

## LincolnBrandChampion.com Privacy Statement

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### 1. 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.

### 2. Information About Our Organization and Website and General Data Collection Practices:

This Privacy Statement applies to [www.LincolnBrandChampion.dealerconnection.com](http://www.LincolnBrandChampion.dealerconnection.com). LincolnBrandChampion.com is administered by a third-party vendor on behalf of Ford Motor Company, Marketing, Sales and Service Division, 16800 Executive Plaza Drive, Dearborn, MI 48126, ATTN: Lincoln Marketing.

The business purpose of this website is to provide Lincoln dealership staff the opportunity to register to participate in the Lincoln Brand Immersion Tour.

When you visit this site analytics providers may collect information about your online activity over time and across websites.

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

Most browsers can be configured not to accept cookies, however, this may prevent you from having access to some functions or services on our sites.

### 3. Personally Identifiable Information We Collect From You:

When you log in, we need to collect credentials in order to verify user identity. After you have signed in, we will not collect any additional personally identifiable information about you unless you provide it to us voluntarily. Personally identifiable information is information that identifies you as an individual, for example your name, street address, telephone number, and email address. If you opt not to provide us with additional personally identifiable information you can still access our website using your credentials, however you may be unable to submit questions or suggestions.

Our primary goal in collecting personally identifiable information from you when you visit LincolnBrandChampion.com is to provide you the functionality and services that you need to have a meaningful and customized experience while using the site features.

This site may use session and persistent "cookies" to collect personally identifiable information in order to verify log in credentials. An explanation on collection methods and how they work is included in Section 7 – Methods to Collect Information, below.

### 4. How We Use the Personally Identifiable Information We Collect:

Personally identifiable information collected on LincolnBrandChampion.com may be used to:

- Fulfill a site user request (e.g., to register for an event, send marketing or promotional materials including emails)
- 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
- Contact you if necessary in the course of processing your registration
- Generate site analytics that improve our site layout, content, product offerings and services
- Compile user data that is stored in our corporate database and may be used for marketing and other purposes
- Match personal data collected here with data about you that we collect through other sources
- Comply with legal requirements

### 5. Other (Non-Personally Identifiable) Information We Collect From Site Visitors:

LincolnBrandChampion.com collects other "non-personally identifiable information" from site visitors. This means that we do not track these items on an individual basis that identifies the site visitor, but rather gather and collect this information on an aggregate [or anonymous] basis that includes all site visitors. Non-personally identifiable information includes tracking the site pages that are visited or the amount of time spent on our site.

Our primary goal in collecting non-personally identifiable information from you is to be able to perform site metrics that allow us to 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) to collect aggregate or other non-personally identifiable information about site visitors. An explanation on collection methods and how they work is included in Section 7 - Methods to Collect Information, below.

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

Non-Personally identifiable information collected on LincolnBrandChampion.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
- Make the user experience more customer friendly

LincolnBrandChampion.com utilizes 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 LincolnBrandChampion.com
- Is performed in order to improve our website and the user experience
- May include the use of session and/or persistent cookies to track user movement across this and other Ford Motor Company websites or to track other events within or across this and other Ford Motor Company websites

## 7. 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 log in 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 a couple 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 clickthrough statistics.

LincolnBrandChampion.com may use spotlight ads/web beacons/GIF/pixel tags which are site instrumentation tools that help us to 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 the Internet Protocol (IP) address from which you came, the website that referred you, the pages you visited and the date and time of those visits.

Users may be directed to LincolnBrandChampion.com via banner ads or site links. Ads or site links that are placed by LincolnBrandChampion.com use cookies or web beacons to deliver metrics on the effectiveness of the ads or links. They do not collect personally identifiable information from the user.

## 8. Sharing Your Information:

LincolnBrandChampion.com does not share, sell, or rent personally identifiable information with independent companies for their own use without providing you a choice.

Personally identifiable information 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 Ford Motor Company programs and services.

We may share personally identifiable information that we collect about you with other companies within the Ford Motor Company family of companies or subsidiaries. Our "family of companies" is the group of companies related to us by common control or ownership. We share information within this "family" as a normal part of conducting business and offering products and services to our customers.

Vendors, contractors or partners of LincolnBrandChampion.com who have access to your personally identifiable information in connection with providing services for LincolnBrandChampion.com 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 LincolnBrandChampion.com.

Site metrics for LincolnBrandChampion.com may be shared with other Ford Motor Company websites or subsidiaries or affiliates.

LincolnBrandChampion.com 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 Ford Motor Company, its affiliates or the site; (b) protect and defend the rights or property of Ford Motor Company, its affiliates or this site; or (c) act under exigent circumstances to protect the personal safety of Ford Motor Company or affiliate personnel, users of their websites, or the public; or (2) if required to do so by law.

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## **9. Access To and Control Over the Use of Your Information:**

To correct or update your personally identifiable information call us at 800-816-6130 or email us at PHQ@LincolnBC.com so that we may be able to process your changes. LincolnBrandChampion.com will use reasonable efforts to correct any factual inaccuracies in your information.

The scope of access available for this request is for information stored in the database that holds the data for LincolnBrandChampion.com. Any personally identifiable information that has been collected from you on other Company websites will not be accessible or changeable through the processing of this request.

## **10. Security of Your Information:**

Safeguarding information of visitors to our website is important to us. We use systems, policies and procedures to maintain accuracy of information and to protect information from loss, misuse or alteration.

When you send personally identifiable information, such as email address or telephone numbers, to LincolnBrandChampion.com we use "Secure Socket Layers" or SSL to protect your data. SSL is encryption technology that helps safeguard your personally identifiable information against misuse by unauthorized individuals.

Vendors, contractors or partners of LincolnBrandChampion.com who have access to your personally identifiable information in connection with providing services for LincolnBrandChampion.com 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 LincolnBrandChampion.com.

## **11. Processing of Personal Data:**

By visiting this site and by providing your personally identifiable information to us, you understand and consent to the collection, use, processing, transfer, and disclosure of your personally identifiable and non-personally 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 personally identifiable or non-personally identifiable information to locations that may have different levels of privacy protection than in your own country.

## **12. Links to Other Sites:**

LincolnBrandChampion.com provides links to other Lincoln websites. We encourage you to review the privacy statements of all sites that you visit, including those whose links are provided so that you can understand how those sites collect, use and share your information. LincolnBrandChampion.com is not responsible for the privacy statements, content or data handling practices on other websites.

## **14. Contacting Us:**

If you have any questions, comments or concerns about this online privacy statement for LincolnBrandChampion.com, LincolnBrandChampion.com privacy practices, or have any questions regarding the contents of this website please contact us at 800-816-6130 or email us at PHQ@LincolnBC.com.

LincolnBrandChampion.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. LincolnBrandChampion.com will be happy to respond to your questions and comments.

## **15. Privacy Statement Effective Date and Revision Days:**

Occasionally we may update the privacy statement for LincolnBrandChampion.com in order to reflect any changes to the website or our privacy practices. 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 January 21, 2015.