

## FENDER.CARS PRIVACY NOTICE

**This Privacy Notice has been recently updated and is subject to further updates without notice. Please review this Notice carefully as it affects your rights. By using our Sites, you are accepting the practices described in this Privacy Notice**

**Please read below to understand your rights and how we use the information we gather.**

Fender.Cars, its affiliates and subsidiaries, respect the privacy of its users and has developed this Privacy Notice to demonstrate its commitment to protecting that privacy. This Privacy Notice describes the information we collect, how that information may be used, with whom it may be shared, and your choices about such uses and disclosures.

This Privacy Notice (“Notice”) applies to this website or mobile application and the websites or mobile applications of Social Automotive Management Services, LLC d/b/a Fender.Cars (“Fender.Cars”), and its subsidiaries and affiliates (collectively “we”, “us” or “our”) that display this Notice (each a “Site” and collectively, the “Sites”). By visiting the Sites, you are consenting to our collection, use, sale, disclosure, retention, and protection of information about you and devices you use as described in this Notice.

This Notice only applies to the Sites and does not apply to information collected or received by other means. Our Sites are not directed to anyone under the age of 18. We do not knowingly collect personal information from anyone under age 18. This Notice does not apply to anonymized or aggregated data that does not allow us or third parties to identify or contact you.

### **1. What Information Does Fender.Cars Collect About You?**

**(a) Generally.** We may collect information including, but not limited to, your first and last name, home or other physical address, email address, zip code, telephone number, your automobile’s vehicle identification number (“VIN”), license plate number, or information about your interactions with us or others, and other information. We may also collect your geolocation information with your consent. We may collect this information through a website, mobile application, or other online services. By using the Sites and Services, you are authorizing us to gather, parse and retain data related to the provision of the Service. When you provide personal information through our Sites and Services, the information may be sent to servers located in the United States and countries around the world.

**(b) Information You Give Us.** We may collect and store any personal information you provide while using our Sites or Services or in some other manner. This may include identifying information, such as your name, address, email address and telephone number, and, if you transact business with us, financial information. If you connect and chat with Dealerships, you provide us the content of your chats, and if you contact us with a customer service or other inquiry, you provide us with the content of that communication. If you register as a user of Fender.Cars through manually registering instead of signing into your social media account, you will be asked to provide information including your name, email address, birthdate, physical address, and phone number. We may also collect and retain information from you or your devices provided to us when you communicate with us, such as to enter any promotional contests or sweepstakes, provide feedback, request support or ask for additional information; or when you subscribe to content we offer, such as alerts.

**(c) Social Media.** To register as a user with Fender.Cars, you will be asked to sign in using your social media login. If you do so, you authorize us to access certain social media account information, such as your public social media profile (consistent with your privacy settings in that respective social media site), your email address, interests, likes, gender, birthday, education history, relationship status, current city, photos, personal description, friend list, and information about and photos of your Facebook friends. You will also be asked to allow Fender.Cars to collect your location information from your device when you download or use the Sites or Services.

**(d) Automatically Collected Information.** We may collect information automatically when you visit our Sites or use our mobile applications, such as:

- **your IP address;**
- **the type of browser, devices and operating systems you use;**
- **identifiers associated with the device(s) you use to access our Sites;**
- **the pages you visit, vehicles you view or configure, and the features you use, including dates and times;**
- **if you navigated from or navigate to another website, the address of that website; and/or**
- **information regarding your internet service provider.**

In addition, we may collect information about your activities on our Sites through the use of cookies, clear GIFs or web beacons, local shared objects or Flash cookies, or through other identifiers or technologies, including similar technologies as they may evolve over time. We refer to these technologies collectively as Metrics Tools.

We may allow third parties to use Metrics Tools on our Sites. The information collected by Metrics Tools may be shared with and used by us, by others acting on our behalf, or by third parties subject to their own privacy policies. Information collected by Metrics Tools may be used on this Site or on other websites or services, including those that may not be operated by us.

**(e) Email.** We may collect information regarding the effectiveness of our email and other communications with you. For example, we may know if you open or interact with, such as by following a link in, an email we send to you.

**(f) Mobile.** We may collect session and geolocation information from your mobile device. Geolocation information includes data such as your device's physical location and may include GPS-based, WiFi-based or cell-based location information.

**(g) Information from Other Sources.** We may obtain information about you from affiliates, partners, automobile dealers and other third parties. This information may include information about your use of this Site or our services, your use of other websites, your interactions with or purchases from automobile dealers, your interests and preferences and other information about you or your household. We may combine the information we obtain from third parties with information that we or our affiliates have collected about you.

## 2. How Does Fender.Cars Use Information About Me?

We and others acting on our behalf may use the information that we collect or receive to operate our business, including our Sites, as described below:

**(a) Operate and Support our Sites and Services.** We use the information that we gather in order to operate our Sites and our services. For example, we may use the information that we collect or receive to provide support and assistance that you request or to diagnose or address technical problems in the operation of our Sites or any of our services. If you establish an account with us, we may use information about you to manage or support your account. We may identify your use of our Sites across devices, and we may use information we collect from you and receive from others to optimize your use of the Sites and our services as you use different devices.

**(b) Improving and Evolving our Services.** We constantly evaluate and improve our Sites and services, including developing new products or services and use the information we gather to do so.

**(c) To Allow You to Connect with Dealers.** When you use our service, and after you provide your contact information in order to request offers or information, we may use the information you provide us to allow you to connect with participating dealers. These dealers may, at their discretion, provide you with a savings certificate and/or offers for new or used vehicles or other products or services. We may also notify a dealer when you are at the dealer's location via geolocation information that we collect. When you choose to share your contact information with dealers, your direct interactions with those dealers will not be controlled by this Notice. You should review the applicable notices of those dealers to understand how they may use your information. We are not responsible for how a dealer uses information you supply to them.

**(d) Advertising and Promotions.** We may use the information we gather to offer, provide, or personalize products and services from us and third parties. For example, we may customize content, advertising, promotions and incentives to reflect your preferences, interests, or prior interactions with us and others.

**(e) Other Contacts.** We may contact you through telephone, text, email, or chat for other purposes, as permitted by law.

**(f) Other General Uses.** We may also use the information we collect about you to develop website or mobile application analytics; verify your eligibility and deliver prizes in connection with contests and sweepstakes; enforce or exercise any rights in our Terms and Conditions; and perform functions or services as otherwise described to you at the time of collection.

This Notice only addresses our own information practices. This Notice does not apply to information you share with third parties, including but not limited to dealers and/or advertisers, even if we link to those third parties from a Site. These third parties may have their own privacy policies governing their use of information that you can access from their websites. Our services may be offered through third party websites or mobile applications ("Partner Sites"). This Notice does not apply to Partner Sites including social media sites, unless otherwise indicated on the Partner Site.

Please note that other parties may collect personally identifiable information about your online activities over time and across different websites when you use our Site.

### 3. When and With Whom Does Fender.Cars Share Information?

We only share information about you as described or permitted by this Notice, unless you consent to other sharing. We may share information about you in the following ways:

**(a) Corporate Affiliates.** We may share information with our corporate affiliates for their everyday business purposes, to provide services or to perform marketing. We may also participate in joint ventures with others and we may share information as part of that joint venture.

**(b) Partner Sites.** We may share the information we gather with Partner Sites (and the owners of those sites). For example, we may share information for the purpose of determining or verifying our economic rights and obligations.

**(c) Service Providers.** We may share information with third party service providers who help us operate our business or provide services on our behalf. These service providers include analytics companies and advertising networks that provide Metrics Tools on our Sites.

**(d) Promotional.** We may share information with third parties to help us promote our products and services, or to help us customize advertisements, offers, or other communications to you.

**(e) Automobile Dealers and Manufacturers.** We may share information with automobile dealers, manufacturers and other providers of automobile related products and services. For example, we may share information with our participating dealers to allow you to communicate with them, and them to communicate with you.

**(f) Business Transfer.** We may share information we have collected from you in connection with the sale or merger of our business or the transfer of assets.

**(g) Protection of Ourselves and Others.** We may use and share the information we gather to enforce our rights and protect our property and those of our affiliates, customers and members of the public, to comply with applicable law, legal process, legal advice and for preventing fraud, theft, and injury to you, us or others.

**(h) Other General Circumstances:** We may disclose information, including personal information:

- In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from a law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us.
- When we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our company, our users, our employees, or others; to comply with applicable law or cooperate with law enforcement; or to enforce our Terms and Conditions or other agreements or policies.

- In connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

#### **4. What Choices Do I Have Regarding My Information?**

You may limit and control the information provided to us in a number of ways. You may not be able to use all features of our Sites if you limit the information you share with us.

For example, you can choose not to access our Sites through your social media account. You may also be able to limit the information provided to us by third party social media providers by altering your privacy settings with those providers. You may unsubscribe from promotional emails from us by following the unsubscribe link included in each such email.

Your browser and your device may provide you the option to limit the use of cookies or other Metrics Tools. You should consult documentation for your browser or device for more information. Your mobile device may have settings that allow you to prevent sharing geolocation information with us. You should consult your mobile device's settings or help documentation for more information about exercising these options.

#### **5. How Can I Access and Update My Information?**

If you are a registered user on Fender.Cars, you may access, update and change certain information we have collected about you by accessing the "My Account" tab after signing into your account on [www.fender.cars](http://www.fender.cars)

#### **6. Do Not Track Disclosure**

Do Not Track ("DNT") is a privacy preference that users can set in their web browsers. DNT is a way for users to inform websites and services that they do not want certain information about their webpage visits collected over time and across websites or online services. We are committed to providing you with meaningful choices about the information we collect and that is why we provide the opt-out links above. However, we do not recognize or respond to any DNT signals, as the Internet industry works toward defining exactly what DNT means, what it means to comply with DNT, and a common approach to responding to DNT.

- 7. Data retention.** We keep your information only as long as we need it for legitimate business purposes and as permitted by applicable legal requirements. If you close your account, we will retain certain data for analytical purposes and recordkeeping integrity, as well as to prevent fraud, enforce our Terms and Conditions, take actions we deem necessary to protect the integrity of our Service or our users, or take other actions otherwise permitted by law. In addition, if certain information has already been provided to third parties as described in this Privacy Notice, retention of that information will be subject to those third parties' policies.

#### **8. How Does Fender.Cars Handle Privacy Disputes?**

By using this Site, you agree that any dispute arising out of or relating to the Sites, the Sites' content or the services or materials made available on the Sites, or regarding information

collected or shared about you, is subject to the Choice of Law, Venue, and Class Action Waiver provisions in our Terms of Service.

**9. How Does Fender.Cars Protect the Security of the Personal Information it Collects?**

We use administrative, technical, and physical security designed to safeguard personal information in our possession. We cannot guarantee the security of the information that we collect and store. If you believe that information about you has been subject to unauthorized disclosure, please let us know by emailing our compliance officer: [compliance@socialautomotivemangement.com](mailto:compliance@socialautomotivemangement.com).

**10. How Does Fender.Cars Provide Updates to this Notice?**

When we make material changes to this Notice, we will update this web page and change the Effective Date listed above.

**11. How Can Fender.Cars be Contacted Regarding Privacy Issues?**

You can contact us with questions or comments about our privacy practices or this Notice by emailing our compliance officer at [compliance@socialautomotivemangement.com](mailto:compliance@socialautomotivemangement.com) or you can contact us at:

Fender.Cars  
Attn: Compliance  
PO Box 8074  
Columbia, MO 65205  
  
833-4Fender