

PRIVACY NOTICE

PLEASE READ THIS PRIVACY NOTICE (THIS PRIVACY NOTICE) CAREFULLY BEFORE USING THIS SITE AND THE SERVICE TO UNDERSTAND HOW AUTOALERT, LLC COLLECTS, USES, AND PROTECTS INFORMATION AND DATA COLLECTED THROUGH THE SERVICE.

AutoAlert, LLC (**AutoAlert**, **we**, **us**, or **our**) respects the privacy of all individuals who visit this website (the **Site**), and utilize any of the products or services we provide through the Site (collectively, the **Service**).

WHEN YOU VISIT THE SITE OR USE THE SERVICE, YOU AGREE TO BE BOUND BY THIS PRIVACY NOTICE AND AUTOALERT'S TERMS OF USE <https://www.autoalert.com/eula/> (THE **TERMS**). BY USING THE SERVICE, YOU ARE AGREEING TO OUR COLLECTION AND USE OF ANY INFORMATION YOU PROVIDE CONSISTENT WITH THIS PRIVACY NOTICE, AND TO BE BOUND BY THIS PRIVACY NOTICE AND THE TERMS. IF YOU DO NOT AGREE TO THE TERMS OF THIS PRIVACY NOTICE OR THE TERMS, YOU ARE NOT PERMITTED TO ACCESS THE SITE OR USE THE SERVICE.

THIS PRIVACY NOTICE IS EFFECTIVE AS OF DECEMBER 30, 2022. WE MAY MAKE CHANGES OR IMPROVEMENTS TO THE SITE, SERVICE AND/OR THIS PRIVACY NOTICE AT ANY TIME, WITHOUT NOTICE. ANY MODIFICATIONS MADE WILL BE EFFECTIVE IMMEDIATELY UPON THE POSTING OF THE MODIFIED PRIVACY NOTICE ON THIS SITE. BY CONTINUING TO ACCESS THE SITE OR USE THE SERVICE AFTER ANY CHANGES ARE MADE, YOU ARE ACCEPTING AND AGREEING TO THE CHANGES. YOU AGREE TO REVIEW THE POSTED PRIVACY NOTICE EACH TIME YOU ACCESS THE SITE OR USE THE SERVICE SO THAT YOU ARE AWARE OF ANY MODIFICATIONS MADE TO THIS PRIVACY NOTICE.

1. What types of information do we collect?

a. Information Provided By Your Dealer

When you express interest in a vehicle on your dealer's website, your dealer may provide us with certain information that you provided to them, which may include, without limitation, your name, email address, mailing address, telephone number, vehicle of interest, past and present vehicle ownership, financial information, including without limitation, vehicle financing and payoff information, birthdate, and employment information, so that we can contact you directly with a personalized link to our Site. Your dealer's sharing of that information will be subject to its own privacy policy, so we encourage you to review the privacy policy posted on your dealer's website.

b. Information You Provide to Us

When you provide information in order to be contacted about a vehicle or otherwise engage with the Service, you may be asked to provide certain personally identifiable information, such as your name, email address, mailing address and telephone number. You may also provide information about your automotive preferences to us.

You may also choose to create a profile of the vehicle(s) you currently own. Each profile that you create will contain whatever information you elect to include.

c. Information Automatically Collected Through Technology

Information regarding your use of the Service may be collected and/or aggregated through the use of automated methods, which may mean that it will not be obvious to you that information is being collected. This automatically-collected information may include non-personally identifiable information, such as: your computer's or mobile device's IP address or other unique identifier, your domain server, your type of computer or mobile device, your type of web browser, your type of operating system, your Internet Service Provider or mobile carrier, emails you open and links you click on within those emails, and statistical information regarding the pages on the Site that you visit, and the items that you view and interact within the Service.

d. Information Collected Using Cookies and Other Technologies

Various technologies are used to automatically collect information, such as cookies, local shared objects, web beacons and short URLs (generally referred to as **Tracking Technologies**). Cookies are small identifiers sent from a web server that are stored on your device for the purpose of identifying your browser or storing information or settings in your browser. Local shared objects, sometimes known as Flash cookies, may be used to store your preferences or display content based upon what you have viewed on various websites to personalize your visit. A web beacon, also known as an

Internet tag, pixel tag or clear GIF, links web pages to web servers and their cookies. A short URL can track the clicks a link receives. When we refer to Tracking Technologies, we are including all current and similar future technologies.

We may use one or more Tracking Technologies on our Site, and other websites and mobile applications that may not be ours. Tracking Technologies may be used by us and others, on our behalf and on their own behalf, to transmit information to you or about you and connect information about you from different sources, websites, devices, and mobile applications. The Service does not currently recognize automated web browser tracking method signals, such as do not track instructions.

You can change your privacy preferences regarding the use of cookies and certain other technologies through your browser, including blocking all cookies; however blocking all cookies may affect your use of our Service and other websites and services online, and may prevent you from using all the features and elements of our Service and other websites and services.

e. Combined Information

We may combine information that you provide to us with information we receive from our affiliates and other sources, as well as with other information that is automatically collected. The combined information may include information about your use of the Site and Service, your use of other websites, devices and mobile applications, and information from our affiliates and other sources. We will use this combined information in order to personalize and enhance your experience on the Site.

2. How Do We Use the Information We Collect?

We may use the information we collect for the following purposes:

- a. for everyday business purposes, such as providing products and services you request, and providing customer support;
- b. to contact you via email and/or telephone;
- c. to personalize the types of information presented on the Site, including recommended vehicles and relevant values and/or offers for cars that you would like to research and/or trade in;
- d. to communicate about, and administer your participation in, special events, programs, surveys, contests, sweepstakes and other offers or promotions;
- e. to evaluate and improve our business, including without limitation, developing new products and services and analyzing the effectiveness of products, services, applications and websites;
- f. to perform data analyses, including market and consumer research, trend analysis, demographic analysis and financial analysis;
- g. to deliver content correlating to your interests and browsing and usage history, both within our Site and on other websites and applications;
- h. to diagnose and address technical and service problems; and
- i. to comply with applicable legal requirements and our policies.

3. With Whom Do We Share Information?

We do not sell or otherwise share information about you that we collect or receive, except as described below:

- a. **Affiliates and Manufacturers.** Information collected, including personally identifiable information, may be shared with our affiliates, auto dealers and/or auto manufacturers, who will use that information in accordance with their own privacy policies. For example, if you are interested in a particular listing of a car presented on the Site, information about you may be shared with our affiliates.
- b. **Our Service Providers.** We may engage third parties to provide part or all of the Services offered through or in connection with the Site on our behalf. We require such providers to maintain your information in confidence and to use the information only to perform the services specified by us in a manner consistent with this Privacy Notice.
- c. **Corporate and Asset Transactions.** If we sell all or substantially all of our business or sell or transfer all or a material part of our assets, or are otherwise involved in an acquisition, merger, sale, reorganization or similar event, as part of the transaction, we may transfer all information we have collected and stored, including personal information, related to the portion of the business or assets sold or transferred, to the party or parties involved in the transaction.

d. **Other.** We may access or disclose information, including personal information, to: (i) protect or defend our interests and the legal rights or property of AutoAlert and our affiliates; (ii) protect the rights, interests, safety and security of users of the Service or members of the public; (iii) protect against fraud, for risk management purposes or otherwise to maintain the integrity and safety of the Service; and/or (iv) comply with applicable law or legal process.

4. How Do We Protect Your Information?

AutoAlert has and will maintain security measures we deem reasonable and appropriate to secure your personally identifiable information against inadvertent, unauthorized or illegal loss, destruction, disclosure, access or use. ALThOUGH AUTOALERT will use various technologies and tools to protect your PERSONALLY IDENTIFIABLE INFORMATION, no method of securing data is foolproof or completely effective, and data transmissions, communications or stored data MAY BE LOST, DESTROYED OR IMPROPERLY OR UNLAWFULLY DISCLOSED, ACCESSED OR USED. Thus, although AUTOALERT takes COMMERCIALY reasonable measures to protect your PERSONALLY IDENTIFIABLE INFORMATION, WE DO not and cannot guarantee that your PERSONALLY IDENTIFIABLE INFORMATION will remain private or secure.

5. Your Choices

You are entitled to make certain choices about how we communicate with you.

- a. You may choose not to provide personal information, though that will inhibit our ability to personalize the Site for you and send you certain information or alerts that may be of interest to you.
- b. If you do not want to receive marketing emails from us, you can follow the “unsubscribe” link provided at the bottom of those emails or change your communication preferences on the Site under “Preferences”.
- c. As mentioned above, there are ways to limit the information collected through technology by blocking cookies, though some of the features of the Service may not work if you decide to do so.

6. California Privacy Rights and Other State Privacy Rights

Under California law, if you are a resident of California, you are entitled to ask us for a notice describing what categories of personal information we share with third parties or corporate affiliates for their direct marketing purposes. In response to your written request, we will identify the categories of information shared, if any, and will include a list of the third parties and affiliates with which it was shared, as well as their addresses. If you want to submit such a written request, please submit it by email to support@autoalert.com or by U.S. mail at the address set forth below.

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about the privacy rights you may have under California law, visit [Privacy Notice for California Residents page](#).

Colorado, Connecticut, Virginia, and Utah each provide their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Data portability.
- Opt-out of personal data processing for targeted advertising and sales.

Colorado, Connecticut, and Virginia also provide their state residents with rights to:

- Correct inaccuracies in their personal information, taking into account the information’s nature processing purpose.
- Opt out of profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights, please contact us using the contact information provided below.

7. Access and Correction

You can contact us by sending an email to support@autoalert.com explaining how you would like to modify your personal information and/or preferences. You agree to promptly notify us if your information changes or is inaccurate.

8. Third Party Sites

If you reach the Site using a link or from another web site or search engine, or go to another site from the Site, information about your visit to the Site may be collected by the other website or search engine, and will be subject to the privacy policy of that site. You are encouraged to review the privacy policy of each of those sites or search engines.

IN NO EVENT WILL AUTOALERT BE LIABLE, DIRECTLY OR INDIRECTLY, TO ANYONE FOR ANY DAMAGE OR LOSS ARISING FROM OR RELATING TO ANY USE, CONTINUED USE, OR RELIANCE ON ANY LINKED THIRD PARTY SITE, OR ANY LINK CONTAINED IN A LINKED SITE, OR THE PRIVACY PRACTICES OF ANY LINKED SITE.

9. U.S. Jurisdiction

You should be aware that the United States and other countries have not harmonized their privacy laws and regulations. This Privacy Notice is intended only for residents of the United States and individuals who agree to be subject to U.S. law. If you are accessing the Site or using the Service outside of the United States, you agree to the privacy protections set forth in this Privacy Notice and agree to be subject to U.S. law.

10. Disputes

Your visit to the Site and use of the Service are subject to this Privacy Notice and the Terms. This Privacy Notice and the Terms and any related claim or dispute shall be governed by the laws in effect in the State of California, without regard to its conflicts of law provision. You irrevocably consent and agree to the exclusive jurisdiction of the California state or federal courts, as applicable, located in Orange County.

11. Updates

We may make changes or improvements to the Site, Service and/or this Privacy Notice at any time, without notice. Any modifications made will be effective immediately upon the posting of the modified Privacy Notice on this Site. By continuing to access the Site or use the Service after any changes are made, you are accepting and agreeing to the changes. You agree to review the posted Privacy Notice each time you access the Site or use the Service so that you are aware of any modifications made to this Privacy Notice.

12. Contact Us

If you have questions about the Service or need further assistance, please send an email to support@autoalert.com or a written notice to:

AutoAlert, LLC
114 W 11th Street, Suite 300
Kansas City, MO 64105
Attn: Accounting

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