

## PRIVACY POLICY

Autodata, Inc. d/b/a Chrome Data and its subsidiaries and corporate affiliates (“Chrome Data,” “our,” “us,” “we”) operate a number of products, tools and websites, including, but not limited to, [www.chromedata.com](http://www.chromedata.com), [www.webcarbook.com](http://www.webcarbook.com), [www.chromeautobuilder.com](http://www.chromeautobuilder.com), and [www.chromecarbook.com](http://www.chromecarbook.com) (collectively, the “Sites”). This privacy policy covers what information we collect and how we use the information we collect. By using our Sites, you consent to our collection, use, disclosure, and retention of your information as described in this privacy policy. If you do not agree to this privacy policy, please do not use our Sites.

## INFORMATION COLLECTION AND USE:

Chrome Data is the sole owner of the information collected on our Sites. Chrome Data collects information from you at different points on our Sites, including, but not limited to, information such as your name, street address, phone number, or email address (“Personally Identifiable Information”). We may use information we collect for internal purposes, such as auditing, data analysis, and research to improve our products, services, and communications. Chrome Data may release your information, including Personally Identifiable Information, when such release is reasonably necessary to comply with the law and otherwise as set forth in this privacy policy.

## VEHICLE QUOTE REQUESTS:

There are times when we may use a form to request information from you. This information is used to help Chrome Data and our business partners to fulfill requests for price quotes and other information about a vehicle. This information is normally used to contact you by telephone or email. You will not be contacted if you do not provide any contact information.

## FRAMED SITES:

Chrome Data does not control and has no liability with respect to content which is incorporated from a framed site (a website operated by another entity whose material is presented in a browser window frame alongside material from our Sites). Use of such content may be subject to other terms and conditions imposed by the operator of such framed site. Chrome Data’s privacy policy does not apply to information that may be collected by such third-party sites.

## COOKIES:

A “cookie” is a piece of data stored on your hard drive that identifies your device. Cookies allow us to tailor information to your needs, improve your experience, and measure use and effectiveness of our Sites. You can control cookies through your browser settings and other tools. However, if your browser rejects cookies, our Sites may not function properly. Some of our business partners use cookies on our Sites and we have no access to or control over such cookies.

## LOG FILES:

We use IP addresses to analyze trends, administer the Sites, track user movements, and gather broad demographic information for aggregate use.

## SHARING:

We may share aggregated information about the users of our Sites with our partners and third-party advertisers. We partner with other companies to provide specific services (such as fulfilling a request for a quote on a vehicle). When you request these services, we will share your contact information as necessary for the third party to provide such services to you. We ask these third parties to use your contact information only for the purpose of providing the services that you requested.

## LINKS:

Our Sites may contain links to other sites and services operated by our affiliates or third parties. We do not exercise control over and are not responsible for third party sites and services. Once you leave our Sites via a link, enable a third-party service, or click an advertisement, you should check the applicable privacy policy of the third-party’s site or service. The fact that we link to a website or present an advertisement is not an endorsement, authorization, or representation of our affiliation with that third party, nor is it an endorsement of their privacy or information security policies or practices. This privacy policy applies solely to information collected by us on our Sites.

## SECURITY:

We take the protection of your Personally Identifiable Information seriously. We have technical, physical, and administrative security measures in place to protect your information against unauthorized access, disclosure, loss, misuse, and alteration. Access to all of our users’ Personally Identifiable Information is restricted to employees and contractors who have a need to know. If you

have any questions about the security at our Sites, you may send an email to [security@chromedata.com](mailto:security@chromedata.com).

## COMPANY SALE:

All information, including Personally Identifiable Information, collected through our Sites is considered a trade secret of Chrome Data. As the owner of such information, we may disclose or sell such information as an asset of the company in conjunction with a merger or sale to a third party of our company or a portion of our assets.

## DISCLAIMERS; LIMITATION OF LIABILITY

Chrome Data will use reasonable efforts to comply with this privacy policy and will take prompt corrective action when it learns of any failure to comply with its privacy policy. Because of the complex and constantly changing nature of our technology and business, Chrome Data does not guarantee error-free performance under this privacy policy.

CHROME DATA SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, STATUTORY, OR PUNITIVE DAMAGES RELATING TO THIS PRIVACY POLICY, EVEN IF WE OR OUR REPRESENTATIVE(S) HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

## NOTIFICATION OF CHANGES:

We may change this privacy policy from time to time. If we decide to change this privacy policy, we will post those changes here and modify the "Last Updated" date. Your use of the Sites following any such changes will constitute acceptance of the revised privacy policy. However, with respect to our financial institution clients, we will continue to meet our commitments under the paragraph headings "Sharing" and "Security."

If you have questions or comments regarding this privacy policy, you should contact:

Privacy Policy Group  
Autodata, Inc. d/b/a Chrome Data  
700 NE Multnomah, Suite 1500  
Portland, OR 97232  
[security@chromedata.com](mailto:security@chromedata.com)

Last Updated: February 2, 2018