

## **DealerShop Privacy Policy**

Effective Date: March 18, 2020

DealerShop takes the privacy and security of personal information very seriously. As such, we have prepared the following Privacy Policy to provide you with information about how your data is collected, used, shared, transferred, and protected as a result of your interaction with <https://www.dealershopusa.com/> (the "Site"). By using the Site, you agree to the following Privacy Policy. If you disagree with any of the provisions described below, your remedy is to stop using the Site immediately.

### **Information Collection**

Visitors to the Site can browse without providing personal information. If you decide to register, or if you request information from us about our services, we may ask you to provide:

- identifiers such as your name, job title, and company name; and
- contact information such as your email address, physical address, and phone number(s).

If you make a purchase, we will also collect your credit card information, including the account number, security code, expiration date, and billing address, in order to process your purchase.

We also collect certain Internet and other electronic network activity information such as your browsing history on the Site, the length of time spent on certain pages, the website Uniform Resource Locator ("URL") from the website you were visiting before coming to this Site, which URL you next visit, device type, what browser you are using, Internet service provider, date/time of visit information, operating system, and your Internet Protocol ("IP") address.

### *Cookies*

Cookies are small files that are sent to and stored in your computer by the websites you visit. Cookies are stored in your browser's file directory. Cookies may be stored only for the time you are in a given site or they may remain stored in your browser for a defined period of time beyond your current session. Cookies work in combination with content within the website itself, to capture and remember information. To learn more about these technologies and how they work, please see [www.allaboutcookies.org](http://www.allaboutcookies.org).

We use cookies and other similar technologies (such as web beacons and pixels) to collect and process Internet and other electronic network activity information.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You can review the options available to manage cookies in your browser. One option is to disable, or turn-off, all cookies. If you turn cookies off, you may not be able to browse the Sites. If you disable certain kinds of cookies, some aspects of our Sites may not function properly or as well.

## **Information Use**

We will use the information collected in the following ways. Specifically, we will use your

- Identifiers and contact information to:
  - register you and your dealership for our services;
  - respond to your requests;
  - communicate with you; and
  - provide you with offers and promotions that we feel may be of interest; and
- Credit card information to process your request to purchase goods/services.

We will use the Internet and other electronic network activity information that we collect to:

- conduct statistical analysis of the Site;
- troubleshoot service issues or interruptions.
- update and improve the Site;
- understand the demographics of our users and their browsing habits; and
- serve you with promotional messages and advertisements, both while you are on the Site and after you leave our Site and continue to browse online.

## **Information Sharing**

We may share all categories of personal information identified above to the following entities and/or for the following reasons:

- **Affiliates/Partners.** We may work with our affiliates or partner with other companies in order to provide you with additional benefits. We may share your personal information with those partners. If we share personal information, we will require that such partners use the personal information for the limited purpose for which we provide it, maintain reasonable security measures for the protection of such information, and comply with the provisions as outlined in this Privacy Policy.
- **Third Party Service Providers.** We may share your personal information with third party service providers. For example, we may use a third party payment processor to process your credit card payment for purchase. If we share personal information, we will require that such services providers use the personal information for the limited purpose for which we provide it, maintain reasonable security measures for the protection of such information, and comply with the provisions as outlined in this Privacy Policy.

- **Law Enforcement.** Occasionally we may be required by law enforcement or judicial authorities to provide personal information. We will disclose personal information upon receipt of a court order, subpoena, warrant, or other legal process to the extent necessary to meet legal, national security, public interest, or law enforcement obligations. We fully cooperate with law enforcement agencies in identifying those who use our Site for illegal activities. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful.
- **Merger.** In the event that DealerShop enters into an agreement to be purchased by another DealerShop or to merge with another DealerShop, we may share personal information with that DealerShop. We will require that such purchasers continue to comply with the provisions as outlined in this Privacy Policy.

We may also share Internet and other electronic network activity information with select third parties, such as our advertisers, for purposes of serving you with customized promotions. If you would like to learn more about the sharing of non-personal information for purposes of providing customized advertisements or promotions, please visit <http://www.aboutads.info/consumers/>.

### **Links to Third Party Sites**

We may provide you with links to third party websites that we think may be of interest. DealerShop is not responsible for the collection, use, or sharing of your personal information once you leave our Site and follow a link to one of these third party websites. Please consult each linked website's privacy policy for a description of how the website collects, uses, and shares your information.

### **Children's Information**

The Site is not intended for children under the age of 13 years old. We do not knowingly collect information from children under the age of 13. If we discover that we have information from a child under the age of 13, we will delete it immediately. If you believe that a child under the age of 13 may have provided his or her information to us, please contact us using the contact information below.

### **Do Not Track**

We do not track personal information about user's online activities over time and across third-party Web sites or online services. We do not allow third parties to collect personal information about user's online activities over time and across different Web sites when users use our Site. We do not respond to Web browser "do not track" signals.

### **Security**

We understand the importance of information security and will take reasonable measures to protect the security and confidentiality of your information. Please understand that no measures can guarantee 100% security.

You are responsible for the security of your log-on information. Please do not share your log-on password with anyone. If you believe your log-on password has been compromised, please contact us immediately.

### **Changes to this Privacy Policy**

We reserve the right to make changes to this Privacy Policy. We will post changes directly to this Privacy Policy, so it is your responsibility to check back here from time to time to review this Privacy Policy. If we make a material change in the type of information we collect or its use, we will provide advance notice of such change, and obtain your consent for the new collection or use, as required by law.

### **Contact Information**

If you have any questions or concerns about this Privacy Policy, please contact us using the information below.

DealerShop, Inc.  
640 North Old Woodward Avenue  
Suite 101  
Birmingham, MI 48009  
1.833.DEAL.001  
info@dealershopusa.com