



Privacy Policy

The Cube Auto Gallery

Last updated: July 27, 2026

This Privacy Policy explains how The Cube Auto Gallery ("we," "us," "our") collects, uses, and protects information when you interact with our website, applications, and services, including our integration with Meta/Facebook Lead Ads.

1. Information We Collect

We may collect the following types of information:

- **Contact information** you provide directly, such as your name, email address, and phone number, including information submitted through Facebook or Instagram Lead Ads forms.
- **Vehicle and inquiry information**, such as vehicle interest, financing preferences, or messages you send us.
- **Automatically collected information**, such as browser type, device information, IP address, and usage data when you visit our website.
- **Information from third parties**, such as lead data received via the Meta Marketing API when you submit a lead form connected to our Facebook Page.

2. How We Use Your Information

We process the information we collect for the following purposes:

- To respond to inquiries and follow up on leads generated through our advertising campaigns.
- To provide, operate, and improve our services, including vehicle pre-approval and financing-related communications.
- To contact you regarding products, services, or promotions you have expressed interest in.
- To maintain records for business, accounting, and legal compliance purposes.
- To detect, prevent, and address fraud, security, or technical issues.

We do not sell your personal information to third parties.

3. How We Share Information

We may share information with:

- **Service providers** who help us operate our business (e.g., CRM platforms, hosting providers, communication tools), under obligations to protect your data.
- **Meta Platforms, Inc.**, as part of our use of the Facebook Marketing API and Lead Ads integration, in accordance with Meta's own data policies.
- **Legal authorities**, where required by law, regulation, or legal process.

4. Credit Checks and Financing Partners

If you apply for vehicle financing, pre-approval, or a rental arrangement through us, you consent to:

- **Us performing, or facilitating, a credit check** on your behalf with a registered credit bureau or credit provider, for the purpose of assessing your eligibility for financing, pre-approval, or a rental agreement.
- **Us sharing your personal and financial information** (including but not limited to your name, contact details, ID/identification number, and financial information) **with our financing and rental partners**, for the purpose of processing your application and enabling them to assess and respond to your request.

This consent is specific to financing- and rental-related applications and is separate from your consent to receive marketing communications. You may withdraw this consent at any time by contacting us using the details in Section 10, though this may affect our ability to process or complete an existing application.

5. Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this policy, or as required by applicable law, after which it is securely deleted or anonymized.

6. Your Rights and How to Request Deletion

You have the right to request access to, correction of, or deletion of your personal information. To make a request, contact us at:

Email: ggouws@thecubeautogallery.co.za

We will respond to and process verified requests within a reasonable timeframe as required by applicable law.

If you interacted with us via Facebook or Instagram, you may also manage your data directly through your Facebook account settings, or request removal via our contact details above.

7. Data Security

We implement reasonable technical and organizational measures designed to protect personal information from unauthorized access, loss, misuse, or alteration.

8. Children's Privacy

Our services are not directed to individuals under the age of 18, and we do not knowingly collect personal information from children.

9. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated "Last updated" date.

10. Contact Us

If you have questions about this Privacy Policy or our data practices, contact us at:

The Cube Auto Gallery

Email: ggouws@thecubeautogallery.co.za

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