

Privacy Policy

Fraser Auction Ltd.
Effective Date: July 2026

Fraser Auction Ltd. respects your privacy and is committed to protecting the personal information we collect, use, and disclose in the course of operating our auction business.

This Privacy Policy explains how Fraser Auction Ltd. collects, uses, discloses, stores, and protects personal information from bidders, buyers, sellers, consignors, landowners, farm operators, bee producers, website users, online auction users, and other individuals who interact with us.

1. About Fraser Auction Ltd.

Fraser Auction Ltd. is a Manitoba auction company that conducts various types of auctions and sales, including:

- farm sales;
- bee sales;
- land sales;
- consignment sales;
- live virtual online auctions;
- Timed online auctions;
- equipment and machinery auctions;
- related auction, marketing, appraisal, and sale services.

This Privacy Policy applies to personal information collected through our website, online auction platforms, in-person auctions, consignment agreements, bidder registrations, phone calls, emails, forms, invoices, payment processes, and other business interactions.

2. Personal Information We Collect

Fraser Auction Ltd. may collect personal information directly from you or from authorized third parties when you register, bid, buy, sell, consign, attend an auction, contact us, or use our services.

Personal information we may collect includes:

Category	Examples
Contact information	Name, mailing address, phone number, email address, business name
Identification information	Driver's licence, government-issued identification, date of birth, bidder number, account number
Auction registration information	Bidder registration details, auction account details, username, password, bidding history

Transaction information	Purchases, sales, consignments, invoices, payment status, deposits, refunds, commissions, taxes
Payment information	Payment method, cheque information, bank transfer details, credit card processing information
Consignment and seller information	Equipment details, land details, livestock or bee sale information, ownership details, lien or financing information where applicable
Online activity information	Website usage, IP address, device information, cookies, browser type, pages viewed, online bidding activity
Communications	Emails, phone calls, text messages, online forms, customer service records
Marketing preferences	Auction alerts, mailing list preferences, advertising preferences, opt-in or opt-out choices

We only collect information that is reasonably necessary for our auction services, business operations, legal obligations, and customer communications.

3. How We Use Personal Information

Fraser Auction Ltd. may use personal information for the following purposes:

- to register bidders, buyers, sellers, and consignors;
- to verify identity and eligibility to participate in auctions;
- to conduct live and online auctions;
- to process bids, purchases, invoices, payments, deposits, refunds, and commissions;
- to manage consignment agreements and seller accounts;
- to advertise and market auction items, equipment, land, bee sales, farm sales, and consignment sales;
- to communicate with buyers, sellers, consignors, bidders, and website users;
- to provide auction catalogues, sale bills, settlement statements, invoices, and receipts;
- to arrange pickup, delivery, removal, transfer, or possession of purchased items where applicable;
- to provide customer support;
- to send auction notices, sale updates, promotional materials, and marketing communications;
- to prevent fraud, unauthorized bidding, non-payment, disputes, and misuse of our services;
- to comply with legal, tax, accounting, regulatory, and contractual obligations;
- to enforce auction terms and conditions, bidder agreements, seller agreements, and consignment terms;
- to improve our website, advertising, online auction services, and customer experience.

4. Online Auctions and Third-Party Platforms

Fraser Auction Ltd. may use third-party online auction platforms, payment processors, website hosts, email service providers, advertising tools, or technology providers to operate online auctions and related services.

When you register for or participate in an online auction, your personal information may also be collected, used, stored, or processed by the online auction platform or service provider. Those providers may have their own privacy policies and terms of use.

Fraser Auction Ltd. is not responsible for the privacy practices of third-party platforms, but we take reasonable steps to work with service providers that handle personal information appropriately.

5. Auctions, Public Sales, and Public Information

Auctions are public or semi-public sale events. Certain information may be visible or disclosed as part of the auction process.

This may include:

- bidder numbers;
- winning bids;
- buyer or seller information required to complete a transaction;
- item descriptions;
- sale prices;
- auction catalogues;
- photographs or videos of auction items, yards, land, equipment, livestock, bees, or sale locations.

Fraser Auction Ltd. may publish auction listings, catalogues, photographs, videos, sale results, advertisements, and promotional materials in print, online, social media, email, signage, and other marketing channels.

We do not intentionally publish sensitive personal information unless required for the auction, transaction, legal compliance, or with appropriate authorization.

6. Photography, Video, and Marketing

Fraser Auction Ltd. may take photographs or videos at auction sites, sale yards, farm locations, consignment yards, land sale locations, and live auction events.

These materials may be used for:

- auction catalogues;
- website listings;
- social media posts;
- printed advertising;
- digital advertising;
- promotional videos;
- sale documentation;
- future marketing.

If you attend a live auction or sale location, you may appear incidentally in photos or videos. If you have concerns about being photographed or recorded, please contact us before or during the event.

7. Consent

By providing personal information to Fraser Auction Ltd., registering for an auction, bidding, buying, selling, consigning, using our website, communicating with us, or otherwise using our services, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.

You may withdraw consent in certain circumstances by contacting us. However, withdrawing consent may limit our ability to provide auction services, process transactions, complete sales, verify identity, or comply with legal obligations.

8. When We Share Personal Information

Fraser Auction Ltd. may disclose personal information where reasonably necessary for auction services, business operations, legal compliance, or transaction completion.

We may share personal information with:

- online auction platforms;
- payment processors and financial institutions;
- accountants, bookkeepers, lawyers, and professional advisors;
- insurance providers;
- shipping, transport, towing, delivery, or logistics providers;
- sellers, buyers, consignors, or landowners where required to complete a transaction;
- advertising, website, email, printing, or marketing service providers;
- government, tax, regulatory, law enforcement, or legal authorities where required or permitted by law;
- collection agencies or legal representatives in cases of non-payment, disputes, or enforcement;
- successors or purchasers in the event of a sale, merger, restructuring, or transfer of all or part of our business.

We do not sell personal information to third parties for unrelated marketing purposes.

9. Land Sales and Real Estate-Related Information

For land sales or real estate-related auction services, Fraser Auction Ltd. may collect or disclose information relating to property ownership, legal descriptions, land location, parcel information, tax details, zoning, title information, purchase agreements, deposits, buyer identity, seller identity, and transaction records.

Some land sale information may be publicly available through land titles, municipal records, property listings, or other public sources.

Fraser Auction Ltd. may share land sale information with lawyers, real estate professionals, financial institutions, government offices, buyers, sellers, and other parties as needed to complete or support a land transaction.

10. Bee Sales, Farm Sales, and Agricultural Information

For bee sales, farm sales, equipment sales, livestock-related sales, or agricultural auctions, Fraser Auction Ltd. may collect information related to:

- seller and buyer identity;
- location of farms, yards, apiaries, equipment, or sale items;
- ownership and consignment details;
- inspection details;
- item descriptions;
- health, condition, certification, or regulatory information where applicable;
- pickup, removal, or delivery arrangements.

Some information may be shared with buyers, sellers, inspectors, transport providers, regulators, or other parties where necessary to complete the sale or comply with applicable requirements.

11. Payment Information

Fraser Auction Ltd. may collect payment-related information to process purchases, deposits, seller settlements, refunds, commissions, and fees.

Credit card or electronic payment information may be processed by third-party payment processors. Fraser Auction Ltd. does not intend to store full credit card numbers unless necessary and handled in accordance with applicable standards.

We may retain transaction records for accounting, tax, audit, dispute resolution, and legal purposes.

12. Cookies and Website Technologies

Our website and online services may use cookies, analytics tools, pixels, and similar technologies to:

- operate the website;
- remember user preferences;
- improve website performance;
- understand website traffic;
- support online advertising;
- measure marketing effectiveness;
- help protect against fraud or misuse.

You can usually adjust your browser settings to refuse or delete cookies. Some website features may not work properly if cookies are disabled.

13. Marketing Communications

Fraser Auction Ltd. may send auction notices, sale bills, upcoming auction alerts, newsletters, advertising, and promotional communications by email, mail, phone, text message, or other channels.

You may unsubscribe from promotional email communications by using the unsubscribe link, if available, or by contacting us directly.

Even if you unsubscribe from marketing communications, we may still contact you about active transactions, invoices, bids, consignments, payments, legal matters, or service-related issues.

14. How We Protect Personal Information

Fraser Auction Ltd. uses reasonable physical, technical, and administrative safeguards to protect personal information against unauthorized access, loss, misuse, disclosure, alteration, or destruction.

Safeguards may include:

- restricted access to personal information;
- password-protected systems;
- secure storage of records;
- staff training and confidentiality practices;
- use of reputable service providers;
- reasonable website and system security measures;
- secure disposal or deletion of records when no longer required.

No method of transmission or storage is completely secure. We cannot guarantee absolute security of information transmitted online or stored electronically.

15. Retention of Personal Information

Fraser Auction Ltd. retains personal information only as long as reasonably necessary for the purposes described in this Privacy Policy, including:

- auction administration;
- transaction completion;
- accounting and tax records;
- legal and regulatory compliance;
- dispute resolution;
- fraud prevention;
- business records;
- enforcement of auction terms and agreements.

When personal information is no longer required, we will take reasonable steps to securely destroy, delete, anonymize, or archive it, subject to legal and business requirements.

16. Accessing or Correcting Your Information

You may request access to personal information Fraser Auction Ltd. holds about you, or request correction of information you believe is inaccurate or incomplete.

To make a request, contact us using the information below.

We may need to verify your identity before responding. Access may be limited where permitted or required by law, including where disclosure would reveal information about another person, confidential business information, legal privilege, or information related to an investigation or dispute.

17. Privacy Rights and Complaints

If you have questions, concerns, or complaints about how Fraser Auction Ltd. handles personal information, please contact us first so we can review and respond.

You may also have the right to contact the applicable privacy commissioner or regulatory authority if you are not satisfied with our response.

18. Children's Privacy

Fraser Auction Ltd.'s services are intended for adults and business users. We do not knowingly collect personal information from children without appropriate consent from a parent or guardian.

19. Links to Other Websites

Our website, auction listings, emails, or social media pages may contain links to third-party websites, auction platforms, payment processors, map services, social media sites, or advertisers.

Fraser Auction Ltd. is not responsible for the privacy practices, content, or security of third-party websites. You should review the privacy policies of those third parties before providing personal information.

20. Changes to This Privacy Policy

Fraser Auction Ltd. may update this Privacy Policy from time to time.

The updated version will be posted on our website or made available upon request. The effective date at the top of this policy will indicate when it was last updated.

Continued use of our services after changes are posted means you accept the updated Privacy Policy.

21. Contact Information

If you have questions about this Privacy Policy or how Fraser Auction Ltd. handles personal information, please contact:

Fraser Auction Ltd.

Attention: Office

Address:

Phone: 204-727-2001

Email: office@fraserauction.com

Website: www.fraserauction.com