Privacy Policy
Bassi Properties
Effective Date: March 14, 2025

1. **Introduction**
   Bassi Properties ("we," "our," "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you interact with our services, including but not limited to our website, marketing activities, and customer inquiries. We collect personal information under the legal basis of consent and business necessity, in compliance with British Columbia's Personal Information Protection Act (PIPA).

2. **Information We Collect**
   We may collect the following types of personal information:

   - Contact Information (e.g., name, phone number, email address)
   - Property-Related Information (e.g., project of inquiry, purchase details, homeowner documentation requests)
   - Marketing & Communication Preferences
   - Other Information voluntarily provided through forms, inquiries, or customer service interactions

   We do not collect or store sensitive financial information such as credit card details.

3. **How We Use Your Information**
   We use the collected information for the following purposes:

   - To respond to your inquiries and provide customer support
   - To send relevant project updates, offers, or marketing materials (if opted-in)
   - To process homeowner documentation or purchase-related requests
   - To improve our services and user experience
   - To comply with legal obligations

   We do not sell, rent, or share your personal information with third parties without your consent, except as required by law.

4. **Data Protection & Security**
   We implement appropriate technical and organizational measures to safeguard your personal data against unauthorized access, loss, or misuse. However, no system is completely secure, and we cannot guarantee absolute security.

5. **Data Storage & Retention**
   We retain your personal information only as long as necessary to fulfill the purposes outlined in this policy or as required by law. Once data is no longer needed, we securely delete or anonymize it.

   Your personal information is stored securely in Canada. If any data is stored or processed outside of Canada, we take appropriate measures to ensure compliance with British Columbia's PIPA and applicable privacy laws.

6. **Third-Party Sharing & Links**
   We may share personal information with trusted service providers who assist us in operating our business, such as email marketing platforms or customer relationship management tools. These providers are contractually bound to protect your data and may only use it for the services they provide to us.

Our website and marketing materials may contain links to third-party services. We are not responsible for the privacy practices of external websites or services. Please review their policies separately.

7. **Your Rights & Choices**
   You have the right to:

   - Access, update, or correct your personal information
   - Withdraw consent for marketing communications
   - Request the deletion of your personal data (subject to legal obligations)

   To exercise your rights, please contact us at info@bassiproperties.com.

8. **Changes to This Privacy Policy**
   We may update this Privacy Policy from time to time. Any changes will be posted with an updated "Effective Date." Continued use of our services constitutes acceptance of these changes.

9. **Contact Us**
   If you have any questions about this Privacy Policy or how your information is handled, please contact us at:

   Bassi Properties
   Email: info@bassiproperties.com
   Phone: 778-999-3715

   By using our services, you acknowledge that you have read and understood this Privacy Policy.