ONTARIO DIRECTORY / LEGAL

Privacy Policy

Last updated: October 10, 2026

Business review invitations

When a business owner requests reviews, we receive the customer email addresses they provide, business contact and mailing details, and their consent declaration. The business must have authority to share the addresses and a valid basis to send invitations. We use this information to deliver individual invitations through Amazon SES, honour opt-outs, enforce sending limits, investigate abuse, and keep sending and consent-declaration records. Providing an address does not subscribe the customer to a directory newsletter.

Directory administrators can inspect per-user sending counts, delivery outcomes, consent declarations and recipient reports. Recipient addresses are masked in the admin activity view. Addresses are not disclosed to other invitation recipients or published on listings. Our service providers process delivery data on our behalf; processing may occur outside your province or Canada as described in this policy.

Use an invitation’s unsubscribe/report link to stop review invitations from that business without an account. We retain suppression records to respect that choice, and other invitation records only as reasonably needed for delivery, security, complaints and legal obligations under our retention policy. Contact support for privacy or access requests. Depending on the activity, PIPEDA and/or Alberta’s Personal Information Protection Act may apply.

Ontario Directory respects your privacy. This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information when you access or use our website, directory, business listing services, account features, review tools, contact forms, communications, and related services.

This Privacy Policy applies to Ontario Directory and all related services we provide through our website.

By using Ontario Directory, creating an account, submitting or claiming a business listing, posting a review, contacting us, subscribing to communications, or otherwise providing information to us, you agree to the practices described in this Privacy Policy.

If you do not agree with this Privacy Policy, please do not use Ontario Directory.

01 Who We Are

Ontario Directory is a business directory and local discovery platform that helps users find, compare, shortlist, and learn about businesses and services in Ontario.

In this Privacy Policy:

- "Ontario Directory," "we," "us," or "our" means Ontario Directory and its owners, operators, representatives, contractors, and service providers.
- "Platform" means our website, directory, listings, account features, review features, contact forms, newsletters, and related services.
- "User," "you," or "your" means anyone who accesses or uses the Platform.
- "Business User" means a business owner, employee, representative, agent, or authorized person who submits, claims, edits, or manages a business listing.
- "Personal information" means information about an identifiable individual, as defined under applicable Canadian privacy laws.

02 Scope of This Privacy Policy

This Privacy Policy applies to personal information we collect when you:

- visit or browse Ontario Directory;
- create an account;
- submit, claim, edit, or manage a business listing;
- post or interact with reviews, ratings, or other user content;
- contact us or request support;
- subscribe to newsletters or marketing communications;
- use search, comparison, shortlist, or directory features;
- interact with our emails, forms, pages, or advertisements;
- purchase or use paid, featured, sponsored, or premium services, if offered.

This Privacy Policy does not apply to third-party websites, businesses, services, links, booking platforms, payment providers, social media pages, or external tools that are not operated by us.

03 Information We Collect

We collect different types of information depending on how you use Ontario Directory.

3.1 Account Information

If you create an account, we may collect:

- name;
- email address;
- username or profile details;
- password or authentication information;
- account preferences;
- saved businesses, comparisons, or shortlisted listings;

- account activity;
- login history;
- communication preferences;
- any information you choose to add to your profile.

We use passwords and authentication information to help secure your account. We do not ask you to share your password with us outside the login process.

3.2 Business Listing Information

If you submit, claim, edit, or manage a business listing, we may collect:

- business name;
- business address;
- service areas;
- phone number;
- email address;
- website URL;
- business category or categories;
- business description;
- hours of operation;
- photos, logos, or media;
- services offered;
- pricing or service information, if provided;
- social media links;
- owner, manager, or representative contact details;
- verification documents or verification information;
- information needed to confirm authority to manage the listing.

Some business listing information may be displayed publicly on Ontario Directory.

3.3 Public Business Information

Ontario Directory may collect or display business-related information from public or lawfully available sources, where permitted by applicable law.

This may include information from:

- business websites;
- public business directories;
- search engine results;
- map listings;
- social media business pages;

- government or public registries;
- public advertisements;
- other publicly available sources.

This information may include business names, addresses, phone numbers, websites, business categories, descriptions, hours, public images, and other business-related details.

We use this information to create, improve, supplement, or update directory listings.

If you believe a listing contains inaccurate information, personal information that should not be displayed, or information that should be corrected or removed, contact us using the details in the Contact Us section below.

3.4 Reviews, Ratings, and User Content

If you submit a review, rating, comment, photo, message, correction, report, or other content, we may collect:

- the content you submit;
- your name, username, or display name;
- rating information;
- review text;
- photos or attachments;
- date and time of submission;
- business or listing reviewed;
- moderation history;
- reports, flags, or complaints related to the content;
- information needed to investigate abuse, fake reviews, or policy violations.

Reviews, ratings, and other submitted content may be displayed publicly unless we state otherwise.

3.5 Contact and Support Information

If you contact us, submit a form, report a listing, request support, or make a complaint, we may collect:

- name;
- email address;
- phone number, if provided;
- business name, if applicable;
- message content;
- attachments or screenshots;
- issue category;
- correspondence history;
- information needed to respond to your request.

3.6 Usage, Device, and Technical Information

When you use the Platform, we may automatically collect certain technical and usage information, including:

- IP address;
- browser type;
- device type;
- operating system;
- pages viewed;
- search queries;
- clicks and interactions;
- referring URLs;
- approximate location based on IP address;
- date and time of visits;
- session activity;
- error logs;
- performance data;
- cookie identifiers or similar technologies.

We use this information to operate, protect, improve, and understand how users interact with Ontario Directory.

3.7 Location Information

Ontario Directory may use approximate location information to help provide relevant search results, city pages, nearby listings, and local directory features.

Approximate location may be inferred from your IP address or information you provide, such as a city, postal code, or service area.

To suggest a city on our homepage, we use approximate location supplied by our hosting provider when available. Otherwise, your browser contacts IPWhois (ipwho.is), which receives your IP address and returns an approximate city and region. You can change the suggested city at any time. This homepage feature keeps the suggested city in memory and does not save your IP address to your account or browser storage.

We do not collect precise GPS location unless we clearly ask for permission and you choose to allow it.

3.8 Payment and Billing Information

If we offer paid listings, subscriptions, featured placements, advertising, verification, or other paid services, we may collect billing-related information such as:

- name;
- business name;
- billing email;
- billing address;

- selected plan;
- transaction date;
- payment status;
- invoice details;
- tax information;
- payment processor transaction identifiers.

Payment card details may be processed by a third-party payment processor. We generally do not store full payment card numbers on our own systems unless clearly stated.

3.9 Marketing and Newsletter Information

If you subscribe to newsletters, updates, promotions, or marketing communications, we may collect:

- name;
- email address;
- subscription preferences;
- consent records;
- email engagement information, such as opens, clicks, and unsubscribe actions;
- communication history.

Canada's Anti-Spam Legislation generally requires consent, sender identification, and an unsubscribe mechanism for commercial electronic messages.

04 How We Use Information

We may use personal information and other information for the following purposes:

4.1 To Provide the Platform

We use information to:

- operate Ontario Directory;
- create and manage accounts;
- display business listings;
- enable search, filtering, comparison, and shortlist features;
- allow businesses to submit, claim, and manage listings;
- display reviews and ratings;
- respond to inquiries;
- provide customer support;
- process forms and requests;
- maintain Platform functionality.

4.2 To Manage Business Listings

We use information to:

- create, verify, update, and display listings;
- classify businesses by category, city, or service area;
- improve listing accuracy;
- process claim requests;
- verify business ownership or authority;
- respond to correction or removal requests;
- detect duplicate, misleading, or fraudulent listings;
- maintain directory quality.

4.3 To Moderate Reviews and User Content

We use information to:

- publish reviews and ratings;
- review content for policy compliance;
- detect fake, misleading, abusive, or unlawful reviews;
- investigate reports or complaints;
- remove or restrict prohibited content;
- protect businesses, users, and the Platform;
- enforce our Terms and Conditions.

4.4 To Improve Ontario Directory

We use information to:

- analyze usage patterns;
- understand popular searches and categories;
- improve site design and usability;
- fix technical issues;
- test new features;
- improve ranking, filtering, and recommendation systems;
- measure Platform performance;
- develop new services.

4.5 To Communicate With You

We use information to send:

- account notices;

- listing updates;
- verification emails;
- support responses;
- security alerts;
- policy updates;
- administrative messages;
- billing or transaction notices;
- newsletter or marketing communications, where permitted.

You may unsubscribe from marketing emails at any time. However, we may still send non-marketing messages that are necessary for your account, listings, transactions, security, or legal notices.

4.6 To Protect Safety, Security, and Legal Rights

We use information to:

- detect fraud, spam, abuse, scraping, bots, and unauthorized access;
- protect accounts and listings;
- prevent misuse of the Platform;
- investigate policy violations;
- enforce our Terms and Conditions;
- respond to legal requests;
- comply with legal obligations;
- protect our rights, property, users, businesses, and the public.

05 Consent

We collect, use, and disclose personal information with your consent, except where otherwise permitted or required by law.

Your consent may be express or implied, depending on the circumstances and the sensitivity of the information.

You may provide consent when you:

- create an account;
- submit a form;
- claim or manage a listing;
- post a review;
- subscribe to communications;
- contact us;
- use the Platform;
- provide information to us directly.

You may withdraw consent where permitted by law. If you withdraw consent, we may no longer be able to provide certain services, account features, listing tools, communications, or support.

To withdraw consent, contact us using the details in the Contact Us section.

Under PIPEDA, consent is meaningful when individuals receive clear information about what an organization is doing with their personal information.

06 How We Share Information

We do not sell your personal information.

We may share information in the following circumstances.

6.1 Public Listings and Public Content

Certain information may be displayed publicly on Ontario Directory, including:

- business listing information;
- business names;
- business addresses;
- phone numbers;
- websites;
- categories;
- descriptions;
- hours;
- service areas;
- photos and logos;
- reviews and ratings;
- reviewer display names;
- business responses to reviews.

You should not submit information to public areas of the Platform unless you are comfortable with it being visible to others.

6.2 Service Providers

We may share information with trusted service providers that help us operate Ontario Directory, such as:

- website hosting providers;
- cloud infrastructure providers;
- database and storage providers;
- analytics providers;
- email and communication providers;

- customer support tools;
- payment processors;
- fraud prevention and security tools;
- spam detection providers;
- backup and monitoring providers;
- professional advisors, such as lawyers, accountants, or consultants.

These providers may access information only as needed to provide services to us and are expected to protect information appropriately.

6.3 Business Users and Listing Interactions

If you contact a business through Ontario Directory, submit an inquiry, request a quote, click a business contact link, or otherwise interact with a listing, information you provide may be shared with that business or made available through the interaction.

Ontario Directory is not responsible for how a third-party business handles information after you choose to contact or share information with that business.

6.4 Legal, Safety, and Compliance Reasons

We may disclose information if we believe it is necessary to:

- comply with applicable law;
- respond to lawful requests, court orders, subpoenas, or legal processes;
- protect our rights, safety, property, or operations;
- enforce our Terms and Conditions;
- investigate fraud, abuse, security incidents, or illegal activity;
- protect users, businesses, or the public;
- respond to complaints or disputes.

6.5 Business Transfers

If Ontario Directory is involved in a merger, acquisition, financing, reorganization, sale of assets, bankruptcy, transfer of operations, or similar business transaction, information may be disclosed or transferred as part of that transaction.

If this happens, we will take reasonable steps to ensure that personal information continues to be protected.

07 Cross-Border Processing

Some of our service providers may store, process, or access information outside Ontario or outside Canada, including in the United States or other jurisdictions.

When information is processed outside Canada, it may be subject to the laws of that jurisdiction, including lawful access by courts, law enforcement, regulators, or government authorities.

By using Ontario Directory, you understand that your information may be processed or stored outside your province, territory, or country of residence.

08 Cookies and Similar Technologies

Ontario Directory may use cookies, pixels, local storage, log files, and similar technologies to operate and improve the Platform.

8.1 Types of Cookies We May Use

We may use:

- Essential cookies: These help the website function, support login sessions, remember security settings, and provide core features.
- Preference cookies: These remember choices such as saved preferences, location settings, or display settings.
- Analytics cookies: These help us understand how visitors use the Platform, which pages are popular, and how we can improve the site.
- Security cookies: These help detect fraud, abuse, bots, suspicious activity, and unauthorized access.
- Advertising or remarketing cookies: If we use advertising or remarketing tools in the future, these may help measure advertising performance or show relevant promotions.

8.2 Managing Cookies

You can usually manage or disable cookies through your browser settings.

If you disable cookies, some parts of Ontario Directory may not work properly, including login, saved listings, preferences, analytics opt-outs, or account features.

09 Analytics

We may use analytics tools to understand how users interact with Ontario Directory.

Analytics tools may collect information such as:

- pages visited;
- time spent on pages;
- search activity;
- clicks;
- device and browser information;
- approximate location;
- referral sources;
- interactions with forms or features.

We use analytics to improve the Platform, troubleshoot issues, understand user needs, and measure performance.

Where possible, we use analytics settings that limit unnecessary collection of personal information.

10 Marketing Communications

We may send marketing communications if you consent or if we are otherwise permitted by law to do so.

Marketing communications may include:

- newsletters;
- platform updates;
- business listing tips;
- promotional offers;
- paid listing information;
- featured listing opportunities;
- product announcements.

You can unsubscribe from marketing emails using the unsubscribe link in the email or by contacting us.

Even if you unsubscribe from marketing emails, we may still send transactional or service-related messages, such as account notices, security alerts, billing messages, listing verification emails, legal notices, or support replies.

CASL requires commercial electronic messages to include consent, identification information, and an unsubscribe mechanism.

11 Retention of Information

We retain personal information only for as long as reasonably necessary for the purposes described in this Privacy Policy, or as required or permitted by law.

Retention periods may vary depending on the type of information and the reason it was collected.

For example:

- account information may be retained while your account is active;
- business listing information may be retained while the listing is active or needed for directory integrity;
- review information may remain visible unless removed under our policies;
- support messages may be retained for a reasonable period to manage disputes and service history;
- billing and transaction records may be retained for tax, accounting, audit, and legal purposes;
- security logs may be retained to protect the Platform;
- deleted information may remain in backups for a limited period before being overwritten.

We may also retain information where needed to prevent fraud, enforce our Terms, resolve disputes, comply with legal obligations, or protect our rights.

12 Security

We use reasonable physical, technical, and administrative safeguards designed to protect personal information against unauthorized access, use, disclosure, alteration, loss, or destruction.

These safeguards may include:

- access controls;
- authentication measures;
- encryption where appropriate;
- secure hosting practices;
- monitoring and logging;
- backup procedures;
- staff or contractor access restrictions;
- security reviews and updates.

No website, system, or internet transmission is completely secure. We cannot guarantee absolute security.

You are responsible for keeping your account credentials confidential and for notifying us if you believe your account has been compromised.

13 Privacy Breaches

If we become aware of a privacy breach involving personal information, we will assess the situation and take appropriate steps based on the nature and seriousness of the incident.

Where required by applicable Canadian privacy law, we will notify affected individuals, report to the Office of the Privacy Commissioner of Canada, and keep required records.

Under PIPEDA, organizations must report breaches of security safeguards that create a real risk of significant harm.

14 Your Privacy Rights and Choices

Subject to applicable law, you may request to:

- access personal information we hold about you;
- correct inaccurate or incomplete personal information;
- update your account information;
- update, correct, claim, or request removal of a business listing;
- withdraw consent where applicable;
- delete your account, subject to legal and operational limits;
- unsubscribe from marketing communications;
- ask how your information has been used or disclosed;

- make a privacy complaint.

We may need to verify your identity or authority before responding to a request.

Some information may not be deleted immediately or completely if we need to retain it for legal, security, fraud prevention, dispute resolution, backup, accounting, or operational reasons.

To make a request, contact us using the details in the Contact Us section.

15 Business Listing Correction, Claim, and Removal Requests

Because Ontario Directory is a business directory, we may display business information that is public, submitted by users, submitted by businesses, or obtained from lawful public sources.

If you are a business owner or authorized representative, you may request to:

- correct inaccurate listing information;
- claim a listing;
- update business details;
- add or remove photos;
- change categories;
- request removal of certain information;
- report duplicate listings;
- report unauthorized changes;
- dispute a listing.

We may require verification before making changes. Verification may include confirming access to a business email address, website domain, phone number, public business record, government registration, or other reasonable proof of authority.

We may refuse or limit requests where we cannot verify authority, where removal would affect directory integrity, where information is lawfully available, where retention is required by law, or where we need to prevent fraud, abuse, or misleading activity.

16 Reviews and Public Contributions

Reviews, ratings, business responses, and other public contributions may be visible to other users.

When you submit public content, you should avoid including:

- private personal information;
- sensitive information;
- confidential information;
- information about children;
- medical, financial, or legal details;

- private addresses or contact details;
- content you do not have permission to share.

We may remove, hide, restrict, or moderate reviews and public content according to our Terms and Conditions, any future Review Policy, or applicable law.

Deleting your account may not automatically remove reviews or public content that has already been submitted, unless required by law or approved under our policies.

17 Children and Minors

Ontario Directory is intended for users who are old enough to use business directory services responsibly and lawfully.

We do not knowingly collect personal information from children under 16, and account registration requires confirmation that the person registering is over 16 years old.

If you believe a child has provided personal information to us without appropriate consent, contact us and we will take reasonable steps to review and address the issue.

Certain account, listing, review, or business management features may be restricted to users who are the age of majority in their province or territory of residence, or who have appropriate permission where allowed by law.

18 Third-Party Websites and Businesses

Ontario Directory may link to third-party websites, businesses, social media pages, booking tools, maps, payment processors, review platforms, or other external services.

We are not responsible for the privacy practices, content, security, accuracy, or conduct of third parties.

When you leave Ontario Directory or interact with a third-party business, their own privacy policy and terms may apply.

You should review third-party privacy policies before sharing information with them.

19 Do Not Track and Browser Signals

Some browsers offer "Do Not Track" or similar privacy signals.

Because there is not always a common industry standard for responding to these signals, Ontario Directory may not respond to all browser-based tracking signals.

Where legally required or where supported by our tools, we will honour applicable consent preferences or opt-out mechanisms.

20 Automated Tools, Search, and Ranking

Ontario Directory may use automated tools, algorithms, filters, or ranking systems to organize and display listings, search results, categories, recommendations, featured businesses, and city pages.

These tools may consider factors such as:

- search query relevance;
- business category;
- location;
- listing completeness;
- user interactions;
- reviews or ratings;
- verification status;
- popularity;
- sponsorship or paid placement, where applicable;
- editorial or quality signals.

These systems are designed to improve discovery and usability. They should not be interpreted as a guarantee, endorsement, professional recommendation, or verification of a business.

21 Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

When we make changes, we will update the "Last updated" date at the top of this page.

If we make material changes, we may provide additional notice where appropriate, such as through the Platform, by email, or through an account notice.

Your continued use of Ontario Directory after an updated Privacy Policy is posted means you accept the updated policy.

22 Contact Us

If you have questions about this Privacy Policy, want to make a privacy request, need to correct information, or want to submit a privacy complaint, contact Ontario Directory through our Contact Support page and address your request to the Privacy Officer.

Please include enough detail for us to understand and respond to your request.

We may need to verify your identity or authority before taking action.

23 Complaints

If you have a privacy concern, we encourage you to contact us first so we can try to resolve it.

If you are not satisfied with our response, you may have the right to contact the Office of the Privacy Commissioner of Canada or another applicable privacy regulator.

Related Policies

Additional policies may apply to specific Platform features or services and are incorporated by reference where applicable.

- Terms and Conditions for information about permitted use of the Platform, prohibited conduct, reviews, listings, liability, and related legal terms.
- Cookie Policy for information about cookies, local storage, analytics, and related technologies.
- If we introduce a Review Policy, Listing Policy, or Refund/Billing Policy later, those policies may be posted separately and linked from the Platform.