



## **Privacy Statement**

Preferred Customer Program is committed to respecting and protecting your privacy and wants you to feel secure when visiting our site and providing information to us. In order to provide you with relevant information, respond to your requests, and increase the benefits you receive from our website, we sometimes request that you provide us with information about yourself.

We have prepared this Privacy Notice to inform you of the information we gather and how it is used.

We are committed to handling such personal information in accordance with the US Department of Commerce Safe Harbor Principles for transfer of personal information.

### **What information do we gather?**

Preferred Customer Program collects domain information from your visit to customize and improve your experience on our website. This website may collect certain information from your visit, including the date and time of your access, the pages you have accessed, and we use this information to better understand how our website is being used so that we can improve its quality and make it more beneficial to our users. Some portions of this website may request that you give us information about yourself, from which we are able to identify you, such as your contract number, email address or vehicle information.

**How do we use the information we gather?**

When we collect information about you, it is our intention to tell you why we are asking for the information and what we intend to do with it. You will have the option of not providing the information, in which case you may still be able to access other portions of this website, although you may not be able to access certain programs or services. In certain areas of our website, we may, where appropriate, enable you to "opt out" of certain uses of your information, or elect not to receive future communications or services.

**Will we share this information with third parties?**

Preferred Customer Program will not provide your personal information to any outside entity. We may make your information available to the selling dealership, for marketing and other purposes which we believe may be beneficial to you.

**What about data security?**

Preferred Customer Program's intent is to strictly protect the security of your personal information; honor your choice for its intended use; and carefully protect your data from loss, misuse, unauthorized access or disclosure, alteration, or destruction. We have taken appropriate steps to safeguard and secure information we collect online

**Can you update and/or amend the personal information you have provided?**

You are entitled to know whether we hold information about you and, if we do, to have access to that information and have it corrected if it is inaccurate or out of date.

**Contacting Us**

If you have any questions or comments about our privacy notice or practices, please contact us via email at [info@dealerschoice-usa.com](mailto:info@dealerschoice-usa.com).

Preferred Customer Program may modify or update this privacy notice from time to time at any time without prior notice. We encourage you to check this notice often so that you can continue to be aware of how we are protecting your personal information. Your continued use of the website constitutes your consent to the contents of this privacy notice, as it may be modified from time to time.