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Privacy4Cars Now Available in Canada for Wholesale and Retail Automotive Players

Tech platform offers easy, efficient, auditable compliance with PIPEDA by removing Personal Information from vehicles

Atlanta, GA - March 25, 2021 - [Privacy4Cars](#), the first tech company focused on creating privacy and compliance solutions for vehicles, announced today a double move in the Canadian market. Its namesake service has been deployed across a number of auctions in Canada and is now available as a service to wholesalers looking to comply with Canadian privacy laws. Additionally, Privacy4Cars signed a distribution agreement with King Warrior Direct, a renowned and well-established distributor of services and F&I offerings for dealerships. Privacy4Cars' proprietary platform facilitates the deletion of Personal Information left behind in vehicles by previous owners and occupants such as phone numbers, call logs, location history (including home addresses) and garage door codes.

The timing of Privacy4Cars' expansion is in sync with escalating attention of Canadian regulators and companies on the compliance issues revolving around data collected by vehicles, which includes significant amounts of sensitive Personal information. A 2015 study performed by FIPA for the Privacy Commissioner of Canada first outlined important gaps between the data practices of the automotive industry and the Personal Information Protection and Electronic Documents Act (PIPEDA) and other substantially similar laws in other provinces. A follow-up study in 2019 sounded the alarm that the gaps were growing - not shrinking. In November of 2020, the Government of Canada introduced the proposed Digital Charter Implementation Act, 2020, which "aims to modernize the framework for the protection of personal information in the private sector" - with automotive being a specifically debated industry.

"Our expansion into the Canadian market is a natural extension for Privacy4Cars," said Andrea Amico, Privacy4Cars founder and renowned cybersecurity and privacy expert. "A significant portion of our current customer base is in Canada, and the mindsets of Canadians towards the ethics and legal frameworks of privacy has increased tremendously as a result of the DCIA."

Since the 2011 Staples case, there are clear legal precedents in Canada of the risks of reselling devices that still store the personal information of previous owners or users. "Thanks to our process and auction partners, Canadian consignors can now easily access a reliable, auditable process backed by a certification and warranty, with records readily available in a standard format on the AutoIMS portal," explained Amico.

In tandem with its availability expansion, Privacy4Cars is partnering with Kings Warrior Direct to offer, in addition to its core data deletion and compliance process, a suite of privacy value-added services that dealerships can offer customers when trading-in or buying a vehicle.

“King Warrior Direct is very excited to help both businesses and consumers in Canada learn more about data privacy in cars, and to ensure that everyone is protected,” said Jonathon King, VP of Operations, King Warrior Direct. “The threat of data theft is real. Businesses need to protect themselves from lawsuits, and consumers need to protect their own secure data such as home addresses and garage door opener codes.”

With the help of Privacy4Cars, and existing privacy laws in Canada, King Warrior Direct aims to offer these great services to auto dealerships in Canada in the coming months. “We believe in Privacy4Cars,” continued King. “You should as well.”

For more information about Privacy4Cars, and its expanding international availability, please visit <http://privacy4cars.com>.

ABOUT PRIVACY4CARS

Privacy4Cars is the first and only platform designed to help erase Nonpublic Personal Information (NPI), including phone numbers, call logs, location history and garage door codes, from modern vehicles. Developed by a cybersecurity and vehicle privacy expert, Privacy4Cars lets users select car make, model and year, and provides customized, visual step-by-step tutorials to quickly clear vehicle users' personal information while building a compliance log. Privacy4Cars' patent-pending process is available to consumers and small fleets, and to manufacturers and businesses owning, servicing, or managing a large amount of vehicles as a SDK [software development kit] that can be embedded into their existing technology. For more information, please visit: <http://privacy4cars.com/>

ABOUT KING WARRIOR DIRECT

King Warrior Direct is an established Canadian company that focuses on helping dealerships and companies within the Automotive sector stay compliant, and be ahead of the curve in not only protecting their assets, but also protecting their clientele. King Warrior Direct includes a Vice President of Business Development that has over Twenty years experience both in managing automotive dealerships as well as dealing with owners and managers at hundreds of dealerships across Canada. The Vice President of Operations has over twenty years in dealing with Vendor Services in a whole spectrum of retail platforms such as audits, merchandising, as well as compliance and regulation.