

PRIVACY NOTICE

Rev. 4/21

FACTS WHAT DOES Performance Ford Lincoln Bountiful ("Dealership") DO WITH YOUR PERSONAL INFORMATION?

Why?	Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.
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What?	The types of personal information we collect and share depend on the product or service you have with us. This information can include: <ul style="list-style-type: none">▪ Social Security number and income▪ Account balances and payment history▪ Credit history and credit scores
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How?	All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons Dealership chooses to share; and whether you can limit this sharing.
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Reasons we can share your personal information	Does Dealership share?	Can you limit this sharing?
For our everyday business purposes – such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	YES	NO
For our marketing purposes – To offer our products and services to you	YES	NO
For joint marketing with other financial companies	YES	NO
For our affiliates' everyday business purposes – information about your transactions and experiences	YES	NO
For our affiliates' everyday business purposes – information about your creditworthiness	YES	YES
For our affiliates to market to you	YES	YES
For nonaffiliates to market to you	YES	YES

To limit our sharing	<ul style="list-style-type: none">▪ Visit us online: https://www.performanceautomotive.com/opt-out/ <p>If you are a <i>new</i> customer, we can begin sharing your information within a reasonable period of time from the date we sent this notice. When you are <i>no longer</i> our customer, we continue to share your information as described in this notice. However, you can contact us at any time to limit our sharing.</p>
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Questions?	Go to https://www.performanceautomotive.com/opt-out/ and complete the requested information.
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Website Information	Our website is monitored by one or more third-party monitoring software programs and may capture information about your online visit that will help us improve the quality of our service.
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Acknowledgement:		
I/WE ACKNOWLEDGE THAT I/WE HAVE RECEIVED A COPY OF THIS NOTICE:		
_____	_____	_____
Print Customer Name	Customer Signature	Date
_____	_____	_____
Print Customer Name	Customer Signature	Date

Who we are	
Who is providing this notice?	Dealership, as noted above.
What we do	
How does Dealership protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.
How does Dealership collect my personal information?	<p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> ▪ complete an application with us ▪ open an account ▪ apply for a loan, in our dealership or on our website ▪ give us your driver's license information <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.</p>
Why can't I limit all sharing?	<p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> ▪ sharing for affiliates' everyday business purposes – information about your creditworthiness ▪ affiliates from using your information to market to you ▪ sharing with nonaffiliates to market to you <p>State laws and individual companies may give you additional rights to limit sharing.</p>
What happens when I limit sharing for an account I hold jointly with someone else?	Your choices will apply to everyone on your account – unless you tell us otherwise.
Definitions	
Affiliates	Companies related by common ownership or control. They can be financial and nonfinancial companies. Our affiliates include those dealerships within the Performance Automotive Network.
Nonaffiliates	Companies not related by common ownership or control. They can be financial and nonfinancial companies.
Joint Marketing	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <p>Our joint marketing partners include automobile manufacturers, providers and administrators of aftermarket products, financial companies, and companies that provide marketing services.</p> <p>As required by Ford Motor Company ("Ford Corporate"), personal information generated by Dealer website forms will be used and tracked by Ford Corporate. Your personal information will be shared with Ford Corporate and may be used by Ford Corporate for their own marketing purposes. Dealership and Ford Corporate are nonaffiliated third parties and this website's privacy statement does not apply to Ford Corporate Website.</p>