

# **fordbrandprotection.com Privacy Statement**

## **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.fordbrandprotection.com](http://www.fordbrandprotection.com). [fordbrandprotection.com](http://fordbrandprotection.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: Global Brand Protection.

The business purpose of this website is to provide you with information about Ford Branding and the importance of purchasing genuine OEM parts.

For added convenience, a select set of site features are accessible from web-enabled mobile devices as a mobile-optimized web experience. The intent is to provide screens that are optimized for the size of screen and operating system. On some devices these site features may be limited in functionality.

### **Online Tracking Information**

This site does not utilize third-party analytics providers to collect information about site visitors' online activity.

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.

See Sections 4 and 6 for information regarding information we collect for analytics purposes based on activity on this site.

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

When you visit [fordbrandprotection.com](http://fordbrandprotection.com) we will not collect any personally identifiable information about you. For purposes of this Privacy Statement, personally identifiable information is information that identifies you as an individual such as your name, street address, telephone number, and email address.

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

[fordbrandprotection.com](http://fordbrandprotection.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.

If you visit this site using a mobile device, we may 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 improve the functionality of the website.

We may use session and persistent “cookies,” session logs, spotlight ads/web beacons/GIF/pixel tags, and banner ads or links 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 6 - Methods to Collect Information, below.

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

Non-Personally identifiable information collected on fordbrandprotection.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 you content 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

fordbrandprotection.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 fordbrandprotection.com
- 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
- 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

## **6. 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.

fordbrandprotection.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 fordbrandprotection.com via banner ads or site links. Ads or site links that are placed by fordbrandprotection.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.

## **7. Sharing Your Information:**

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

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

Ford may disclose information collected on this site 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.

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

Safeguarding of information 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 fordbrandprotection.com who have access to your personally identifiable information in connection with providing services for fordbrandprotection.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 fordbrandprotection.com.

## **9. Processing of Data:**

By visiting this site you understand and consent to the collection, use, processing, transfer, and disclosure of information globally --- including to the United States – in accordance with this Privacy Statement.

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

fordbrandprotection.com may provide links to other 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. fordbrandprotection.com is not responsible for the privacy statements, content or data handling practices on other websites.

## **11. Contacting Us:**

If you have any questions, comments or concerns about this online privacy statement for fordbrandprotection.com, fordbrandprotection.com privacy practices, or have any questions regarding the contents of this website please contact us at [webinfo@brownart.com](mailto:webinfo@brownart.com).

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

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

Occasionally we may update the privacy statement for fordbrandprotection.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 April 25, 2018.