



Privacy Notice Worksheet

for Utah Auto Dealers

Section I. General Dealership Data Section

The Federal Trade Commission (FTC) has developed rules that require a new approach to advising consumers with regard to the dealer privacy policies and privacy notices. The Agency has developed model privacy forms that dealers may use, and when used correctly, provide a “safe harbor” from enforcement actions by the FTC. This worksheet is for the purpose of correctly customizing those documents to detail your dealership’s privacy policy and take advantage of the safe harbor notice provisions that you are entitled to. There are 261 pages of regulations and 288 different possibilities when creating a custom Privacy Notice.

PLEASE NOTE: It is your responsibility to make sure that the information you enter on the worksheet is accurate and depicts the actual privacy policies and practices of your dealership. This worksheet is intended for information only. It has no legal application. For its application to your dealership, you are requested to contact your legal counsel.

Dealer Number: _____ Contact Person: _____

Dealership Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Email Address: _____

1. Will more than one dealership be using this Privacy form? Yes No
 - a) If Yes, what is the group name of the dealerships? _____
 - b) List the names of the dealerships that make up this group. _____

THIS WORKSHEET IS FOR UTAH DEALERS ONLY

2. Do you want to include an optional signature line for your customers to acknowledge receipt of the Privacy Policy Disclosure? Yes No

3. If your customer has questions regarding your Privacy Policy, they should contact the dealership:
(You must check at least one)

by phone: _____ Is this number toll free: Yes No

through the dealership website: _____

4. Enter a revision date of your privacy notice that should appear on your disclosure (Enter the month and year in the format of 01/2012 or January 2012). This will allow you to determine whether a disclosure is the most current or recent version of your policy.

Rev: _____

5. Do you want a corporate logo to appear on the privacy disclosure? Yes No

If Yes, please provide a digital copy of your logo by email. Send the logo by email to info@idsinfo.com. Logo resolution must be a minimum of 150dpi resolution. The Privacy Notice cannot be completed and printed until we receive this logo.

Section II. Sharing

Definitions As Used In This Worksheet:

Affiliate: Companies related by common ownership, such as an entity that owns your dealership, an entity owned by your dealership, or an entity that is owned by the same entity that owns your dealership.

Nonaffiliate: Companies not related by common ownership or control. They can be financial and non-financial entities.

Opt-Out: Is the option your customers have to advise you of the information that they do not want your dealership to share.

Outside Marketer: An entity which markets or helps the dealership to market your products and services, such as an entity that does blast faxes, mass mailing, telephone solicitations, etc.

Joint Marketing: A formal agreement between nonaffiliated entities that together market financial products and services to the consumer, such as an agreement between your dealership and another entity where you jointly offer, endorse or sponsor a financial product or service.

Nonpublic Personal Information: Is any financial information that a consumer can be personally identified with that is not publicly available, such as their social security number, a driver's license number, and/or the amount that your customer paid for a motor vehicle.

Section III. Information on Collection and Sharing

One of the critical statements of “facts” in the model form is that all financial institutions (dealerships) need to share customers’ nonpublic personal information that they collect in order to run their everyday business, which means that all such dealerships must provide privacy notices to their customers.

The model form requires that dealerships list, in addition to the mandatory Social Security Number, five of the following examples of types of information that the dealership collects. Please note that the model form states “The types of personal information we collect and share depend on the product or service you have with us. This information can include:”. You are required to choose exactly five of the following, even if you do not normally collect his information. The first five that we list we believe to be the most commonly collected by most motor vehicle dealers.

- | | |
|---|--|
| <input type="checkbox"/> Income | <input type="checkbox"/> Medical-Related debts |
| <input type="checkbox"/> Payment History | <input type="checkbox"/> Medical Information |
| <input type="checkbox"/> Credit History | <input type="checkbox"/> Retirement Assets |
| <input type="checkbox"/> Credit Card or Other Debt | <input type="checkbox"/> Wire Transfer Instructions |
| <input type="checkbox"/> Employment Information | <input type="checkbox"/> Mortgage Rates and Payments |
| <input type="checkbox"/> Credit Scores | <input type="checkbox"/> Transaction or Loss History |
| <input type="checkbox"/> Transaction History | <input type="checkbox"/> Credit-Based Insurance Scores |
| <input type="checkbox"/> Account Balances | <input type="checkbox"/> Insurance Claim History |
| <input type="checkbox"/> Assets | <input type="checkbox"/> Investment Experience |
| <input type="checkbox"/> Overdraft History | <input type="checkbox"/> Purchase History |
| <input type="checkbox"/> Account Transactions | <input type="checkbox"/> Risk Tolerance |
| <input type="checkbox"/> Checking Account Information | |

Does your dealership share your customers’

1. nonpublic personal information with outside marketers for your marketing purposes? Yes No
 - a) If Yes, will you allow your customers to opt out of this sharing? Yes No
2. nonpublic personal information for joint marketing purposes other financial companies? Yes No
 - a) If Yes, will you allow your customers to opt out of this sharing? Yes No
3. transaction and experience information for your affiliates’ everyday business purposes? Yes No
 - a) If Yes, will you allow your customers to opt out of this sharing? Yes No
4. credit worthiness information for your affiliates’ everyday business purposes? Yes No
5. nonpublic personal information with affiliates to market to your customers? Yes No
6. nonpublic personal information with nonaffiliates for them to market to your customers? Yes No

Section IV. Providing Opt Out Notices

This section must be completed if you answered "Yes" to any of the questions numbers 1 a), 2a), 3a), 4, 5, or 6 in Section III on the previous page. **If you answered "Yes" to one of the listed questions, you are required to provide at least one of the three ways for a customer to Opt Out.** If you answered No to ALL of these questions you can skip this section.

We begin sharing customers information _____ days from the date our privacy notice is given.

Telephone Opt Out

Will you be providing a telephone number for your customers to "opt out"? Yes No

If you will be providing a telephone opt out, what number will the customer call: _____

Is the telephone number a toll free number? Yes No

Web Opt Out

Will you be providing a web address for your customers to "opt out"? Yes No

If you will be providing a web opt out, please provide the website URL that the customer will visit to opt out:

http://_____

Mail-In Opt Out

Will you be providing a mail-in opt out for your customer to "opt out"? Yes No

Please note that a mail-in opt out option will increase the paper size and price of the Privacy Notice.

1. If Yes, what is the name to use in the mailing address? _____

2. What is the street address? _____

3. What is the city, state & zip? _____

4. Do you want to provide a space for the account number on the mail opt out? Yes No

Do you want your customer's limits on sharing (check one):

to apply to everyone on a joint transaction/obligation

to have the option for the parties to opt-out separately

Section V. Sources of Customer Information

Of the options listed below, you must choose five (and only five) as examples of how your dealership collects consumer information and the type of information that is collected.

We collect consumer personal information, for example, when they are:

- | | |
|---|--|
| <input type="checkbox"/> providing income information | <input type="checkbox"/> providing contact information |
| <input type="checkbox"/> providing employment information | <input type="checkbox"/> providing wage statements |
| <input type="checkbox"/> provide employment history | <input type="checkbox"/> showing a government-issued ID |
| <input type="checkbox"/> applying for financing | <input type="checkbox"/> showing a drivers license |
| <input type="checkbox"/> applying for a lease | <input type="checkbox"/> providing mortgage information |
| <input type="checkbox"/> provide account information | <input type="checkbox"/> using a credit or debit card |
| <input type="checkbox"/> paying by check | <input type="checkbox"/> seeking financial or tax advice |

Do you collect information about your customers from either your affiliates or from credit bureaus?

- Yes No

If No, do you collect information from other companies? Yes No

Section VI. Affiliate, Nonaffiliate and Joint Marketing Information Information Regarding Affiliates

Affiliate: Companies related by **common ownership**, such as an entity that owns your dealership, an entity owned by your dealership, or an entity that is owned by the same entity that owns your dealership.

- We have no affiliates.
 We do not share information with our affiliates.
 We share with our affiliates.

If you **DO share** with your affiliates, please check one of the following statements:

- Our affiliate(s), with which we share our customers information, has (have) the same corporate identity as this dealership
 Our affiliate(s) has (have) different corporate identities from this dealership and an illustrative list of those affiliates is as follows: (provide examples of affiliate names)

Information Regarding Nonaffiliated Third Parties

Nonaffiliate: Companies not related by common ownership or control. They can be financial and non-financial entities.

- We do not share with nonaffiliated third parties
- We share with the following categories of nonaffiliated third parties. Please provide an example listing (they can be financial or nonfinancial companies - examples include: mortgage companies, insurance companies, direct marketing companies, nonprofit organizations, and recovery/repossession companies)

Information Regarding Joint Marketing

Joint Marketing: A formal agreement between nonaffiliated entities that together market financial products and services to the consumer, such as an agreement between your dealership and another entity where you jointly offer, endorse or sponsor a financial product or service.

- We do not engage in joint marketing.
- We joint market with the following categories of companies (such as credit card companies):

Section VII. Additional Information That May Be Required

You have the option of including not more than 30 additional words of information about the safeguard practices you use to protect your customers' personal information.

Do you want to add such information? Yes No

If Yes, check one or both of the following examples, or add your own text not to exceed 30 words:

We also maintain other physical, electronic and procedural safeguards to protect your information and we limit access to information to those employees for whom access is appropriate.

We limit access to your information to those employees who need to know

I want to provide my own text as follows:

Other Important Information (optional)

Does your dealership want to include statements regarding state and/or international privacy information in your privacy notice? Yes No

If you answered Yes to this question, please provide the statements below:

Section VIII. Legal Liability Notice.

Independent Dealer Solutions has worked for many years on Capitol Hill to protect your interests and are very familiar with the laws governing this industry. We are not attorneys or legal council and suggest if you have questions or issues specific to your dealership you should seek legal help. We encourage you to have your Policies & Procedures (including your Privacy Policies) within your dealership reviewed on a regular basis by your dealership's legal counsel.

Section IX. Order Process & Delivery.

Independent Dealer Solutions will provide the agreed upon Privacy Form upon completion and finalization of the the Privacy Notice Worksheet. Our dealership agrees to a purchase upon completion and finalization of this worksheet the following order amount.

- 100 Privacy Notices
- 200 Privacy Notices
- 300 Privacy Notices
- Other Amount (Please Specify the Quantity): _____

Shipping/Deliver of Forms

- I would like to pick up my Privacy Form at:
 - the Midvale IDS Office
 - the Ogden IDS Office
 - the Orem IDS Office
- I would like my Privacy Forms shipped to the dealership.
 - Please ship them to the address in Section I of this worksheet
 - Please ship my forms to the following address:

Attention: _____

Address: _____

City: _____ St: _____ Zip: _____

I have reviewed this Privacy Policy Worksheet in its entirety. The information provided to Independent Dealer Solutions is based on the Privacy Policy of the represented dealership and its current Policies & Procedures. I understand that this Worksheet is created for the dealership represented and we do not hold Independent Dealer Solutions liable for answers or information provided to questions in the worksheet.

Signature of Authorized Dealer Representative: _____

Date Signed by Authorized Dealer Representative: _____