

Privacy Statement for Keyes Automotive Group in Van Nuys, CA

Effective Date: December 30, 2013

This website is brought to you by Keyes Automotive Group (collectively, "we," "us," or "our"). We respect the privacy of visitors to our website, mobile website or application (collectively referred to as "our website"). Please read this Privacy Statement carefully so that you understand what information we collect through our website and what we do with that information. This Privacy Statement applies only to information collected through our website and does not describe the ways in which we may collect or use information obtained offline or through any means other than our website.

By visiting our website, you agree that your visit, and any dispute over privacy, is governed by this Privacy Statement.

THE INFORMATION WE COLLECT

The information we gather generally falls into two categories: (1) information supplied by visitors to our website when, for example, you perform a search or inquire about a vehicle listed for sale or about another product or service offered through our website; and (2) tracking information gathered as visitors navigate through our website.

Please note that third-party providers (including, but not limited to, vendors of products and services and providers of widgets, tools, and applications) (collectively, "Third-Party Providers") featured on or linked to by our website also may be gathering information through your use of their services. We do not control the information practices of these third party providers and encourage you to review their privacy policies.

Communicating With Us. If you elect to communicate with us through our website, we will collect the information you supply through our website. We will use this information to respond to your request, to provide the products and/or services you requested, to contact you about our other vehicles, services, and/or promotions, and about other information, products, and/or services that we believe may be of interest to you. We also may use this information in conjunction with information we collect to track activity, analyze usage, and

improve our products, services, features and content of our website, as well as marketing and promotional efforts.

If you use our website's live chat feature to ask questions about a vehicle, the service provider that manages this feature on our behalf may send a copy of your chat transcript to us. Our chat service provider collects and uses chat transcripts in accordance with its own privacy policy which may be accessible via a link shown during the chat session. If you do not want this information to be shared with us, do not use the chat service.

In addition to the above, we may collect information, and/or use the information we collect, in the following specific ways:

Personal Information We collect personal information from you, such as your name, address, phone number, e-mail address, and date of birth when you provide it to us in connection with a service on our website such as when you request a trade-in valuation or inquire about a vehicle listing.

If you provide your email address to us, we may email you about our website or our services, or to inquire about your experience using our website or the services provided by our dealership. From time to time, we may also send you emails that may include automotive information; special promotions and other commercial offers that we think may be of interest to you. Though we hope you will find these communications informative and useful, if you do not, you can unsubscribe from our commercial emails by following the simple instructions included in the email.

Credit Application If you use our website to apply for credit for a vehicle loan, we (and/or a service provider acting on our behalf) will collect personal information that may include, but is not limited to, your name, email address, date of birth, Social Security number and address. For more information about privacy practices related to your credit application, please talk to our finance department.

In addition, we (and/or a service provider acting on our behalf) may transmit your personal information to third parties for the purpose of obtaining additional information about you, your credit history, and/or credit score, combine the information we obtain from these third parties with the personal information you provided; and/or store the information.

Social Networks When you use one of the social network sharing tools available on our website, we and the social network operating the tool may collect

information about you based on such use. The social network's use of that information will be subject to its own privacy policy, which may be different from this Privacy Statement.

Customer Testimonials/Recent Customers By communicating with us, you agree that we may use or publish your statements for promotional purposes on our website or in any of our promotional materials (whether online or offline) without compensation to you. We will attribute any statement to your first name, last initial, and hometown.

Content You Post to our Site If you choose to post a review of a vehicle, or any other material, to any discussion forum, community, commenting, or social networking area of our website, please keep in mind that the information you post can be seen, collected, and used by anyone who has access to those areas. We are not responsible for any unauthorized third-party use of such information.

COOKIES AND OTHER DATA COLLECTION TECHNOLOGIES

Cookies To help us tailor our website, and the tools and applications on our website, to the needs and interests of our visitors, we keep track of visitor interactions with our website through the use of "cookies." Cookies are small text files stored on your browser when you use websites and applications. The "Help" function on most web browsers contains information on how to set your browser to notify you before accepting a cookie or to disable cookies entirely. However, if you do not accept cookies, you will not be able to take advantage of some features on our website that are available to other visitors.

We use cookies to improve the user experience on our website by making it more responsive to the needs of our users, and to make it easier for us to recognize you when you return to our website. Cookies cannot read unrelated data off your computer.

Web Beacons To help us (and in some cases our advertisers and Third-Party Providers) keep track of how many users are accessing particular pages and listings within our website, and to track how users respond to ads we place on third-party websites, we may place a small file, called a web beacon, on some of our pages and on some of the listings and ads we distribute. We may also place a web beacon in the emails we send to you. When you open one of our emails or click on links within these emails, we track this click-through data to help us determine your interest in particular topics and measure the effectiveness of our

communications to you. If you prefer not to be tracked in this way, you should not open these emails or click text or graphic links in the emails. You also may unsubscribe from our commercial emails by following the simple instructions included in our emails.

Browser Level Information Our web server (and/or any web server operated by our service provider(s) on our behalf) automatically collects and may store limited information about your computer configuration when you visit our website, including the type of browser software you use, the operating system you are running, the resolution of your computer monitor, the website that referred you, and your IP address. Your IP address is a numerical address that is used by computers connected to the Internet to identify your computer so that data (such as the web pages you want to view) can be transmitted to you. We also use IP address information for systems administration and troubleshooting purposes. We may also collect information about the website you were visiting before you came to our website and the website you visit after you leave our website.

Use of Data Collection Technologies Cookies, beacons, browser level information and other data collection technologies may be used individually or in combination in order to provide and/or administer our services, to help us understand user behavior, to monitor site performance, optimize ads and measure advertising performance.

We may collect, or have a third party collect on our behalf, aggregated statistical information about how visitors use and navigate around our website, such as the number of users who visit various pages within our website, what they click on, whether they scroll up or down on particular pages, fill out forms, etc. We use this information to improve our website. We may also disclose this aggregated information to third parties.

Location-Based Information With your permission (e.g., by agreeing to let us use your current location when you first log in to our application), our website may use precise, real-time geo-location technology to collect information about the exact location of your mobile device. We use this information to provide you with the content you request, such as search results of dealerships that are closest to you. You can opt out of precise, real-time location-based information collection by visiting the "Settings" page of the application or by changing the location services settings on your device.

DATA COLLECTED IN CONNECTION WITH AD SERVING AND TARGETING

Keyes Automotive Group has relationships with certain third-party advertising networks and advertising services ("Advertising Services") that collect data, target and serve some of the advertisements, promotions, or other marketing messages you see on our website and other websites and mobile applications, including the sites owned and/or operated by our affiliates. Our Third-Party Providers and the Advertising Services we use may, through processes that we do not control, assign cookies or use web beacons or browser level information collect clickstream data from your activities on our website and other websites, including the websites of our affiliates. Their use of this data is subject to their own privacy policies, which may be different from this Privacy Statement.

We (or a service provider acting on our behalf), our Advertising Services, our advertisers, and/or our Third-Party Providers may use clickstream data collected using cookies, beacons, and/or browser level information to, among other things, help tailor the content of advertising, marketing, and promotional messages (including, but not limited to, landing pages) on our website and other websites and mobile applications to the perceived interests of our users.

We support the [Self-Regulatory Principles for Online Behavioral Advertising](#) from the Digital Advertising Alliance, which regulates the practices relating to the collection of clickstream data. To opt out of our interest-based advertising program or to learn more about our data collection practices, please visit <http://www.aboutads.info> or <http://www.evidon.com>. Pages of our website that collect information that may be used by such advertising partners for interest-based advertising purposes are identified by a link to AdChoices on the page.

As of the effective date of this Privacy Statement, there is no commonly accepted response for Do Not Track signals initiated by browsers therefore we do not respond to them.

USE AND DISCLOSURE OF INFORMATION

When we use other companies to help us operate our website or improve the services we offer to you, we may provide them with information that is necessary for them to perform their services.

If you click on a third-party link, including a social media graphic link on our website, you will be taken to the third party's Web site, and your information will be subject to the third party's privacy policy.

In some cases, to provide you with a customized experience and to enhance our services, we (or service providers acting on our behalf) may combine information (including personal information) that we collect through our website with information about you and/or your computer from other sources, including offline interactions with us, public databases, and third parties.

We may share the information that we collect from you with our corporate family, including any parents, affiliates, and/or subsidiaries, so that we and they may provide you with information, products, and services that we believe may be of interest to you.

OTHER DISCLOSURES

We may release and use information about our visitors when appropriate to comply with laws; to enforce any applicable website terms of use; or to protect the rights, property or safety of visitors to our website, our customers, the public or us.

This site is operated by our service provider, Search Optics, Inc. ("Search Optics"). As the operator of our website, Search Optics may have access to information (including personal information) that you submit when you use our website, as described in this Privacy Statement. Please visit <http://www.searchoptics.com/privacy-policy.php> for more information about Search Optics' privacy practices.

INTERNATIONAL VISITORS

Our website is intended for use by visitors within the United States.

SECURITY

We take commercially reasonable steps to ensure information we gather from our website is stored in a secure manner. While we work hard to protect your privacy, no physical or electronic security system is impenetrable, or invulnerable to attack, including your own, and the ones used to transmit your data to us. We cannot and do not guarantee that our systems, or your information, will be secure.

PROTECTING THE PRIVACY OF CHILDREN

Our website is not directed at or intended for children under 13 and we will not knowingly allow anyone under 13 to provide us any personally identifying information; if you are under 13, please do not provide any information about yourself on this website.

CHANGES TO THIS PRIVACY STATEMENT

If we need to change our privacy policy at some point in the future, we will post the revised Privacy Statement on our website and update the reference to the Effective Date to reflect the date of the amendment.