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Last updated April 2023.

Third-Party Data Collection Notice relating to website analytics and reporting

1. Scope & Relation to Other Privacy Notices

This Third-Party Data Collection Notice Relating to Reporting System Tool (the "Notice") supplements and is provided in addition to the [other privacy policy/policies]. To the extent an inconsistency or conflict arises between the terms of the above-described privacy policy and the Notice, the terms of the Notice will control.

When used in the Notice, "we," "us," and "our" refers to us, [Customer name].

We use a website analytics and reporting tool (the "Tool") provided by our website analytics vendor, FullThrottle Technologies, LLC, a Delaware limited liability company ("Vendor"). This Notice applies only with respect to the Tool.

The Notice describes our use of the Tool, including what information we collect, why we collect it, and what we do with it. The Notice covers [list the website(s) where the Tool is used]. These websites are referred to as "the site" or "our site" throughout the Notice.

2. Information we collect

We may collect information that describes or relates to you ("Personal Information" or "Personal Data" as defined under applicable state law). Personal Information does not include:

- Publicly available information as defined under applicable state law
- Deidentified or aggregated information
- Information excluded from the applicable state laws, including but not limited to Personal Information governed by the Health Insurance Portability and Accountability act ("HIPAA") or Gramm-Leach-Bliley Act ("GLBA")

We do not collect name, contact information, or other similar information through our site, unless you choose to provide it.

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For details on how we share information, go to [How We Use Information Collected](#).

Certain data we collect may be considered sensitive under applicable law. To the extent we collect sensitive personal information, we process such information for disclosed purposes as permitted by and in compliance with applicable law.

a. Information that is automatically collected when you browse

Certain information about your visit can be collected when you browse and/or interact with the site. When you browse and/or interact with the site, we (through our Vendor) create a user profile, including the user's visitor ID number and any information the user directly provides through the site or other interactions with the site and/or the company associated with the site (e.g., phone calls and chats). This information may include the following:

- Browser type
- Geographic location (latitude and longitude)
- Available plugins
- Internet service provider
- Internet protocol ("IP") address (an IP address is a number that's automatically assigned to a device connected to the internet) and/or mobile device ID
- Approximate geographic location based on the IP address of the user's local system
- Pages visited, features used, and activities performed on the site
- Domain from which you accessed the internet
- Operating system for the device that you're using and information about the browser you used when visiting the site. The operating system is software that directs a computer's basic functions, like executing programs and managing storage.
- Date and time of your visit
- Address of the website that connected you to the site (such as google.com or bing.com)
- Device type (such as desktop computer, tablet, or type of mobile device)
- Screen resolution
- Browser language
- Time spent on page
- Scroll depth (measures how much of a web page was viewed)

Specifically, the Tool collects basic site usage information, such as:

- How many visits the site gets
- The pages visited

Commented [BH1]: I don't know if this will be printed and formatted elsewhere, but the outline format isn't consistent from number to number - i.e., this "a" is flush with the left margin and it should be indented, headings aren't identically formatted, etc.

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- Time spent on the site
- The number of return visits to the site
- The approximate geographic location of the device used to access the site
- Types of devices used

We will not ask for or knowingly associate financial information with your user profile.

b. Information you may provide when you request information

We sometimes collect information, including your personal information, such as name, personal phone number, home address, email address, and similar information, to deliver alerts or digital communications. We use this information to complete the subscription process and provide you with information. You can opt out of these communications at any time by unsubscribing.

Commented [BH2]: I'm not sure what this s. Is there a word missing or is this a marketing term?

Unless the user provides us with personal information, the information associated with the user profile is limited to information automatically collected as the user browses and/or interacts with the site, as described above.

Commented [BH3]: You switch from "the user" to "you" in the same sentence, which could be confusing. I would change "the user" to "you" or "your" or vice versa, to be consistent.

3. How we collection information

We may use pixels or other related technologies, such as web beacons, cookies, and flash object ("Ad Technologies"). You may opt-out from the data that [Customer Name] is collecting during your visit through a universal consumer options page located at [Customer opt-out link].

For each visit to the site, the Tool: (1) leverages the browser-level consumer opt-in request for location tracking when on the site; and (2) issues a unique visitor ID number and visitor traffic number. As the user navigates the site, the Tool may track and store the pages visited and features used. The Tool also may link information provided through forms featured on the site or during phone calls with a visitor ID number. Using local storage, the Tool may also store data in the user's Internet browser or in a data repository on the user's device for purposes of associating the user with his or her user profile. The Tool operates only on our site and phone system – it does not track information regarding your use of other sites or activities on other sites.

4. How we use information collected

The information collected is used to maintain the site, including:

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- Monitoring website stability
- Measuring website traffic
- Optimizing website content
- Improving your experience

Except as otherwise expressly set forth herein, the information associated with a user profile is used, maintained, and disclosed in accordance with the restrictions in the [\[privacy policies\]](#) and the Notice, including the obligations of confidentiality and restrictions on disclosure to third parties.

The information associated with your user profile may be used to understand and analyze the usage of the site, and for the purposes of marketing our products or services to you. In particular, the Tool may automatically generate and send email marketing communications to you (to the extent you have provided your email address as part of your interactions with the site and/or the company associated with the site). The content of those email marketing communications may be based on the pages that you have visited and/or the features you have used on the site. To opt-out of receiving the email marketing communications generated by the Tool, please see the opt-out instructions in your data choices below.

The information associated with your user profile will not be used or disclosed to third parties, other than for the purpose for which it was collected, without the user's prior consent. We may partner with an OEM or other agency as part of their certified automotive marketing program, and we may disclose information collected by the Tool and/or associated with your user profile to such partners.

By using the site, you consent to the collection, use, and disclosure of your personal information as described herein. If you do not consent, you may opt-out of the use of the Tool, as set out in your data choices below.

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5. Your data choices

We offer everyone in the U.S., Puerto Rico, and the U.S. Virgin Islands choices about their personal data. Please note that your choices may vary depending on the laws that apply where you live.

a. Opt-in/Opt-out

The Tool is enabled by default to provide a quality consumer experience. The Tool gathers information about the user's computer hardware and software configurations to identify the user each visit and associate the user with their existing user profile. Unlike a "cookie," and except for local storage discussed below, the system does not store a file on the user's computer. Therefore, the user information gathered is not deleted when the user clears their cache and/or deletes their cookies.

To opt-in or opt-out of the different categories of data collection by the Tool, click here [\[hyperlink here\]](#).

You may also opt-out of receiving email marketing communications generated by the Tool by clicking the unsubscribe link on any such email marketing communication you receive.

Please note that clicking the unsubscribe link may only result in your no longer receiving marketing communications generated by the Tool. You may still receive other email marketing communications from the company associated with the site.

As noted above, the Tool may also collect and store information (including personal or sensitive information) locally on your device using mechanisms, such as browser web storage and application data caches. Browser web storage enables the site to store data in a browser on a device. When used in "local storage" mode, it enables data to be stored across sessions. Similarly, an application data cache is a data repository on a device. You may stop local storage from being used by modifying your Internet browser settings. However, stopping local storage may result in the site having impaired or limited functionality.

Furthermore, disabling local storage will not block the Tool from operating; rather, it will only prevent the Tool from collecting and storing information locally on your device. To disable the Tool, see the opt-out instructions above. Further, you should refer to the help provided by your Internet browser for the most up-to-date and accurate instructions on disabling local storage.

b. Browser or platform controls

Commented [BH4]: This is a long sentence. You might want to break it at the semi-colon to give the second half more impact.

Commented [BH5]: I've seen opt in and opt out hyphenated and not when used in the same way. Might want to be consistent.

Commented [BH6]: Again, might want to break at the semi-colon to give the second half more impact.

Commented [BH7]: Again, long sentence. I would break after settings, and then, "However, stopping local storage..."

Commented [BH8]: No reason to capitalize this. This is a situation where opt-out would be hyphenated, as it modifies "instructions"

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- **Cookie controls**

Most web browsers are set to accept cookies by default. If you prefer, you can go to your browser settings to learn how to delete or reject cookies. If you choose to delete or reject cookies, this could affect certain features or services of our website. If you choose to delete cookies, settings and preferences controlled by those cookies, including advertising preferences, may be deleted and will need to be recreated.

- **Global Privacy Control**

Some browsers and browser extensions support the “Global Privacy Control” (GPC) or similar controls that can send a signal to the websites you visit, indicating your choice to opt-out from certain types of data processing, including data sales and/or targeted advertising, as specified by applicable law. When we detect such a signal, we will make reasonable efforts to respect your choices indicated by a GPC setting or similar control recognized by regulation or otherwise widely acknowledged as a valid opt-out preference signal.

- **Do Not Track**

Some browsers include a "Do Not Track" (DNT) setting that can send a signal to the websites you visit, indicating you do not wish to be tracked. Unlike the GPC described above, there is no common understanding of how to interpret the DNT signal; therefore, our site does not respond to browser DNT signals. Instead, you can use the range of other tools to control data collection and use, including the GPC, cookie controls, and advertising controls described above.

- **Mobile advertising ID controls**

iOS and Android operating systems provide options to limit tracking.

- **Email web beacons**

Most email clients have settings that allow you to prevent the automatic downloading of images, including web beacons, which avoids the automatic connection to the web servers that host those images.

- c. **Accessing, Correcting, and Updating Your Personal Information**

To access, correct, and/or update your information that is collected using the Tool, contact [\[REDACTED\]](#). We keep information associated with your user profile for as long as we think is necessary or advisable, and we reserve the right to retain it to the full extent permitted by law. If required by law, a governmental order, or similar legal process, we will disclose your information.

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d. Notice and consent

We provide applicants with a notice about the personal data we collect, how it will be used, and with whom we disclose personal data. We will get consent from applicants for the collection and use of personal data where such consent is required by applicable law.

6. Children

We take special precautions to protect the privacy of younger users. In accordance with the Children’s Online Privacy Protection Act (“COPPA”), we do not knowingly collect personal information from children under the age of 13, 16 in California, (a “child”) without verifiable consent of a parent or guardian. Our site is intended to be used by children under 13 only with significant parental or guardian involvement and approval.

Commented [BH9]: Long sentence. I would break after parent or guardian. Then, "Our site is intended..."

If we learn that we have inadvertently collected personal information of a child without parental consent as required by law, we will take appropriate steps to delete this information. If you are a parent or guardian and discover that your child has provided personal information to us without your consent, please alert us immediately by emailing [REDACTED].

7. Applicable Law

The Tool is operated and controlled from offices in the United States. If you access the site from locations outside the United States, you do so at your own risk and are responsible for compliance with applicable local laws. Your access to the site constitutes your agreement that Personal Information may be transferred to, stored in, and processed in the United States. Certain governmental authorities may not consider the level of protection of Personal Information in the United States to be equivalent to that required by other jurisdictions.

8. California Privacy Rights

Under the California Consumer Privacy Act (“CCPA”), California residents have the right to receive certain disclosures regarding our information practices related to “Personal Information,” as defined under the CCPA. To the extent you are a resident of California, and we collect Personal Information subject to CCPA, the following applies:

Commented [BH10]: You might want to define this - "Under the California Consumer Privacy Act ("CCPA"), California residents..."

To the extent you are a resident of California, you may have the following rights to your Personal Information:

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- **Right to Access:** With respect to the Personal Information we have collected about you in the prior 12 months, you have the right to request from us (up to twice per year and subject to certain exemptions): (i) categories of Personal Information about you we have collected; (ii) the sources from which we have collected that Personal Information; (iii) our business or commercial purposes for collecting, selling, or disclosing that Personal Information; (iv) the categories of third parties to whom we have disclosed that Personal Information; and (v) a copy of the specific pieces of your Personal Information we have collected.
- **Right to Correct:** You have the right to request that we correct inaccuracies in your Personal Information.
- **Right to Delete:** Subject to certain conditions and exceptions, you may have the right to request deletion of Personal Information that we have collected about you.
- **Right to Opt-Out of Sale/Sharing:** You may have the right to opt-out of the “sale” or “sharing” of your Personal Information. Where applicable, to opt out from the sharing or sale of information described above, please click on the “Do Not Sell or Share My Personal Information” link on the bottom of the website homepage.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of the rights described in this section.
- **Authorized Agent:** You may designate someone as an authorized agent to submit requests and to act on your behalf. To do so, you must provide us with written permission to allow the authorized agent to act on your behalf.

Commented [BH11]: Example where opt out is used in the same way, yet hyphenated once and not once.

To make a request for the rights described above, please contact us at [redacted] or mail us at: [redacted]. Please indicate you are making a request pursuant to your “California Privacy Rights.” You must provide us with the following information: (1) first and last name; (2) email address; and (3) zip code. We will take steps to verify your request by matching the information provided by you with the information we have in our records. In some cases, we may request additional information in order to verify your request or, where necessary, to process your request. If we are unable to adequately verify a request, we will notify the requestor. In order to opt out of sharing information for targeted marketing, where applicable, please click on the **Opt-Out button** titled “Do Not Sell My Information” at the link here [insert link here].

9. Colorado Privacy Rights (Effective July 1, 2023)

Under the Colorado Privacy Act (“CPA”), Colorado residents have the right to receive certain disclosures regarding a business’ processing of “Personal Data,” as defined under the CPA, as well as certain rights with respect to the processing of such Personal Data. To the extent you

Commented [BH12]: You should identify this as well. “Under the Colorado Privacy Act (“CPA”), Colorado residents...”

Commented [BH13]: You refer to a business' processing and then our processing. Are you talking about the same entity? If so, you could change "our" to "the" so it doesn't sound like you're talking about two different entities. Or use "that business' processing" instead of "our processing"

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are a resident of Colorado, and we collect Personal Data subject to applicable Colorado law, the following applies:

- **Right to Access:** You have the right to confirm whether or not we are processing your Personal Data and to access such Personal Data.
- **Right to Correction:** You have the right to correct inaccuracies in your Personal Data, taking into account the nature of the Personal Data and the purposes of the processing of your Personal Data.
- **Right to Deletion:** You have the right to delete the Personal Data provided to us by you.
- **Right to Data Portability:** You have the right to obtain a copy of the Personal Data that you previously provided to us in a portable and, to the extent technically feasible, readily usable format that allows you to transmit your Personal Data to another controller without hindrance, where the processing is carried out by automated means.
- **Right to Opt-Out of Sale, Targeted Advertising, and Profiling:** For purposes of the CPA, a "sale" includes disclosing Personal Data to a third party in exchange for monetary compensation or other valuable consideration. We do not "sell" Personal Information under this definition. Colorado residents have the right to opt out of the processing of their Personal Data by us for decisions that produce legal or similarly significant effects concerning them. We do not process Personal Data for such profiling. To opt out of targeted marketing, where applicable, please click on the opt-out link on the bottom of the website homepage.
- **Right to Appeal:** If we decline to take action regarding your request, you have the right to appeal. We will notify you providing our reasons and instructions for how you can appeal the decision. You have the right to contact the Colorado Attorney General, if you have concerns about the result of the appeal.

Commented [BH14]: This should be their and them instead of your and you, since the subject is residents and not you, even though it's implied. If you want to use you and your, you could say, "As a Colorado resident, you have the right to opt out..."

To make a request for the rights described above, please contact us at [REDACTED] or mail us at: [REDACTED]. Please indicate that you are making a request pursuant to your "Colorado Privacy Rights" and provide us with the following information: (1) first and last name; (2) email address; and (3) zip code. We will take steps to verify your request by matching the information provided by you with the information we have in our records.

10. Connecticut Privacy Rights (Effective July 1, 2023)

Under the Connecticut Data Privacy Act ("CTDPA"), Connecticut residents have the right to receive certain disclosures regarding a business' processing of "Personal Data," as defined under the CTDPA, as well as certain rights with respect to the processing of such Personal Data.

Commented [BH15]: Same here. "Under the Connecticut Data Privacy Act ("CTDPA"), Connecticut residents..."

Commented [BH16]: Same comment about business vs. our as above.

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To the extent you are a Connecticut resident, and we collect Personal Data subject to applicable Connecticut law, the following applies:

- **Right to Access:** You may have the right to confirm whether or not we are processing your Personal Data and to access such Personal Data.
- **Right to Correction:** You may have the right to correct inaccuracies in your Personal Data, taking into account the nature of the Personal Data and the purposes of the processing of your Personal Data.
- **Right to Deletion:** You may have the right to delete the Personal Data provided to us by you.
- **Right to Data Portability:** You may have the right to obtain a copy of the Personal Data that you previously provided to us in a portable and, to the extent technically feasible, readily usable format that allows you to transmit your Personal Data to another controller without hindrance, where the processing is carried out by automated means.
- **Right to Opt-Out of Sale, Targeted Advertising, and Profiling:** For purposes of the CTDPA, a “sale” includes disclosing Personal Data to a third party in exchange for monetary compensation or other valuable consideration. We do not “sell” Personal Information under this definition. Connecticut residents have the right to opt out of the processing of their Personal Data by us for decisions that produce legal or similarly significant effects concerning them. We do not process Personal Data for such profiling. To opt out of targeted marketing, where applicable, please click on the opt-out link on the bottom of the website homepage.
- **Right to Appeal:** If we decline to take action regarding your request, you have the right to appeal. We will notify you providing our reasons and instructions for how you can appeal the decision. If the appeal is denied, we will provide a way for you to contact the Attorney General to submit a complaint.

To make a request for the rights described above, please contact us at

_____ or mail us at: _____.

Please indicate that you are making a request pursuant to your “Connecticut Privacy Rights” and provide us with the following information: (1) first and last name; (2) email address; and (3) zip code. We will take steps to verify your request by matching the information provided by you with the information we have in our records.

11. Virginia Privacy Rights (Effective January 1, 2023)

Under the Virginia Consumer Data Protection Act (“VCDPA”), Virginia residents have the right to receive certain disclosures regarding a business’ processing of “Personal Data,” as defined under the VCDPA, as well as certain rights with respect to the processing of such Personal Data.

Commented [BH17]: Same comment as in the Colorado bullet point.

Commented [BH18]: ""Under the Virginia Consumer Data Protection Act (“VCDPA”), Virginia...”

Commented [BH19]: Same comment about business vs. our as above.

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To the extent you are a resident of Virginia, and we collect Personal Data subject to applicable Virginia law, the following applies:

- **Right to Access:** To confirm whether or not we are processing your Personal Data and to access such Personal Data.
- **Right of Portability:** You may have the right to obtain a copy of the Personal Data that you previously provided to us in a portable and, to the extent technically feasible, readily usable format that allows you to transmit your Personal Data to another controller or business where the processing is carried out by automated means.
- **Right to Correction:** You may have the right to correct inaccuracies in your Personal Data, taking into account the nature of the Personal Data and the purposes of the processing of your Personal Data.
- **Right to Deletion:** You may have the right to delete Personal Data provided by or obtained about you.
- **Right to Opt-Out of Sale:** Under the VCDPA, a “sale” includes disclosing or making available Personal Information to a third party in exchange for money. We do not “sell” Personal Information under this definition.
- **Right to Opt-Out of Targeted Ads and Significant Profiling:** You may have the right to opt out of the processing of your Personal Data by us for decisions that produce legal or similarly significant effects concerning you. We do not process Personal Data for such profiling. To opt out of targeted marketing, where applicable, please click on the Opt-Out Link on the bottom of the website homepage.
- **Right to Appeal:** If we decline to take action regarding your request, you have the right to appeal. We will notify you providing our reasons and instructions for how you can appeal the decision. If the appeal is denied, we will provide a way for you to contact the Attorney General to submit a complaint.

To make a request for the rights described above, please contact us at [REDACTED] or mail us at: [REDACTED]. Please indicate that you are making a request pursuant to your “Virginia Privacy Rights” and provide us with the following information: (1) first and last name; (2) email address; and (3) zip code. We will take steps to verify your request by matching the information provided by you with the information we have in our records. Please note, we may deny your request if: (1) we are not reasonably capable of associating your request with the Personal Data or it would be unreasonably burdensome for us to associate your request with the Personal Data; (2) we do not use the Personal Data to recognize or respond to you specifically or associate the Personal Data with other Personal Data about you; and (3) we do not sell the Personal Data to any third party or otherwise voluntarily disclose the Personal Data to any third party other than a processor, except as otherwise permitted under Virginia law.

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12. Utah Privacy Rights (Effective December 31, 2023)

Under the Utah Consumer Privacy Act (“UCPA”), Utah residents have the right to receive certain disclosures regarding a business’ processing of “Personal Data,” as defined under the UCPA, as well as certain rights with respect to the processing of such Personal Data. To the extent you are a resident of Utah, and we collect Personal Data subject to applicable Utah law, the following applies:

- **Right to Access:** You may have the right to confirm whether or not we are processing your Personal Data and to access such Personal Data.
- **Right to Correction:** You may have the right to correct inaccuracies in your Personal Data, taking into account the nature of the Personal Data and the purposes of the processing of your Personal Data.
- **Right to Deletion:** You may have the right to delete the Personal Data provided to us by you.
- **Right to Data Portability:** You may have the right to obtain a copy of the Personal Data that you previously provided to us in a portable and, to the extent technically feasible, readily usable format that allows you to transmit your Personal Data to another controller without hindrance, where the processing is carried out by automated means.
- **Right to Opt-Out of Sale, Targeted Advertising, and Profiling:** For purposes of the UCPA, a “sale” includes disclosing Personal Data to a third party in exchange for monetary compensation. We do not “sell” Personal Information under this definition. Utah residents have the right to opt out of the processing of their Personal Data by us for decisions that produce legal or similarly significant effects concerning them. We do not process Personal Data for such profiling. To opt out of targeted marketing, where applicable, please click on the Opt-Out Link on the bottom of the website homepage.

To make a request for the rights described above, please contact us at [REDACTED] or mail us at: [REDACTED]. Please indicate that you are making a request pursuant to your “Utah Privacy Rights” and provide us with the following information: (1) first and last name; (2) email address; and (3) zip code. We will take steps to verify your request by matching the information provided by you with the information we have in our records.

13. Changes to the Notice

We review this policy at least annually and may amend it from time to time. Except as otherwise required by applicable law, our only notification will consist of posting a new policy. When we update this policy, we will revise the “Effective Date” date above and post the new

Commented [BH20]: Same comment as above re business' vs our.

Commented [BH21]: Same comment as above regarding the use of residents and you.

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privacy policy. We recommend that you review the privacy policy each time you visit our site to stay informed of our privacy practices.

14. Questions and Contact Us

If you have any questions about this Policy or our privacy practices, you may contact us at [\[REDACTED\]](#).
