

PRIVACY POLICY

N. Williams Welding Ltd. o/a Highway 43 Towing & Mayerthorpe Welding & Tires

N. Williams Welding Ltd. (“Company”, “we”, “us”, or “our”), operating as Highway 43 Towing & Mayerthorpe Welding & Tires, is committed to protecting the privacy and security of personal information in accordance with applicable Canadian privacy laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA), and applicable U.S. telecommunications regulations where required.

This Privacy Policy outlines how we collect, use, disclose, and safeguard personal information.

1. Information We Collect

We may collect personal information, including but not limited to:

- Full name
- Phone number (mobile and landline)
- Email address
- Mailing and service address
- Vehicle and service-related information
- Billing and payment information
- Communications history (including SMS and email correspondence)

Information is collected when you:

- Request towing, roadside assistance, mechanical, welding, tire, or related services
 - Contact us by phone, text, email, or through our website
 - Submit invoices or payment information
 - Engage in business transactions with us
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2. Use of Personal Information

We use personal information solely for legitimate business purposes, including:

- Providing requested services
- Dispatching tow operators
- Scheduling service appointments
- Communicating service updates
- Processing payments and issuing invoices
- Responding to customer inquiries
- Maintaining internal records
- Meeting legal and regulatory obligations

We do not sell, rent, trade, or disclose personal information to third parties for marketing purposes.

3. SMS Communications & Consent

By providing your mobile phone number to N. Williams Welding Ltd., you consent to receive SMS communications related to:

- Dispatch notifications
- Service updates
- Appointment confirmations
- Billing notifications
- Customer support communications

Message frequency varies depending on the services requested.

Message and data rates may apply according to your wireless carrier plan.

You may opt out of SMS communications at any time by replying:

- STOP – to unsubscribe
- HELP – for assistance

Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes.

Mobile opt-in data and consent will not be shared with third parties for marketing purposes.

Consent to receive SMS messages is not a condition of purchase.

4. Disclosure of Information

We may disclose personal information only where:

- Required by law or court order
- Required for insurance or law enforcement matters
- Necessary to complete contracted services
- Required for accounting, legal, or regulatory compliance

Any third-party service providers engaged by the Company are required to maintain confidentiality and use information solely for contracted purposes.

5. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect personal information against unauthorized access, disclosure, or misuse.

Access to personal information is restricted to authorized personnel only.

6. Retention of Information

Personal information is retained only as long as necessary to:

- Fulfill service obligations
- Meet legal, tax, and regulatory requirements
- Resolve disputes

7. Website & Online Data

Our website may collect limited technical information, such as:

- IP address
- Browser type
- Device type
- Pages visited

This information is used for operational and analytical purposes only and does not identify individual users unless voluntarily provided.

8. Your Rights

You may request access to, correction of, or deletion of your personal information by contacting us directly.

Requests may be subject to identity verification and applicable legal limitations.

9. Contact Information

For questions regarding this Privacy Policy or SMS communications, please contact:

N. Williams Welding Ltd.
o/a Highway 43 Towing & Mayerthorpe Welding & Tires
5246 50 Street

Mayerthorpe, Alberta T0E 1N0
Phone: (780) 786-2155
Email: dispatch@highway43towing.ca