



## **Description of the Foureyes® Tracking Tool**

This page is intended to describe how the Foureyes® Tool provided by the website analytics vendor Foureyes, LLC, and its subsidiaries and affiliates, operates.

**How the Tool Works.** The Tool creates a user profile including the user's visitor ID number and any information the user directly provides through the Dealer website or other interactions with the Dealer's website and/or the Dealer (e.g., phone calls and chats). For each visit to the Dealer's website, the Tool: (1) identifies the traffic source for the visit; and (2) issues a unique visitor ID number and visitor traffic number. As the user navigates the Dealer's website, the Tool may track and store the pages visited and features used. The Tool also may collect and link information provided through forms or chat functions featured on the Dealer's website or during phone calls with a visitor ID number. Using local storage, the Tool may also store data in the user's Internet browser or in a data repository on the user's device for purposes of associating the user with their user profile. The Tool operates only on the Dealer's website(s) and phone system – it does not track information regarding your use of other sites or activities on other sites.

Subject to applicable law, the Tool may automatically generate and send email marketing communications to you (to the extent you have provided your email address as part of your interactions with the Dealer's website and/or the Dealer associated with the website) and/or SMS marketing communications to you (to the extent you have provided your phone number as part of your interactions with the Dealer's website and/or the Dealer associated with the website and given your consent). The content of those email and/or marketing communications may be based on the pages that you have visited and/or the features you have used on the site. To opt-out of receiving the email and/or SMS marketing communications generated by the Tool, please see the Opt-Out instructions below.

**Blocking and/or Disabling the Tool.** The Tool gathers information about the user's computer hardware and software configurations to identify the user each visit and associate the user with their existing user profile. Unlike a "cookie", and except for local storage discussed above, the Tool does not store a file on the user's computer; therefore, the user information gathered is not deleted when the user clears their cache and/or deletes their cookies. In order to disable the tool, see the **Opt-Out** instructions below.

### **Opt-Out.**

**Opt-out of data collection by the Foureyes Tool.** To opt out of data collection by the Foureyes Tool, [Click Here](#). The Tool's opt-out functionality is cookie based, so for it to work for you, your browser must allow third party cookies. If you change computers or browsers or delete this cookie, we will no longer know you have opted out, so you will need to opt-out again. Note that opting out of cookies on the Dealer's website will not be an opt out with respect to the Tool. To opt out of email or SMS marketing communications generated by the Tool, please see the information below. Note that opting out of data collection by the Foureyes Tool will apply only to data collected going forward and not to previously collected data.

**Opt-out of email marketing communications generated by the Tool.** You may also opt-out of, or, where and as required under the Canadian Anti-Spam Legislation, withdraw your consent to, receiving email marketing communications generated by the Tool by sending a request to [support@foureyes.io](mailto:support@foureyes.io), or by clicking the unsubscribe link on any such email marketing communication you receive.



Please note that clicking the unsubscribe link may only result in your no longer receiving marketing communications generated by the Tool; you may still receive other email marketing communications from the Dealer that are not generated by the Tool.

If you opt out or withdraw consent with the Dealer or on the Dealer's website, you will still also need to opt-out or withdraw your consent regarding the Tool as set out in this paragraph. You may also continue to receive email marketing communications from other Dealers that use the Tool. To opt out of email communications sent by the Tool on behalf of other Dealers, you will need to submit a separate opt-out request with Foureyes for each Dealer. To opt out of other marketing communications sent by the Dealer, please see the Dealer's privacy policy for the relevant opt-out information.

**Opt-out of SMS marketing communications generated by the Tool.** To stop receiving SMS marketing communications generated by Tool on the Dealer's behalf, you can opt out at any time by responding with an opt-out notice in the SMS communication.

For more information about how the Tool works, please contact Foureyes at [support@foureyes.io](mailto:support@foureyes.io).