

# FordClubConnect.com Privacy Statement

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## General Statement

We respect your privacy and are committed to protecting it. This privacy statement explains our policies and practices regarding online customer information. It is through this disclosure that we intend to provide you with a level of comfort and confidence in how we collect, use, and safeguard personal and other information we collect or that you provide through this website, and how you can contact us if you have any questions or concerns. It is our sincere hope that by explaining our data handling practices we

will develop a trusting and long-lasting relationship with you. By using the Site, you agree to the terms of this privacy statement. The Site is for meant for use by legal United States resident using the Site while located in the United State. Campbell Marketing & Communication is based in the United States. All information obtained by Campbell Marketing & Communication will be stored in accordance with U.S. privacy laws and regulations. By using these solutions or by providing information, you consent to this collection, transfer, storage, and processing of information to and in the United States.

## Information About Our Organization, Website, and General Data Collection Practices

This Privacy Statement applies to fordclubconnect.com (collectively referenced herein as “fordclubconnect.com”, “Site” and “website”). This Site is owned by Campbell Marketing & Communications, 3200 Greenfield, Suite 280, Dearborn, Michigan, 48120, referenced herein as “Operator”.

This Website gives various car enthusiast club subscribers the ability to present and provide self-authored content using the Site. These content users are herein referred to as “Clubs” or “Customers”. Individual users who arrive and view the Site, but do not maintain content, are herein referred to as “Visitors”.

Additional privacy and terms of use may apply to Clubs that are not applicable to Visitors. These are described in the Subscriber Terms of Use. All references to “You” or “Visitors” in this document refers to both Clubs and Visitors unless Clubs are specifically indicated.

The business purpose of this Site is to provide Clubs with a capability to build a central information hub for Club activities, schedules, and events that Visitors can view and use to stay abreast of Club activities.

Each Club may collect, store, process, and otherwise manage information about members, interested parties, and others. This Privacy Statement does NOT, in any way, apply to individual Club operations nor content that they present on this Website. Each Club is responsible to its members, customers, advertisers and other interested parties for the security and privacy of all information provided to or collected by that Club. The Site Operators for this Site do not take, assign, or can be attributed any responsibility for how individual Clubs process and manage information privacy.

For added convenience, a select set of Site features are accessible from web-enabled mobile devices as a mobile-optimized web experience. These Site features may be limited in functionality.

## Online Tracking Information

When you visit this Site, other parties such as third-party advertising partners and analytics providers may collect information about your digital activity over time and across digital platforms. This information may include identifiers that may permit those parties to serve tailored ads to your device(s). For more information about third-party advertising partners' collection and use of such data for interest-based advertising purposes (and opting out of such use), see "Interest-Based Advertising" in Section 7.

Because there is not yet a common understanding of how to interpret web browser-based "Do Not Track" ("DNT") signals other than cookies, the Site does not currently respond to undefined "DNT" signals.

Most browsers can be configured not to accept cookies, although this will prevent the Site Operators from collecting cookie-based tracking information, doing so may prevent you from having access to some functions or services on our Site.

See Sections 5 and 7 for more information.

## Personally Identifiable Information (PII) We Collect From You

When you visit pages on this Site, we will not collect any Personally Identifiable Information (PII) about you unless you provide it to us voluntarily.

For purposes of this Privacy Statement, PII is information that identifies you as an individual and includes another piece of personal information such as your name, plus your address, telephone number, or email address.

While we will not share PII about Visitors with Clubs or possible advertisers, we will, from time to time, use anonymized visitor data and Site usage information to enhance, focus, and improve information made available to Clubs and Visitors.

Clubs which publish content on this Site may collect PII from you. Each Club and Club operator is responsible to you for providing their own Privacy Statement. The Operators of this Site have no role, responsibility, liability or control over any information a Club may seek to collect from you on this Site or through any other method.

You should check with the Clubs that you are a member of in regard to their Privacy Policy, especially with regard to publishing directories and member lists since Clubs may choose to publish a list of their members on this Site.

See Section 12 regarding links to third-party sites, including widgets.

This Site may use session and persistent “cookies” to collect PII about Club site and content administrators/editors in order to verify login credentials. An explanation on collection methods and how they work is included in Section 7 – Methods to Collect Information, below.

## How We Use the PII We Collect

*PII* collected by the Operators of this Site may be used to:

- Respond to your comments or requests for information
- Meet a request for, or to develop new products or services
- Make the user experience more customer friendly
- Develop new and improved products, services and marketing
- Contact you if necessary in the course of processing or shipping an order for products or services
- Compile user data that is stored in our corporate database and may be used for marketing and other purposes
- Use Visitor behavior information and possibly collected PII to place curated ads that we feel might be of interest to you
- Comply with legal requirements

Please refer to each Club for their Privacy Policy and how they might use, process, and control PII they collect from you or that you might share with them.

## Other (Non-Personally Identifiable) Information We Collect From Visitors

This Site collects other “non-personally identifiable information” from Visitors. This means that we do not track these items on an individual basis in such a way that identifies the Visitor, but rather gather and collect this information on an aggregate or anonymous basis that includes all Visitors. Non-personally identifiable information includes tracking the Site pages that are visited or the amount of time spent on our Site or its pages.

If you visit this Site using a mobile device, we collect additional non-personally identifiable information which may include the type/model of the mobile device viewing the Site and the mobile device’s service provider and operating system.

Our primary goal in collecting non-personally identifiable information from you is to be able to perform Site metrics that allow us to assess and improve the functionality of the Website.

We may use session and persistent “cookies,” session logs, spotlight ads/web beacons/GIF/pixel tags, banner ads or links, and third-party click tracking analytics tools (such as Google Analytics; these companies may also use such tools) to collect aggregate or other non-personally identifiable information about Visitors. An explanation on collection methods and how they work is included in Section 7 -- Methods to Collect Information, below.

Google is independently owned and operated, and data collected by Google is subject to its privacy policy. We encourage you to review the Google privacy policy at <http://www.google.com/privacy.html> and Google’s *How Google uses data when you use our partners’ sites or apps* (located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/)) so that you can understand how the data is collected, used and shared.

## How We Use the Aggregate or Non-Personally Identifiable Information We Collect

Non-personally identifiable information collected on [fordclubconnect.com](http://fordclubconnect.com) may be used to:

- Compile aggregate and statistical data to help in website design and to identify popular features
- Measure Site activity to allow us to update our Site to better meet user wants and needs
- Provide content to you that may be of interest to you based on pages visited and items viewed
- Make the user experience more customer friendly
- Develop new and improved products, services and marketing
- Share non-PII information with Clubs to help them better understand the general aggregate nature of Visitors and viewers of club content

The Operators of this Site use non-personally identifiable information for the purpose of performing analytics on the user’s experience while visiting this Site. This analysis:

- Is performed on an aggregate level and does not identify you or your information personally
- May involve the use of a third-party vendor acting on behalf of the Operators
- May be combined with data collected by third parties on other sites and apps and across devices
- Is performed in order to improve our Website and the user experience

## Methods to Collect Information

A “cookie” is a small text file that helps us in many ways to make your visit to our Website more enjoyable and meaningful to you. For example, cookies avoid you having to login every time you come back to one of our websites. They also allow us to tailor a website or advertisement to better match your interests and preferences. There are different types of cookies.

A “session” cookie is stored only in your computer’s working memory (RAM) and only lasts for your browsing session. When you close all your browser’s windows, or when you shut down your computer, the session cookie disappears forever.

A “persistent” cookie is stored on your computer’s hard drive until a specified date, which could be tomorrow, next week, or 10 years from now. Persistent cookies stay on your computer until either a) they expire, b) they are overwritten with newer cookies, or c) you manually remove them. Most browsers can be configured not to accept cookies, however, this may prevent you from having access to some Site functions or features.

This Site may use third-party click tracking analytics tools (such as Google Analytics) to capture click through statistics. These parties may collect information about your use of the Site and across different sites and mobile apps, and across devices over time.

This Site may use spotlight ads/web beacons/GIF/pixel tags which are tools that help us determine, for instance, whether a page has been viewed or not, and, if so, how many times. Emails or electronic newsletters we send may use tools (e.g., pixel tags or web beacons) to gather email metrics and information to improve the reader’s experience such as how many of the emails are opened, if they were printed or forwarded, the type of device (e.g., mobile or PC) from which they were opened, and the city, state, and county associated with the applicable IP address. In general, any electronic image viewed as part of a webpage, including an ad banner, can act as a web beacon.

This Website may generate a “session log” when you visit our Site. We use session logs to help us determine how people travel through our Site. In this way, we can structure our pages so that the information most frequently visited is easier to find. By tracking page visits, we can also determine if the information we’re providing is being used. The only data gathered is your Internet Protocol (IP) address, the website that referred you, the pages you visited and the date and time of those visits.

Users may be directed to this Site via banner ads or site links. Ads or site links that are placed by the Operators use cookies or web beacons to deliver metrics on the effectiveness of the ads or links. They do not collect PII from the user.

## Third Party Advertising

On some Site pages, we may allow third-party advertising partners to set web tracking tools (e.g., cookies, web beacons) to collect anonymous, non-PII regarding your activities on those web pages (e.g., your IP address, page(s) visited, time of day). We may also share such information we have collected with third-party advertising partners.

## Sharing Your Information

The Operators do share PII and related site information with Ford Motor Company (“Ford”). Ford reserves the right to share PII and related site information in accordance with its privacy policies. Otherwise, your PII is not sold, shared, or transferred to 3rd parties except as set forth below.

PII that you provide to us in the course of using our Site features or requesting a product or service through this Website may be gathered and stored in one or more of our corporate databases and be used for purposes of contacting you for things like promotional offers, marketing programs, or other communications from this Website or other Campbell Marketing & Communications programs and services.

We may share PII that we collect about you with other companies within the Campbell Marketing & Communications family of companies or subsidiaries. Our “family of companies” is the group of companies related to us by common control or ownership. We may share information within this “family” as a normal part of conducting business and offering products and services to our customers.

PII that you provide through this Site to Clubs is not the responsibility of the Operators. Such PII use, storage, and control is the responsibility of the Club collecting that information - whether that information is collected by this Site or through other means.

We may share PII with vendors, contractors or partners in the normal course of business. Vendors, contractors or partners of the Site who have access to your PII in connection with providing services for this Site are required to keep the information confidential and are not permitted to use this information for any other purpose than to carry out the services they are performing for this Site.

Aggregated Site metrics for this Site may be shared with other Clubs, Advertisers, or other Campbell Marketing & Communications websites, subsidiaries or affiliates.

The Site Operators will disclose your personally identifiable information, without notice, if (1) in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Campbell Marketing & Communications, its affiliates or the Site; (b) protect and defend

the rights or property of Campbell Marketing & Communications, its affiliates or this Site; or (c) act under exigent circumstances to protect the personal safety of Campbell Marketing & Communications, Club or affiliate personnel, users of their websites, or the public; or (2) if required to do so by law.

## Access To and Control Over the Use of Your Information

To correct or update your PII, contact us at the phone number of mailing address below so that can process your changes:

**Phone** 1 800-367-3788 Available Monday-Friday, 8:30 a.m. - 5:00 p.m. Eastern Time

**Mailing Address:**

Attn: Ford Club Connect  
Campbell Marketing & Communication  
3200 Greenfield, Suite 280, Dearborn, MI 48120 USA

The Operators will use reasonable efforts to correct any factual inaccuracies in your information.

The scope of access available for this request is for PII stored in the database that holds the data for this Site, not data or information collected, stored, processed or controlled by Clubs. Please review and contact the Club(s) with whom you shared your PII for assistance from them in relation to matters pertaining to PII given into their care.

Any PII that has been collected from you on other Company websites or with Clubs will not be accessible or changeable through the processing of this request.

## Security of Your Information

Safeguarding information of Visitors to our Website is important to us. While no systems, applications or websites are 100% secure, we use systems, policies and procedures to reasonably protect information from loss, misuse or alteration.

Vendors, contractors or partners of this Site who have access to your PII in connection with providing services for this Site are required to keep the information confidential.

Vendors are not permitted to use this information for any other purpose than to carry out the services they are performing for this Site.

## Processing of Personal Data

By visiting this Site and by providing your PII to us, you understand and consent to the collection, use, processing, transfer, and disclosure of your PII and non-PII identifiable information globally -- including to

the United States -- in accordance with this Privacy Statement. Therefore, by visiting this Site and by providing such information, you consent to the transfer of such information across country borders, and to the use, processing, and disclosure of such information in global locations. Your consent shall be deemed to include your consent to transfer of the PII or non-PII to locations that may have different levels of privacy protection than your own country.

## Links to Other Sites

This Site and its Site Operators provide links to other websites. We encourage you to review the privacy statements of all sites and Clubs that you visit, including those whose links are provided so that you can understand how those sites collect, use and share your information. This Site and its Operators are not responsible for the privacy statements, content or data handling practices on other websites. Further, the inclusion of any hypertext links on the Site does not imply endorsement by us of the related third-party website, the website's contents, or any association or affiliation with its operators.

If you use the Google Map functionality on this Website, you agree to be bound by Google's [Terms of Use](#) and Google's Privacy Policy. If you are on a mobile device and the GPS feature on the mobile device is turned on (if it has such capability), GPS data may be utilized to determine your location in order to fulfill your request.

## Children's Privacy

This Site does not knowingly intend to collect PII from children under 13 years of age.

If a child has provided us with PII a parent or guardian of that child may contact us at the phone number or mailing address listed in section 14 if they want this information deleted from our records. We will then make reasonable efforts to delete the child's information from the database that stores information for this Site.

## Contacting Us

If you have any questions, comments or concerns about this online privacy statement for fordclubconnect.com privacy practices, or have any questions regarding the contents of this Website, please contact us:

**Email:** [info@fordclubconnect.com](mailto:info@fordclubconnect.com)

**Phone:** 1 800-367-3788

**Mailing Address:**

Attn: Ford Club Connect

Campbell Marketing & Communication  
3200 Greenfield, Suite 280, Dearborn, MI 48120 USA.

Fordclubconnect.com is committed to working with consumers to obtain a fair and rapid resolution of any complaints or disputes about privacy and the handling of your data. fordclubconnect.com will be happy to respond to your questions and comments.

## Privacy Statement Effective Date and Revision Days

Occasionally we may update the privacy statement. If we update this statement, the new statement will be posted to the Website ten (10) days prior to the changes taking effect.

The effective date of this privacy statement is Jan. 11, 2018.

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