CARFA X® Privacy Statement

Effective February 26, 2018

This Privacy Statement applies to all CARFA X web sites intended for use by commercial and governmental entities and mobile device applications intended for use by such commercial entities (collectively, “CARFA X web sites”) and governs the collection and use of information through these CARFA X web sites. By using CARFA X web sites, you signify your consent to the data practices described in this Privacy Statement and agree that your visit and any dispute over privacy is subject to the terms and conditions for the applicable CARFA X web sites, including but not limited to, the terms regarding limitations on CARFA X’s liabilities. You should check this Privacy Statement frequently for any changes. If you have any questions or suggestions regarding our Privacy Statement, please contact us by mail (please include your name, mailing address and email address with your inquiry).

What information do we collect? How do we use it?
CARFA X collects and stores information including any personal information that you may provide in connection with requesting a CARFA X account or your CARFA X account. The information CARFA X collects may include, without limitation, contact information (name, organization name and type, telephone number, fax number, email address, mailing address) for your organization, inventory information (to the extent applicable), information regarding how you want to submit requests, information regarding your estimates on the frequency and volume of your requests, information regarding your use of the CARFA X services, information regarding service providers for your organization, information that you may report in connection with a vehicle and/or any other information that you may provide in connection with requesting a CARFA X account or your CARFA X account. In addition to the other uses set forth in this Privacy Statement, this information may be used to determine your eligibility to receive services and to provide services to you.

CARFA X may also allow you to (1) share or respond to feedback from consumers and/or (2) submit other content or materials through public postings on CARFA X web sites. Please be aware that if you disclose personally identifiable information or other sensitive information through such postings on CARFA X web sites the information will be viewable by others.

For each CARFA X service you request, you are asked to enter the Vehicle Identification Number (VIN). This is the unique 17-character identification number that is used to search our database for information about the vehicle’s history. CARFA X keeps a record of the VINs you submit and the CARFA X reports you request through your account.

CARFA X may use user-reported information regarding a vehicle as part of a vehicle’s permanent history. CARFA X may include this user-reported information in the CARFA X database, and present this information on CARFA X Vehicle History Reports.

CARFA X web sites may contain web beacons to collect data regarding user traffic patterns. CARFA X web sites use cookies to collect information about your computer hardware (desktop, laptop, mobile devices etc.) and software. We may collect, or have a third party collect on our behalf, data on the number of visits, paths taken, time spent on CARFA X web sites, how visitors use and navigate through the CARFA X web sites. Some or all of the CARFA X web sites may use Google Firebase Analytics to collect and process such data. For more information on how Google Analytics collects and processes data, please visit http://www.google.com/policies/privacy/partners/. We may include web beacons in some of our email communications to determine whether our communications are opened and whether action was taken.
based on links in those communications in order to gauge the effectiveness of our customer communications and marketing campaigns. We use information collected through cookies and web beacons to analyze usage, learn about users and deliver customized content and advertising and uncover ways in which we can improve CARFAX web sites and make them easier to use. Information provided by visitors to the CARFAX web sites who choose to complete user surveys helps us better understand how visitors to the CARFAX web sites are using CARFAX information and develop better products and services for you.

CARFAX may use your account information to track your usage across devices to help enhance your user experience and for other purposes.

**How does CARFAX protect customer information?**
We maintain administrative, technical and physical safeguards against unauthorized access, use, modification, disclosure and destruction of the information CARFAX collects.

**Will CARFAX disclose the information it collects to outside parties?**
You acknowledge and agree that CARFAX may share with third parties or use for any purpose, as CARFAX deems fit, any information provided by you in connection with requesting a CARFAX account or your CARFAX account.

**Third party links**
CARFAX web sites and emails may include links to third party web sites and/or the opportunity to share on social media (such as the "Share" or "Like" features on Facebook). Your access to such third party web sites or use of social media features is subject to the privacy policies and practices of those third party web sites and/or social media providers. CARFAX does not control the collection, use or disclosure of any information on such third party links. You may access CARFAX web sites through links on third party web sites. By entering CARFAX web sites through a third party web site you may be allowing such third party's web site to view any information you provide to CARFAX. If you are concerned about entering through a third party web site, you can access CARFAX web sites directly or by downloading the mobile device applications intended for use by businesses. CARFAX is not responsible for the privacy practices or the content of any third party web sites. We encourage you to review the privacy policies of any web sites through which you access CARFAX web sites or which you access through CARFAX web sites or emails to better understand such third party web sites' data collection and use practices.

**How to access, update or change the information and opt out of marketing emails**
You may access, update or change the information pertaining to your account through your CARFAX account management page to the extent available or by emailing CARFAX as provided in the applicable terms and conditions.

To opt out of receiving targeted content and advertisements on CARFAX web sites you can change your browser options to stop accepting cookies or to prompt you before accepting a cookie from any web site. You will be able to access and use CARFAX web sites with cookies disabled, but the user experience may not be customized to your interests and needs.

**Your consent** By using the CARFAX web sites, you signify your assent to the CARFAX Privacy Statement. If you do not agree with the terms of this statement, please do not use the CARFAX web sites. The CARFAX Privacy Statement is subject to change without notice. Your continued use of the CARFAX web sites following the posting of changes to these terms will mean that you accept those changes.