usage Data:** IP addresses, device information, browser details, and user activity.
 - **Anonymized Aggregated Data:** Non-identifiable data used for analytics and service improvement.
 - **Other Voluntarily Provided Information.**
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5. How We Collect Your Information

- **Direct Input:** Via forms, surveys, and service interactions.
- **Automated Tools:** Cookies and third-party analytics tools.
- **Third-Party Sources:** With your consent, from service providers or partners.

You can manage cookies and similar technologies via browser settings.

6. How We Use Your Information

We use personal information for purposes such as:

- **Service Delivery:** Fulfilling transactions, enabling features, and user authentication.
 - **Communication:** Sending updates, notifications, and marketing communications (with opt-out options).
 - **Legal Compliance:** Meeting regulatory requirements.
 - **Business Operations:** Enhancing security, analyzing usage patterns, and managing partnerships.
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7. Retention of Personal Information

We retain personal information only as long as necessary to fulfill the purposes outlined in this Policy or as required by law. Data is securely disposed of when no longer needed.

8. Security Measures

We implement robust security measures to protect personal information, including:

- Encryption protocols (TLS 1.3 for data transmission).
 - Regular security audits and intrusion detection.
 - Restricted access to sensitive data.
 - Secure data centers compliant with international standards.
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9. International Data Transfers

If data is transferred outside of Canada, we ensure it is protected in compliance with Alberta's privacy laws through contracts or other safeguards.

10. Making Changes to Your Account

Users can update personal information by logging into their accounts or contacting support. Changes to publicly visible information, such as profiles, are subject to Service rules.

11. Your Rights Regarding Personal Information

Under Alberta's Personal Information Protection Act (PIPA), you have rights to:

- Access your personal information.
 - Correct inaccuracies.
 - Withdraw consent for certain uses.
 - File complaints with the Alberta Information and Privacy Commissioner.
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12. Opting Out of Communications

You may opt out of marketing communications at any time via account settings or by contacting support.

13. Account Deletion

Upon request, we delete personal information except where retention is required by law. Users may request deletion by contacting support.

14. Governing Law and Compliance

This Policy is governed by the laws of Alberta and applicable federal laws of Canada. We comply with PIPA and other relevant regulations to ensure transparency and accountability in handling personal information.

15. Notification of Privacy Policy Changes

Material updates to this Policy will be communicated via email or on our platform. Users are encouraged to review updates regularly.

16. Addressing Your Inquiries and Concerns

If you have questions, concerns, or complaints, please contact:

BuyAndSellABusiness.com Support

3400, 350 - 7th Avenue SW

Calgary, AB, Canada

T2P 3N9

Email: support@buyandsellabusiness.com