

IN THE MATTER OF AN APPEAL BY
ALI ALIDANI
OF THE DECISION BY
THE ALBERTA MOTOR VEHICLE INDUSTRY COUNCIL (“AMVIC”) DATED MAY 20, 2026, TO REFUSE THE APPLICATION TO REGISTER THE APPELLANT AS AN AUTOMOTIVE SALESPERSON UNDER THE
CONSUMER PROTECTION ACT, RSA 2000, CHAPTER C-26.3
AND THE *AUTOMOTIVE BUSINESS REGULATION*, REG. 192/99, AS AMENDED

REASONS FOR DECISION

Committee Chair: Don Wilson
Members: Krysta Dupuis
Kirby Soon

Appearances: Ali Alidani, Appellant

Daniyal Cheema, witness for the Appellant

Nikky Haert, witness for the Appellant

Amin Ben Khaled (Shores Jardine LLP) counsel for AMVIC

Yoneke A [REDACTED], AMVIC Manager of Licensing

Elena Semenova (Peacock Linder Halt & Mack LLP) counsel to the Appeal Committee

Appeal Heard: August 19, 2026 – via video conference

INTRODUCTION AND SUMMARY OF DECISION OF THE APPEAL COMMITTEE

This is an appeal of the May 20, 2026 decision of the Director of Fair Trading (as delegated) (the “Director”) who, following an administrative review, refused Ali Alidani’s provincial automotive salesperson registration (“salesperson registration”). The Director did so pursuant to sections 104, 127(b)(vii) and (c) of the *Consumer Protection Act* (the “CPA”). (The “Director’s Decision”)

For the reasons set out below, the AMVIC Salesperson Appeal Committee (the “Appeal Committee”) confirms the Director’s Decision.

COMPOSITION AND JURISDICTION OF THE APPEAL COMMITTEE

Neither the appellant nor AMVIC raised any objections regarding the members of the Appeal Committee or the Appeal Committee’s jurisdiction to hear this appeal.

LEGISLATIVE AUTHORITY

The CPA governs the registration of salespeople in Alberta. The Director of Fair Trading has delegated its authority relative to the automotive industry in Alberta to AMVIC, including salesperson registrations. Automotive salespeople are required, pursuant to section 16 of the *Automotive Business Regulation* (the “ABR”) to be registered to act on behalf of a business operator.

Section 127 of the CPA gives the Director authority to refuse a licence for any of the reasons enumerated in that section. While section 127 specifically refers to a business licence, section 18 of the ABR provides that section 127 applies, with the necessary changes, to the registration of salespeople.

Section 22 of the ABR permits a person, whose application for registration or renewal has been refused, to appeal that decision in accordance with the process established by the Director. That process is set out in the AMVIC Salesperson Appeal Committee Policy (the “Appeal Policy”).

Pursuant to section 3.2.2(n) of the Appeal Policy, the Appeal Committee is required to determine if the Director’s Decision is consistent with the provisions of the CPA, the ABR, and the bylaws and policies of AMVIC. Section 3.2.2(o) permits the Appeal Committee to confirm, quash or vary the Director’s Decision.

Sections 104, 127(b)(vii) and 127(c) of the CPA provide as follows:

104(1) No person may engage in a designated business unless the person holds a licence under this Act that authorizes the person to engage in that business.

(2) If required to do so by the applicable regulation, a person who engages in a designated business at more than one location must hold a separate licence issued under this Act for each location that authorizes the person to engage in that business.

127 The Director may refuse to issue or renew a licence, may cancel or suspend a licence and may impose terms and conditions on a licence for the following reasons:

(b) the applicant or licensee or any of its officers or employees

(vii) is convicted of an offence referred to in section 125 or is serving a sentence imposed under a conviction, or...

(c) in the opinion of the Director, it is in the public interest to do so.

BACKGROUND

On August 16, 2022, Mr. Alidani was [REDACTED]

[REDACTED] date was March 28, 2020.

On August 11, 2025, Mr. Alidani was [REDACTED]
[REDACTED] date was November 13, 2024.

In his application, Mr. Alidani disclosed his [REDACTED], with some minor inaccuracies, such as providing [REDACTED] dates instead of [REDACTED] dates. He failed to include his two [REDACTED]; however, he stated to the Director that he was unaware of them as they had been handled by his lawyer. The Director ultimately held that Mr. Alidani was forthright and was not trying to mislead the Director when completing eligibility questions.

Following the administrative review, the Director refused Mr. Alidani's application because:

1. It was in the public interest under section 127(c) of the CPA to do so.
2. Mr. Alidani was recently [REDACTED] until August 11, 2026. The public perception to allow an individual to operate in a regulated industry who is still [REDACTED] would be detrimental.
3. The seriousness and nature of Mr. Alidani's recent [REDACTED] was a concern to the Director and the public.
4. Although Mr. Alidani was open and honest about the circumstances that led to his [REDACTED], he needs to demonstrate a reasonable period of time in which he does not have any [REDACTED]

RECORDS BEFORE THE APPEAL COMMITTEE

The Appeal Committee was, in advance of the appeal hearing, provided with the following materials:

- May 12, 2026 – Letter from AMVIC to Mr. Alidani providing notice of administrative review
- May 20, 2026 – Director's Decision
- June 8, 2026 - Notice of Appeal
- June 10, 2026 – Letter from the Director to Mr. Alidani acknowledging receipt of his appeal
- June 23, 2026 – Letter from AMVIC to Mr. Alidani confirming appeal hearing date and particulars of the appeal hearing
- June 23, 2026 – AMVIC letter to Appeal Committee Chair and letters to Appeal Committee Members
- May 7, 2025 - Application Report – Licensing
- Portions of the CPA

- Portions of the ABR
- The Appeal Policy

During the appeal hearing the following were entered as exhibits, without objection:

EX 1 [REDACTED]

ORAL PRESENTATIONS TO THE APPEAL COMMITTEE

Opening Submissions on behalf of AMVIC

AMVIC submits that the role of the Appeal Committee is to determine if the Director made an error in their Decision. AMVIC submits that it was in the public interest to refuse Mr. Alidani's application, as he had been [REDACTED] and still [REDACTED].

Summary of the Testimony of Yoneke A [REDACTED]

Ms. A [REDACTED] has been with AMVIC since 2014. She is the AMVIC Manager of Licensing. Her role, in respect of salesperson registration applications, is to review the application and the police information check ("PIC") for any concerns. If there are none, the application proceeds. If there are concerns, an application report is prepared and submitted to the Director with a request for an administrative review.

The role of an automotive salesperson is to be a subject matter expert in respect of an automotive purchase. The purchase of a vehicle is the second largest purchase for most consumers. There are currently approximately 11,300 registered salespeople in Alberta.

The process to apply to become a registered salesperson is to go on the AMVIC portal, complete the information, answer the eligibility questions, make declarations, state the potential employer, complete a criminal background check and successfully pass a salesperson registration course. It is important to answer the eligibility questions honestly, as the automotive industry is a regulated industry and is based on the integrity and honesty of its members.

AMVIC verifies the information provided by the applicant through the PIC. AMVIC also completes a Justice Online Information Network ("JOIN") search which is Alberta specific and more detailed than the PIC. AMVIC also relies on open-source information. Knowing whether an applicant has a criminal record is important, because the public is also able to find this information, and it must have trust in its salespersons.

A criminal record not does not automatically disqualify an applicant; there are four factors with respect to the offence that must be considered: its seriousness, recency, frequency, and whether it is automotive-related.

AMVIC received Mr. Alidani's application on April 16, 2026. He indicated that he had [REDACTED]. When Ms. A [REDACTED] reviewed his application, the [REDACTED] were not matching and there were some details that were missing, such as [REDACTED].

Ms. A [REDACTED] then submitted an application report to the Director requesting an administrative review. Following that review the Director decided not to grant Mr. Alidani a salesperson registration at that time.

Summary of the Testimony of the Appellant

Mr. Alidani recognized AMVIC's concerns with respect to his application. He stated that he was not here to minimize the past and make excuses. He explained that when he was younger, he allowed his environment and people around him to influence the decisions he had made. He stressed that he was honest in his application, which was acknowledged by the Director.

With respect to the Director's concern about his [REDACTED] running until August 11, 2026, that has now been completed. He further recognized that this alone does not prove rehabilitation. His efforts to change his life commenced much prior, and completion of probation is another milestone in his journey towards improvement. Mr. Alidani stated that he has had time to reflect on the consequences of his decisions. He wants his future to be built on legitimate work and responsibility and wants to build a career of which he can be proud. His past needs to be considered alongside the direction he has taken since then and where he is today. Mr. Alidani asked for a conditional or supervised registration.

Evidence of [REDACTED]

[REDACTED] was a witness for Mr. Alidani. He is a licensed salesperson with AMVIC, a licensing candidate for the Law Society of Ontario, and a close friend of Mr. Alidani. He referred to Mr. Alidani as a person who stands up and takes accountability. He stated that, in his opinion, Mr. Alidani has demonstrated rehabilitation and an ability to operate within the rules in automotive industry. If any additional oversight is required to mitigate the risk, then Mr. Alidani may be granted a conditional license.

Evidence of [REDACTED]

[REDACTED] was a witness for Mr. Alidani and had provided a letter in support. She is an internet sales manager and has been AMVIC licensed for the last 13 years. She stated that although she only worked with Mr. Alidani for a short period of time, she can speak to the impression that she had formed. She stated that Mr. Alidani was willing to acknowledge his mistakes and has shown drive, accountability and appreciation of the opportunity given to him. [REDACTED] asked not to ignore Mr. Alidani's history, but to consider what he can become, because growth is a process.

SUMMARY OF CLOSING SUBMISSIONS OF THE PARTIES

Closing Submissions on behalf of AMVIC

The task before the Appeal Committee is to determine if AMVIC made an error when it refused to grant Mr. Alidani a salesperson registration. The requirements to become a salesperson are, broadly: 1) can this person meet the basic qualifications, and 2) can the public trust this person. The presumption is that a person will follow the rules, act honestly and have integrity.

It was not in the public interest to grant Mr. Alidani's registration. The Director refused to do so under section 127(b)(vii) – [REDACTED]; and under section 127(c) – the granting of the registration would undermine public confidence. The Director made no error in doing so. The concerning pattern in Mr. Alidani's history is that he [REDACTED] in August 2024 and [REDACTED] four months later.

If the Appeal Committee upholds the Director's Decision, Mr. Alidani is not prohibited from re-applying. However, he needs to demonstrate a reasonable period of time in which he is not interacting with [REDACTED], and he has not yet shown that. At the time of this application, Mr. Alidani was [REDACTED].

Closing Submissions of the Appellant

Mr. Alidani reiterated that he was not asking the Appeal Committee to look past his decisions or [REDACTED], but was asking for an opportunity to prove himself and show the kind of person that he can be. He stressed that his rehabilitation commenced when the [REDACTED], and not when he was ultimately [REDACTED]. He stated that he would respect any decision that the Appeal Committee makes, yet urged it to give him a second opportunity.

DECISION

We are of the unanimous view that the Director's Decision was consistent with the applicable provisions of the Governing Authorities and, accordingly, we confirm the Director's Decision.

Mr. Alidani was a [REDACTED] up until August 11, 2026 for the [REDACTED]

[REDACTED] Based on the nature and recency of the [REDACTED], not enough time has passed for Mr. Alidani to have demonstrated a change in character so as to assure the public that his appointment as a salesperson is in the public interest.

However, we do wish to commend Mr. Alidani for his efforts to improve himself. Mr. Alidani is a determined young individual, and we have no doubt that if he continues on the law-abiding path, he will be able to reach his goals.

We, however, agree with the Director that Mr. Alidani needs to demonstrate a reasonable period of time in which he does not have any [REDACTED].

Dated this 18th day of September 2026.

"original signed by"

Don Wilson
Chair – AMVIC Salesperson Appeal Committee