

# PRIVACY NOTICE

	<p><b>WHAT DOES BMW OF ESCONDIDO DO WITH YOUR PERSONAL INFORMATION?</b></p>
<p><b>FACTS</b></p>	<p>Protecting your personal information is our priority. This Privacy Notice applies to our dealership's collection, use and sharing of your personal information. State law requires us to tell you how we collect, share, and protect your personal information, and the rights that you have in the handling of this information. We implement all reasonable security measures to ensure that your personal information is secure. Please read this notice carefully to understand what we do.</p>
<p><b>WHAT?</b></p>	<p>The types of personal information we collect, and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> <li>• Contact information</li> <li>• Online identifiers, including cookie identification, online account identification, and IP address</li> <li>• Transaction information</li> <li>• Social security number and income</li> <li>• Credit application information, including credit history and credit scores</li> <li>• Employment information and checking account information</li> </ul> <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.</p>
<p><b>WHY?</b></p>	<p>We need to collect and share their customers' personal information to run our everyday business. In the section below, we list the reasons why BMW of Escondido needs to collect and share their customer information, and what rights you have to limit these practices.</p>

<p>When does this dealership collect my personal information?</p>	<p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> <li>• Apply for financing</li> <li>• Apply for a lease</li> <li>• Bring your car to our service department for service</li> <li>• Complete any paperwork in connection with your vehicle</li> <li>• Access our website in shopping for a car or services</li> <li>• Show your driver's license</li> <li>• When you interact with our dealership for any other purpose</li> </ul>
<p>What does this dealership do with my personal information?</p>	<p>We use your personal information for:</p> <ul style="list-style-type: none"> <li>• Our everyday business purposes</li> <li>• Providing customer service</li> <li>• Fulfilling our business relationship with you</li> <li>• Customer verification, credit and reference checks</li> <li>• For record-keeping and reporting</li> <li>• For metrics and analytics</li> <li>• For online targeting and advertising purposes</li> </ul>

<p>Who does this dealership disclose my personal information to?</p>	<p>We may disclose your personal information to:</p> <ul style="list-style-type: none"> <li>• Automobile manufacturers</li> <li>• Digital marketing agencies</li> <li>• Consumer reporting agencies</li> <li>• Third parties with whom we have joint marketing arrangements</li> <li>• Third parties who assist with our security and fraud prevention programs</li> <li>• Lawyers, auditors, and others who provide professional services</li> <li>• Other third parties, such as government agencies, as required by law</li> </ul> <p><b>HOWEVER, WE DO NOT SELL YOUR PERSONAL INFORMATION</b></p>
<p>What rights do I have in the collection, use, and disclosure of my personal information?</p>	<p>Federal Law allows you to limit only information (1) that is shared with our affiliated companies for everyday business purposes about your credit worthiness or (2) for affiliated or non-affiliated companies to market to you. However, as of January 1, 2020 California residents have the following additional rights under the California Consumer Privacy Act to delete or limit such information. For instance:</p> <ul style="list-style-type: none"> <li>• You have the right to request information about: (1) the categories and pieces of personal information we have collected about you; (2) where this personal information is collected from; (3) our purpose(s) for collecting such information; and (4) the categories of third parties with whom we share such personal information.</li> <li>• You have the right to request information about our disclosure for business purposes of your personal information to third parties.</li> <li>• You have the right to request the deletion of your personal information to the extent that California law does not otherwise allow us to retain it.</li> <li>• You have the right not to be discriminated against for exercising any of these rights.</li> </ul> <p>As our customer, you also have the right to opt-out of the use of your contact information for direct marketing.</p>
<p>How do I exercise these rights?</p>	<p>You can exercise your access, data portability, and deletion rights by:</p> <ul style="list-style-type: none"> <li>• Accessing our privacy policy and completing the form on our website located at <a href="https://www.bmwofescondido.com/privacy-policy/">https://www.bmwofescondido.com/privacy-policy/</a></li> <li>• Emailing <a href="mailto:privacy@bmwofescondido.com">privacy@bmwofescondido.com</a></li> <li>• Calling 1-800-421-4000</li> </ul>

To provide you with additional information regarding our privacy practices and your rights under Federal Law and the California Consumer Privacy Act, a copy of our Privacy Policy and our Notice at Collection has been made available to you. Our privacy policy may also be accessed at: <https://www.bmwofescondido.com/privacy-policy/>

By signing below, you acknowledge receipt of this Privacy Notice.

Signature	Date	Signature	Date
Print Name	Print Name		