

**PRIVACY POLICY / NOTICE TO CALIFORNIA CONSUMERS**

This policy describes the personal information that O’Gara Coach collects, maintains, uses, and discloses about its California consumers when you visit or interact with our website or when you interact, communicate or transact any business with the Dealership [or any of its locations].

**The Dealership collects the following categories of personal information about you based on your specific transactions and interactions with the Dealership or its website.** For each category of information, the business purposes for which we use the information and the third parties with whom we have shared the information in the last 12 months are referenced by a number that coincides with the number in the lists that follow below in this policy.

Category	Scenarios in which info is collected	Examples	Business Purpose	Sources	Shared in Last 12 Months With
Personal Identifiers	When you submit a request for credit information or credit score online or in store	Name, alias, address, email address, social security number	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11	From you the consumer	A, B, E, F, G, H
Protected Classifications	When you submit a request for information related to gender, or indicate English is not your preferred language	Gender, ethnicity, language	1, 3, 4, 11, 12	From you the consumer	A, B, E
Commercial Data	Any purchase or request for credit approval	Records of products or services provided, purchasing history	1, 3	From you the consumer	A, B, D, E, G, H
Biometric Data	When you call a store, we may record the conversation for training or quality assurance purposes	Voice recordings	11	From you the consumer	Not shared
Internet Activity	Whenever you navigate, access or use any of our websites via computer or mobile device	IP Address, browsing history, search history, type of browser used, cookies, device used to access the site, domain name from which our site was accessed	12, 13		G

Geolocation Data	When you create an account on our website	IP address	11, 12, 13		Not Shared
Mobile Device Data	Whenever you navigate, access or use any of our websites via computer or mobile device	Device type, software type	12, 13		G
Financial / Employment Data	When you complete a credit application	Company name, role, salary, dates of employment, bank accounts, income sources	1	From you the consumer	B

**The Dealership uses your personal information and shares it with various service providers and third parties for the following business purposes:**

#	Business Reason
1	To process and submit financing applications, including to apply for credit, lease or credit pre-qualification
2	For security and insurance purposes, a copy of the driver's license is obtained to permit a customer to test drive a vehicle
3	To process, complete, and maintain records on transactions including vehicle purchase, service, products, parts or accessories
4	To provide complete warranty coverage on vehicles, products, parts, service, and accessories
5	We retain your selection for Text opt in/opt out to ensure customers who opted out are not sent any text messages
6	To provide and communicate recall notifications to customers
7	To reserve a vehicle that a customer expressed interest in and requested that it be reserved
8	To schedule, manage and keep track of customer appointments
9	To complete a vehicle appraisal
10	To maintain records of when customers decline a service or sale
11	To respond to consumer inquiries, including vehicle interest, request for information, Customer Support online, phone calls, and in-store inquiries

12	To provide interest-based advertising and improve user experience on our website
13	To understand the demographics of our website visitors

**The Dealership shares your personal information with the following categories of service providers or third-party businesses depending on your transactions or interactions with the Dealership:**

- A. Vehicle OEMs
- B. Financial Institutions
- C. Lead providers
- D. Product manufacturers/administrators
- E. Government agencies
- F. Promotional or other fulfillment vendors
- G. Marketing support vendors
- H. Transaction support vendors (e.g., check guaranty, rental car, payment processors)

**The Dealership does NOT sell your personal information, including the data of any minors. Your Rights as a California Consumer:**

If you are a California resident, you have the following rights:

1. The right to request, up to 2 times in a 12-month period, that we identify to you (1) the categories of personal information we have collected, disclosed or sold about you in the last 12 months, (2) the categories of sources from which the personal information was collected, (3) the business purpose for which we use this information, and (4) the categories of third parties with whom we share or have shared your personal information in the last 12 months;
2. The right to request, up to 2 times in a 12-month period, that we disclose to you, free of charge, the specific pieces of personal information we have collected about you in the last 12 months;
3. The right to request, up to 2 times in a 12-month period, that we delete personal information that we collected from you, subject to certain exceptions; and
4. The right to opt-out of the sale of your personal information to third parties;
5. The right to designate an authorized agent to submit one of the above requests on your behalf.
6. The right to not be discriminated against in receiving different or less favorable pricing, service or financial incentive for exercising any of the above rights.

**You can submit a verifiable consumer request to know or request for deletion of your personal information by any of the three options below:**

1. Submit an online request at this link: [Click](#)
2. Call our privacy toll-free line at (855) 934-6262
3. Visit a California store to complete a paper form, which can be requested at the reception/front desk

**How We Will Verify That It Is Really You Submitting the Request:**

In order to verify your identity and respond to your request, the Dealership will need you to provide your name, address, email, phone number, last 4 of your SSN and your date of birth. In addition, our third-party identity verification provider will require your authorization to access your credit report.

**If You Have an Authorized Agent:**

You can have an Authorized Agent submit a request on your behalf if you both come into a California store and provide proof of identity with a driver's license or passport and provide your consent via mail in form for the Authorized Agent to complete your verifiable consumer request.

**Consumers With Disabilities**

This policy is in a form that is accessible to consumers with disabilities. For more information on our website accessibility, see AudioEye in the right hand toolbar.

**Questions About the Policy**

If you have any questions about this privacy policy, email us at [marketing@ogaracoach.com](mailto:marketing@ogaracoach.com) or call (855) 934-6262

***\*\*This policy was last updated December 30th, 2019.***