

Welcome to our Privacy Policy

Your privacy is important to us.

London Machinery Inc. (“London Machinery,” “we,” “us,” or “our”) is committed to protecting your privacy and handling your personal information in accordance with applicable Canadian privacy laws, including the **Personal Information Protection and Electronic Documents Act (PIPEDA)**.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website.

1. Information We Collect

a. Non-Personal Information

Like many websites, we automatically collect certain non-identifying information, including:

- Browser type
- Device type
- IP address
- Pages visited and time spent on the site

This information helps us understand how visitors use our website and improve performance.

b. Personal Information

We collect personal information only when voluntarily provided, such as through:

- Contact forms
- Email inquiries
- Account registrations (if applicable)

This may include:

- Name
 - Email address
 - Company name
 - Phone number
 - Location (province/country)
 - Any information included in your message
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2. How We Use Your Information

We use collected information to:

- Respond to inquiries and provide customer support
- Deliver requested information, products, or services
- Improve website performance and user experience
- Send occasional industry updates or communications (with consent)

You may opt out of communications at any time.

3. Consent

By providing your personal information, you consent to its collection, use, and disclosure as outlined in this policy.

Where required under Canadian law:

- We will obtain **express consent** (e.g., form submission checkbox)
 - You may withdraw consent at any time, subject to legal or contractual obligations
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4. Cookies & Tracking Technologies

London Machinery uses cookies and similar technologies to:

- Understand user behavior
- Improve website functionality
- Provide relevant advertising

Cookies may be used by third-party services (e.g., Google) to serve ads based on previous visits. You can disable cookies through your browser settings; however, some website features may not function properly.

5. Third-Party Services & Advertising

We may use third-party tools (such as Google Ads, Google Analytics, Meta(Facebook) Pixel or other tools) to:

- Analyze website usage
- Deliver targeted advertising

These providers may use cookies or similar technologies. Data collected is subject to their respective privacy policies.

6. Disclosure of Information

We do **not sell, rent, or trade** your personal information.

We may share information only:

- With trusted service providers who assist in operating our website or business (under confidentiality obligations)
 - When required by law or legal process
 - To protect our rights, property, or safety
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7. Data Storage & Security

We take reasonable administrative, technical, and physical measures to protect your personal information.

While we strive to use commercially acceptable safeguards, no method of transmission over the internet is 100% secure.

8. International Data Transfers

As a Canadian company, your information may be processed or stored in Canada or in other jurisdictions where our service providers operate.

By using our website, you consent to such transfers, which may be subject to the laws of those jurisdictions.

9. Your Rights (Canada)

Under PIPEDA, you have the right to:

- Request access to your personal information

- Request correction of inaccurate information
- Withdraw consent for certain uses
- File a complaint with the Office of the Privacy Commissioner of Canada

To exercise these rights, contact us using the information below.

10. External Links

Our website may contain links to third-party websites. We are not responsible for their content or privacy practices and encourage you to review their policies.

11. Retention of Information

We retain personal information only as long as necessary to fulfill the purposes outlined in this policy, unless otherwise required by law.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised effective date.

Your continued use of the website constitutes acceptance of any changes.

13. Contact Information

If you have questions about this Privacy Policy or your personal information, please contact:

London Machinery Inc.

marketing@lmi.ca

(519) 963-2500

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