

DEALERTRACK CANADA PRIVACY NOTICE

This Privacy Notice tells you how Trade Tracker Incorporated, a wholly-owned subsidiary of DealerTrack Canada Inc. (“**DealerTrack**”, “**we**”, “**us**”, “**our**”), collects, uses and discloses your personal information.

The term “**personal information**” means information that is defined to be “personal information” in applicable Canadian privacy laws, such as information about an identifiable customer. It includes information that you provide or that we collect from other sources, but does not include the name, title or business address or telephone number of an employee of an organization. This Privacy Notice does not apply to information that is not “personal information”, for example business information. As used in this Privacy Notice, the term “**customer**” refers to an individual consumer whose personal information we collect.

Why We Collect, Use and Disclose Personal Information

DealerTrack receives personal information in the context of your application for the financing or leasing of an asset (“**Financing**”) or other service that DealerTrack or a dealer or merchant with whom we do business (“**Dealer**”) is offering to you. DealerTrack may collect, use and disclose your personal information for the purpose of providing communications, data management, data aggregation, reports and hosting services on behalf of Dealers.

Personal information may be used by DealerTrack and disclosed to parties connected with the proposed or actual financing, insuring, sale, assignment or other disposal of all or part of DealerTrack or our business or assets, or for the purposes of evaluating and/or performing any such proposed transaction. Assignees or successors of DealerTrack or our business or assets may collect, use and disclose your personal information for similar purposes as those described in this Privacy Notice.

In addition to the above purposes, DealerTrack generally uses and discloses your personal information for purposes of: maintaining business records for reasonable periods, reporting, and generally managing and administering our business; meeting legal, regulatory, insurance, security and processing requirements; and otherwise with your consent or as permitted or required by law. We may be required or permitted under statute or regulation to collect, use or disclose personal information without your consent, for example to comply with a court order, to comply with local or federal regulations or a legally permitted inquiry by a government agency, or to collect a debt owed to us.

Personal Information We Collect

Personal information we collect consists of personal information you provide to Dealer when visiting a dealership and evaluating the value of a vehicle and information generated by Dealer and in the course of evaluating a vehicle. This information includes: name, address, telephone number and other personal contact information. We may otherwise collect personal information with your consent or as permitted or required by law.

Service Providers

Personal information may also be transferred to, or accessible by, third party agents or service providers, including DealerTrack affiliates (collectively “**Third Parties**”) which we engage to provide data processing, storage or other services on our behalf. Some of the Third Parties or the services they provide may be located outside of Canada, and as a result your personal information may be used or stored in jurisdictions in which the privacy laws may not be the same as Canadian privacy laws. We take reasonable measures to ensure that any of your personal information that is collected, used, disclosed or otherwise processed by these Third Parties on our behalf is protected and not used or disclosed for purposes other than as directed by us, subject to legal requirements in foreign jurisdictions applicable to those organizations, such as lawful requirements to disclose personal information to government authorities in those jurisdictions.

Links to Third-Party Website

Our website at www.tradetracker.ca contains links to third-party websites. We are not responsible for the content of these third-party websites or for the privacy practices of these third parties. Before providing any personal information on these third-party websites, you should ensure that you have read and understand their privacy policies.

Accountability

DealerTrack has designated a Privacy Officer to be responsible for compliance with this Privacy Notice. Any questions about DealerTrack's Privacy Notice or the manner in which DealerTrack handles personal information should be directed to the DealerTrack's Privacy Officer, whose contact information is set out below.

DealerTrack does not control the privacy policies or practices of third parties (including, for example, Dealers) and, as such, any personal information collected, used or disclosed by these parties is governed by their privacy policies and practices. You should review and make sure you understand the privacy policies of these third parties.

Consent

The Dealer obtains your consent (including consent to DealerTrack's collection, use and disclosure of your personal information as described in this Privacy Notice) by having you review and sign a "**Consent**" document or otherwise by obtaining your consent at the time Dealer collects your personal information. If you are/were not requested to sign a Consent document before providing personal information, you should contact DealerTrack's Privacy Officer, whose contact information is set out below.

Accuracy

Customers must ensure that the personal information provided to Dealer is accurate, complete and up-to-date.

Security

DealerTrack believes it employs reasonable physical, electronic, and organizational procedures to safeguard and help prevent unauthorized access of and to protect personal information in its custody or control. Authorized employees and agents of DealerTrack will have access to your personal information in so far as their duties require access.

Access, Correction, Retention, and Contacting DealerTrack

Dealer may establish and maintain a file of your personal information for the purposes described above. You have the right to request access or correction to your personal information. Requests for access or correction to your personal information in the custody or control of must be made in writing and be directed to the relevant Dealer. DealerTrack will provide you with contact information for Dealers for this purpose upon your request. Your personal information in the custody or control of Dealer will be accessible as described in their respective public privacy policies or as otherwise described to you by Dealer.

For the purpose of providing communications and data management services and otherwise using/disclosing personal information on behalf of Dealer as described in this Privacy Notice and in the Consent or other form of consent you provide, DealerTrack may retain your personal information in an electronic or other file which will be accessible at **2700 Matheson Blvd East, Suite 700, Mississauga, Ontario, L4W 4V9**. You may request access to, or correction of, your personal information in our custody or control, by sending your request in writing to the DealerTrack Privacy Officer at the address set out below. Your rights of access and correction are subject to legal limitations.

If you have any questions or comments about this Privacy Notice or our personal information handling practices, please contact us:

- by e-mail at dealersupport@dealertrack.com

- **by fax to 905-290-8550**
- **in writing to the attention of:
Privacy Officer
DealerTrack Canada Inc.
2700 Matheson Blvd East, Suite 700
Mississauga, Ontario L4W 4V9**

Changes to this Statement

This Privacy Notice may be revised from time to time. If we intend to use or disclose personal information for purposes materially different than those described above, we will modify this Privacy Notice accordingly and post the revised version on our website. Continued provision of personal information to DealerTrack or to Dealers that use DealerTrack's services, or continued use of Dealers' products or services that rely on DealerTrack services, following implementation of any change to this Privacy Policy constitutes your acceptance of this Notice as amended.