

Privacy Policy

JQ Motors Limited

Effective Date: March 2026

JQ Motors Limited ("JQ Motors", "we", "our", or "us") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and protect information obtained from customers, website visitors, and individuals who interact with our services.

By using our services, visiting our website, or providing your information to us, you consent to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following categories of personal information:

Personal Identification Information

- Full name
- Email address
- Phone number
- Mailing address
- National identification or driver's license information (when required)

Vehicle Purchase & Financing Information

When applying for financing or purchasing a vehicle we may collect:

- Employment information
- Income information
- Financial information relevant to loan approvals
- Identification verification documents

Vehicle & Service Information

- Vehicle ownership details
- Service history
- Warranty records
- Maintenance preferences

Marketing & Communication Data

- Social media interactions
- Test drive requests
- Customer inquiries
- Feedback or survey responses

Website & Digital Information

When you interact with our website or digital platforms we may collect:

- IP address
 - Browser type
 - Device information
 - Website usage data
 - Cookies and tracking technologies
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2. How We Collect Information

We collect information through several channels including:

- Website contact forms
 - Test drive bookings
 - Vehicle purchase inquiries
 - Service department bookings
 - Financing applications
 - Social media platforms
 - Telephone conversations
 - In-person visits to our dealership
 - Marketing campaigns and promotional events
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3. How We Use Your Information

JQ Motors uses collected information to:

Provide Services

- Process vehicle purchases
- Schedule test drives
- Arrange servicing and maintenance
- Facilitate financing applications

Customer Communication

- Respond to inquiries
- Provide updates regarding vehicles, services, or orders
- Deliver customer support

Marketing & Promotions

With your consent, we may send information regarding:

- New vehicles
- Promotions and offers
- Events and product launches
- Service reminders

You may opt out of marketing communications at any time.

Business Operations

- Improve our services
- Conduct internal analytics and reporting
- Maintain dealership records

4. Sharing of Personal Information

We may share your information with trusted third parties when necessary to provide services, including:

- Financial institutions for vehicle financing
- Vehicle manufacturers or distributors
- Insurance providers
- Service and maintenance partners
- Marketing platforms and digital advertising partners
- Legal or regulatory authorities when required by law

We do **not sell personal information to third parties.**

5. Data Security

JQ Motors takes reasonable administrative, technical, and physical measures to safeguard personal information from:

- Unauthorized access
- Disclosure
- Alteration
- Destruction

While we strive to protect your information, no electronic transmission or storage system can be guaranteed to be completely secure.

6. Cookies & Tracking Technologies

Our website may use cookies and similar technologies to:

- Improve website functionality
- Analyze website traffic
- Personalize user experience
- Measure marketing performance

Users may adjust their browser settings to disable cookies; however, some website features may not function properly.

7. Retention of Information

We retain personal information only for as long as necessary to:

- Fulfill the purposes outlined in this policy

- Comply with legal and regulatory requirements
 - Maintain business and financial records
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8. Your Privacy Rights

You may request to:

- Access your personal data
- Correct inaccurate information
- Request deletion of personal information where applicable
- Withdraw consent for marketing communications

Requests may be made by contacting us using the information below.

9. Third-Party Links

Our website or social media pages may contain links to third-party websites. JQ Motors is not responsible for the privacy practices of external websites.

10. Updates to This Privacy Policy

JQ Motors Limited may update this Privacy Policy from time to time to reflect changes in regulations, technology, or business practices. Updated policies will be published on our website.

11. Contact Information

For questions regarding this Privacy Policy or your personal information, please contact:

JQ Motors Limited

Email: cars@jqmotors.com

Phone: 1-758-453-2277

Address: Choc Estate
Saint Lucia