

Ford Fleet Privacy Statement

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

This Privacy Statement applies to fleet.ford.ca, owned by Ford Motor Company, Marketing, Sales and Service Division, 16800 Executive Plaza Drive, Dearborn, MI 48126, ATTN: NAFLRO.

The business purpose of this website is to provide you information regarding the Ford Fleet program, products and services, and with Ford Fleet updates.

For added convenience, you may be able to view certain site features from web-enabled mobile devices. These site features may be limited in functionality.

2. 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, 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 5 and 7 for more information.

3. Information We Collect From You:

When you visit fleet.ford.ca we will not collect personal information about you unless you provide it to us voluntarily. For purposes of this Privacy Statement, personal information is information that identifies you as an individual such as your name, street address, telephone number, and email address but does not include business contact information used solely to communicate with you in connection with your business or employment. For those with log in credentials, we need to collect credentials in order to verify user identity when you log in. If you opt not to provide us with certain information you can still access our website, however you will be unable to have access to certain user specific data that is only available to the intended recipient. If you are on an associated mobile site and the GPS feature on the mobile phone is turned on (if it has such capability), we may collect and use your GPS data to determine your location in order to fulfil your request (for example, locate a dealer).

Our primary goal in collecting personal information from you when you visit fleet.ford.ca 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 personal 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 Information We Collect:

Information collected on Ford Fleet may be used to:

- Fulfill a site user request (eg. Ford Fleet account creation)
- Make the user experience more customer friendly
- Generate site analytics that improve our site layout, content, product offerings and services
- Comply with legal requirements

5. Non-Personally Identifiable Information We Collect From Site Visitors:

fleet.ford.ca 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 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, banner ads or links, and third-party click tracking analytics tools (such as DART, Omniture tags, DoubleClick, Efficient Frontier, Google Analytics and WebTrends; these companies may also use such tools) 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.

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

Non-Personally identifiable information and aggregate information collected on fleet.ford.ca 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

fleet.ford.ca utilizes this 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 fleet.ford.ca
- 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 a third-party click tracking analytics tool (Omniture tags) to capture clickthrough statistics. These parties may collect information about your use of the site and across different sites and mobile apps, and across devices over time.

fleet.ford.ca 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 fleet.ford.ca via banner ads or site links. Ads or site links that are placed by fleet.ford.ca 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.

Interest-Based Advertising

On some pages of our site we may allow third-party advertising partners to set web tracking tools (e.g., cookies, web beacons) to collect anonymous, non-personal information regarding your activities on those 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. These advertising partners may use this information (and combine it with information collected from other websites, apps or other digital services) for purposes of delivering future targeted advertisements to you when you visit with other (non-Ford) sites, mobile apps or digital services within their networks and to provide measurement services. This practice is commonly referred to as "interest-based advertising" or "online behavioural advertising".

Pages of our website that collect information that may be used by such advertising partners for interest-based advertising purposes are identified by a link to AdChoices in the footer of the page.

Opting out

Note: The process to opt-out of interest-based advertising is different for web browsers and mobile apps.

- 1. Opting out on website pages. If you do not want your online browsing while on such pages to be used for interest-based advertising purposes, you may click on the AdChoices link in the footer to opt-out of such uses by the listed advertising partner(s). An opt-out applies only to the device and browser in use at the time of opting out. If you clear your browser cookies and wish to remain opted out of interest-based advertising, you must opt-out again. See the following paragraph to learn more about how opting out works. Even if you opt-out through this service, we may still collect non-personally identifiable information regarding your site activities and use it for non-interest-based advertising purposes as described in this Statement.
- 1a. Opt-out Compliance Service for interest-based advertisements. This site and advertisements on third-party sites that link to this privacy statement use the Ghostery assurance service to comply with the cross-industry Self-Regulatory Program for Online Behavioral Advertising (now generally known as interest-based advertising) managed by the Digital Advertising Alliance of Canada (DAAC) (www.youradchoices.ca). When you opt-out on site pages, or through such advertisements, Ghostery conveys your opt-out election(s) to the applicable advertising partner(s), which then know to place a cookie on your specific computer and browser (and only the specific computer and browser from which you opt-out) indicating that you have opted out. If you clear your browser cookies and wish to remain

opted out of interest-based advertising, you must opt-out again. The list of our advertising partners that place cookies on this website may be updated from time to time. To opt-out of internet-based advertising by all DAAC participating companies and to learn more about interest-based advertising, visit www.youradchoices.ca.

- 2. Opting out of in App interest-based advertisements. iOS and Android mobile device users, and possibly users of other mobile devices, may control in App advertisements by disabling or resetting the mobile device advertiser ID. Below are links to instructions for controlling advertising IDs on iOS and Android devices.
 - iOS – [click here](#)
 - Android - [click here](#)See the Opting out on website pages section above for opting out of interest-based advertising related to your mobile phone's browser.
- 3. Opting out through online advertisements. Advertisements on third-party websites that contain the AdChoices link and that link to this privacy statement may have been directed to you based on anonymous, non-personally identifiable information collected by advertising partners over time and across websites. These advertisements provide a mechanism to opt-out of the advertising partners' use of this information for interest-based advertising purposes. Even if you opt-out through this service, we may still collect and use information from the advertisements for non-interest-based advertising purposes, such as to determine the effectiveness of the advertisements.
- 4. Opting out of interest-based advertisements on other digital services. Users of other digital services may be able to opt-out of interest-based advertising through the provider of the digital service. We encourage you to review the privacy policy of your digital service provider to determine if they engage in interest-based advertising, and, if so, how to opt-out.

8. Sharing Your Information:

fleet.ford.ca does not share, sell, or rent personal information with independent companies for their own use without providing you a choice.

Personal information that you provide to us in the course of using our site features or requesting a product or service (such as name and email address collected during user registration) through this website may be gathered and stored in one or more of our corporate databases (namely FBMS and SPS).

The business information, including your business contact information, that you provide to fleet.ford.ca may be shared with our authorized dealers where necessary, such as, in order to honor your request for a price quote on a vehicle or in order to provide a dealer with information for purposes of contacting you in connection with your business. Each dealership operation is a separate legal entity, independent from Ford Motor Company and its affiliates. As such, each dealership has its own privacy practices and Ford Motor Company and its affiliates are not responsible for these privacy practices.

We may share personal information with vendors, contractors or partners in the normal course of business. Vendors, contractors or partners of fleet.ford.ca who have access to your personal information in connection with providing services for fleet.ford.ca 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 fleet.ford.ca.

Site metrics for fleet.ford.ca may be shared with other Ford Motor Company websites or subsidiaries or affiliates.

fleet.ford.ca will disclose your personal 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.

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

For those with log in credentials, you may correct certain contact information by going to the Update My Profile link on the upper right-hand side of the website which is available after log in. To correct personal information provided through means other than site registration or to obtain personal information, if any, contact us at :

Telephone
1-800-668-5515

English: Monday-Friday 8:30 AM – 6:30 PM EST
French: Monday-Friday 8:30 AM – 5:00 PM EST

E-Mail: focfhq@ford.com

fleet.ford.ca 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 fleet.ford.ca.

10. 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 fleet.ford.ca who have access to your personal information in connection with providing services for fleet.ford.ca 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 fleet.ford.ca.

Remember, you are responsible for keeping your passwords and log-in credentials secure. If you do not, others may have access to your information.

11. Processing of Personal Data:

By visiting this site and by providing your information to us, you understand and consent to the collection, use, processing, transfer, and disclosure of your information globally --- including to the United States – in accordance with this Privacy Statement. We currently use a service provider, Ford Motor Company, to process and store this information in the US where it may be accessible to US governmental authorities. 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 personal or non-personal information to locations that may have different levels of privacy protection, including the United States, than in your own country.

12. Links to Other Sites:

fleet.ford.ca provides 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. fleet.ford.ca is not responsible for the privacy statements, content or data handling practices on other websites.

www.fleet.ford.ca may also provide dealer and vehicle locator services which are provided by a third-party vendor. In order to provide you with the closest dealers, we may need to collect your IP address to determine your general location, or we may ask you to provide location information such as zip code or City and State. In instances where we use a third-party vendor to provide dealer locator services, we will provide them a zip code. We encourage you to review the terms of service and the privacy policies of these mapping service providers. For pages that use Bing, you agree to be bound by the Microsoft Service Agreement and Microsoft Online Privacy Statement.

13. Children's Privacy:

fleet.ford.ca does not knowingly intend to collect personally identifiable information from children under 13 years of age.

If a child has provided us with personal information 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 fleet.ford.ca.

14. Contacting Us:

If you have any questions, comments or concerns about this online privacy statement for fleet.ford.ca, fleet.ford.ca privacy practices, or have any questions regarding the contents of this website please contact us at: fofhq@ford.com

fleet.ford.ca 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. fleet.ford.ca 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 fleet.ford.ca 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 July 24, 2019