



Huffines Privacy Policy

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We collect information about you and the world around you. This data helps power the products and services we offer, improve your experience and safety in your vehicle, and advance future technologies like electric vehicles and autonomous driving.

We are committed to providing you with a trusted experience and respecting your privacy when it comes to personal information. When we say Personal Information, we mean information that describes, relates to, or could reasonably be linked to you.

This Privacy Statement includes details about:

- Personal information we collect from and about you
- How we use this Personal Information
- How and when we disclose Personal Information, and
- Your privacy rights and choices

I. What This Privacy Statement Covers

Our Privacy Statement covers Personal Information that Huffines collects online and offline across all Huffines brands of products, services, websites, and apps. When we say Huffines, we mean Huffines and its affiliates based in the United States. These include brands like Chevrolet, Chrysler, Jeep, Dodge, Ram, Hyundai, Kia, Subaru, and Genesis.

What This Privacy Statement Doesn't Cover

Third-party services: When you use Huffines products and services, you may access third-party services, applications, and websites not offered or controlled by Huffines. These may be available on your vehicle, such as Apple CarPlay, Android Auto, Google Maps, or SiriusXM, or by downloading an application to your connected vehicle through Google Play. We recommend that you review the privacy disclosures and permissions of these third-party services before using them. Unless we expressly say otherwise, this Huffines Privacy Statement does not apply to your use of these third-party services or any Personal Information third-party services may collect, use or disclose.

De-identified data: We may use technical measures to remove information that could reasonably identify you or your vehicle. We take reasonable steps to prevent this de-identified data from being re-associated with you and require the same safeguards from any third parties we share it with. De-identified data is not Personal Information and may be used and disclosed for purposes not described in this Privacy Statement.

II. Personal Information we collect

Huffines offers a variety of products, apps, and services. Huffines may collect Personal Information directly from you or through your interaction with our products or services, or we may receive Personal Information about you from: licensors, service providers, business partners, advertising platforms, or third-party sources. For example, Huffines collects Personal Information about you when you:

- Interact with us online, including while researching and shopping for products and services, engaging with our call centers, interacting with Huffines, interacting with email or other marketing and promotional activities.
- Buy or lease a vehicle from Huffines or interact with Huffines online about our services.
- Have your vehicle serviced by Huffines or other business that you may use to maintain or service your vehicle.
- Use other products and services Huffines develops

We may combine information that we receive from various sources, including third-party sources, with information you provide and use or disclose it for the purposes identified in the Privacy Statement.

The types of Personal Information that Huffines collects about you when you interact with us include:

- Identifiers: Such as your name, postal address, email address, screen name, photo, account ID, customer number, or telephone number. In limited circumstances, Huffines may collect a Social Security Number.
- Digital Activity Information: Such as your IP address, browser type and settings, device type and settings, operating system and settings, unique device identifier, cookie data, associated identifying and usage information of computers and mobile devices that interact with our products, and information about your use of our products and services, such as wireless network usage, infotainment system usage, Wi-Fi data usage, and Vehicle Mobile Apps.
- Vehicle Information: Such as information about your vehicle or information that is obtained from your vehicle and linked to you or reasonably can be linked to you. For example, we may be able to link information to you from your vehicle, including license plate number and vehicle identification number (VIN), or vehicle status, including mileage, oil/battery status, ignition, window, door/trunk lock status, vehicle diagnostic information, EV charging and discharging, and stationary energy storage details.
- Demographic or Protected Classification Information: Such as gender, date of birth, marital status, household composition, or veteran or military status. We may collect demographic or protected classification information when you respond to surveys or market research, interact with our websites and shopping tool.
- Commercial Information: Such as (a) information about your vehicle purchases or leases, including financing information, and information disclosed to us about your vehicle when it is serviced by a Huffines dealer such as service history, mileage, and diagnostic information, (b) information about your accounts with us.

- **Payment Information:** We may collect payment information, including credit card information, when you interact with our websites and shopping tools.

Cookies & Tracking Technologies

Huffines may use software tools like cookies and pixel tags to better understand how you use our websites, applications, emails, and advertisements.

- Cookies are small files saved on your device
- Pixel tags are tiny images embedded in content

These tools may work across your devices and collect information such as your activity in our Vehicle Mobile Apps, browser type, IP address, pages visited, activities conducted on the page, and the day and time of your visit.

These tools show us how people interact with us—for example, by clicking an ad, navigating a webpage, or opening, clicking, or forwarding an email—and when and where those interactions occur. They also collect information about the device and browser you use, such as its name, version, operating system, and settings. In addition, they may collect network information and URL that referred you to our websites or applications.

We use and disclose information collected through these tracking technologies, sometimes combined with other information we collect, for the purposes described in this Privacy Statement, including to ensure our websites and apps function properly, to coordinate your profile across different websites, to understand who interacts with our websites, applications, emails, and advertisements, and to reach you through third-party advertising networks. Some third-party advertising networks and other businesses who operate these tracking technologies may also use this information to personalize ads you see on third-party websites.

III. How we use this Personal Information

The Personal Information Huffines collects may be used for the following purposes:

Products and services

- Provide our products, programs, and services, save a vehicle configuration, use vehicle diagnostic tools, or, if you have an electric vehicle, to deliver charging programs
- Provide customer and vehicle support and services (such as recall information)
- Administer and validate warranties
- Conduct internal research and evaluate performance to develop, improve, repair, and enhance the quality, safety, and security of our vehicles, products, services, and technology.
- Administer your account(s) and process your payments for products and services
- Operate our websites and applications, including online registration processes
- Improve your online experiences, such as autofill data fields on our websites
- Maintain your account log-in information or contact information on Request a Quote forms between visits or locating a nearby dealer
- For operations and compliance purposes

Communication, marketing, and advertising

- Maintain customer relationships and communicate with you
- Customize and improve communication content and your experience with Huffines
- Marketing and analytics purposes, such as providing more useful and relevant advertising to you on Huffines and non-Huffines websites about the products and services that may interest you
- Measure site activity, identify visitors to our websites, provide a better user experience, and tailor our marketing communications
- Evaluate our online advertising campaigns or tailor promotions and other marketing messages to you across your devices
- Administer your participation in contests, quizzes, surveys, promotions, and offers

Purchasing, rewards, and incentive programs

- Verify eligibility for vehicle purchase or incentive programs
- To support the electronic signature and delivery process between you and your dealer
- Enroll you in programs, services, or memberships with businesses that can assist with how you use your electric vehicle (such as energy utility companies and charge station operators)

Safety, compliance, and legal

- Protect the safety of you or others
- Comply with legal, regulatory, or contractual requirements
- Protect our rights, such as investigating, establishing, exercising, preparing for, or defending legal claims
- Prevent, detect, protect against, or respond to security incidents, identity theft, harassment, malicious or deceptive activities, or any illegal activity or preserve the integrity or security of systems; or investigate, report, or prosecute those responsible for any such action

IV. Disclosing and selling of Personal Information

We may disclose Personal Information within Huffines, including to Huffines affiliates. We may also disclose Personal Information to the following categories of third parties. Some of these disclosures may qualify as “sales” under some state laws.

- Huffines dealers and their service providers to deliver their products and services to you
- Service providers who help us provide our products and services to you, such as companies that administer our contests and promotions, host or operate our websites, send communications, perform data analytics, or process, store, or manage credit card information
- Fleet owners, dealers or rental car companies, for service or maintenance of their vehicle that you may use
- Emergency service and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency)
- Wireless service providers, to deliver cellular or Wi-Fi connectivity to your vehicle

- Third parties where you have chosen to receive a service from them or authorized them to request data from Huffines
- Third parties for research and development purposes (such as university research institutes for improving highway safety)
- As required or permitted by law, such as to comply with a civil, criminal, or regulatory inquiry, investigation, subpoena, or summons by federal, state, local, or other governmental authorities
- As permitted by law, such as (a) when we believe in good faith that disclosure is necessary to protect our rights, your safety, or the safety of others, (b) to prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment, malicious or deceptive activities, or other illegal activity, or preserve the integrity or security of systems, (c) to investigate, establish, exercise, prepare for, or defend legal claims, or (d) to conduct screening to ensure you are not on any government list of restricted parties.

Disclosures that may qualify as “sales”

Some of the disclosures of the Personal Information listed above may qualify as “sales” under some state laws. Those categories may include:

- Identifiers, Digital activity Information, and VIN may be disclosed to companies with which Huffines enters into business or marketing arrangements, such as third-party advertising networks, Huffines dealers, and financial institutions that Huffines works with to offer co-branded products.

V. Connected Vehicle Features and Controls

i. Selling or transferring your connected vehicle

If you sell, trade-in, or otherwise transfer your vehicle, we strongly encourage you to delete all Personal Information (such as contacts, address searches, saved map addresses, or preferences) from the vehicle and contact us to transfer or cancel your account. If you do not delete this Personal Information, it may remain in the vehicle and may be accessible to future users of the vehicle.

For instructions on how to delete Personal Information from your vehicle or restore factory settings, please refer to your owner’s manual.

VI. Marketing and communications

Huffines uses Personal Information to market and communicate with you. You can adjust these preferences or access and update your details as described below.

i. Marketing and communications preferences

We may communicate with you by mail, telephone, e-mail, text or other electronic messages.

If you do not want to receive marketing communications from Huffines, please contact Huffines Auto Dealerships, 4500 West Plano Parkway, Plano, Texas 75093. This will allow you to opt-out of communications or to change previously submitted opt-out preferences.

When you opt-out of receiving marketing communications from Huffines, Personal Information about you may still be used for the other transactional and service-related purposes.

ii. Targeted advertising

Our ad networks may offer ways to adjust your ad preferences, including the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising (<https://AboutAds.info>) If you do not wish to receive personalized advertising or content from us while visiting non-Huffines websites, you may click on the AdChoices icon or link located at the bottom of our websites, where available, to learn more about the companies Huffines uses for personalized advertising or by visiting the Digital Advertising Alliance's Opt-Out page for instructions on how to opt-out. Opting out of personalized advertising will not opt you out of all Huffines advertising, but rather only those Huffines advertisements that are personalized to your interests by the companies Huffines uses to display advertising on non-Huffines sites. After opting out of personalized advertising, you may still continue to see Huffines advertisements on non-Huffines websites based upon your interactions with the non-Huffines websites on which our advertisements appear.

VII. How we safeguard Personal Information

We maintain reasonable technical, administrative, and physical security and confidentiality measures designed to help protect Personal Information from unauthorized access or use. We also require (other than in certain emergency situations) third-party service providers acting on our behalf or with whom we disclose Personal Information to provide similar security and confidentiality measures.

VIII. How long we keep Personal Information

We may keep the Personal Information we collect for as long as necessary for the purposes described in this Privacy Statement. We will de-identify or dispose of the Personal Information we collect when we no longer need it for the uses described in this Privacy Statement. De-identified data is not Personal Information and is not subject to the retention periods described below.

Data may be retained for longer than the stated retention periods below if required to comply with legal or regulatory obligations. Under these circumstances, data will be deleted once the legal or regulatory obligations expire.

IX. Children's privacy

Huffines websites and other online and connected services do not target or knowingly collect or process any Personal Information from children under the age of 13. If we have actual knowledge that we inadvertently collected or processed Personal Information from a child under 13 years of age, we will dispose of such information.

We do not knowingly sell or process for targeted advertising the Personal Information of children we know to be under 16 years of age without affirmative authorization as required by law. If we have actual knowledge that we are selling or sharing Personal Information from a child at least 13 years of age but not yet 16 years of age, we require affirmative authorization from the individual. Huffines may collect or process Personal Information from children at least 13 years of age but not yet 16 years of age to deliver products and services.

If you are a parent or guardian and believe we have collected or processed Personal Information from your child without proper authorization, please contact us at Huffines Auto Dealerships, 4500 West Plano Parkway, Plano, Texas 75093. We will take steps to delete the information as required by applicable law.

We do not sell or process for profiling or targeted advertising the Personal Information of children we know or should have known to be under 18 years of age.

X. How to contact us

If you have concerns or questions about this Privacy Statement, you may contact us by mail at Huffines Auto Dealerships, 4500 West Plano Parkway, Plano, Texas 75093.

XI. Changes to this Privacy Statement

We may amend this Privacy Statement from time to time. In some cases, we will notify you of this change by posting a new effective date at the top of this Privacy Statement and your continued use of our products and services covered by this Privacy Statement will mean you accept the changes. When there is a material change to this Privacy Statement, then we will notify you as required by law, such as by email or through a notice on the applicable website.