

# Privacy Notice for Motorcraft eCounter

EFFECTIVE DECEMBER 31, 2020

This notice of Distribution Service Technologies, Inc. (referred to as “DST”, “we”, “us” or “our” in this privacy notice) explains how we collect and process personal data through your use of this website. You can find more information about our company’s privacy policy and your rights and how the law protects you at <http://www.dstinc.com/index.php/privacy/>, and tell you about your privacy rights and how the law protects you. This notice should be read in conjunction with our Privacy Policy. Solera respects your privacy and is committed to providing information about personal data collected and processed by our company. This privacy notice may be updated by us from time to time.

Our website is not intended for minors under the age of 16 and we do not knowingly collect data relating to children.

## COLLECTION OF PERSONAL DATA

This website collects personal information about authorized users of the website such as buyers of parts. We receive information directly from the individual and from our customers as well as from their devices. We supplement the information with data from third parties such as Google. We collect the information to provide the service and to assist our customers with providing services to their end users. We also use the information to improve our products and services. We share the personal information with our customers of this services, vendors who assist us in providing this service or our business, other companies in the Solera group of companies and government and regulatory authorities (where required).

We do not sell personal data as those terms are defined under the California and Nevada data protection laws.

This service collects the following types of personal information for the purpose shown below:

Categories of Personal Information collected	Purpose for which the Personal Information will be used
Identification Data	<ul style="list-style-type: none"><li>• Provide the service</li><li>• Comply with legal obligations</li></ul>
Commercial Transaction Information	<ul style="list-style-type: none"><li>• Provide the service</li><li>• Analytics</li></ul>
Technical Data	<ul style="list-style-type: none"><li>• Provide the service</li><li>• Security and troubleshooting</li><li>• Analytics</li></ul>
Usage Data	<ul style="list-style-type: none"><li>• Provide the services</li><li>• Security and troubleshooting</li><li>• Analytics</li></ul>
Employment Data	<ul style="list-style-type: none"><li>• Provide the service</li><li>• Security</li><li>• Analytics</li><li>• Marketing</li></ul>
Marketing and Communications Data	<ul style="list-style-type: none"><li>• Provide the service</li><li>• Comply with legal obligations</li></ul>

- **Identification Data** includes data such as a name, alias, postal address, unique personal identifier, online identifier, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers.
- **Commercial Transaction Information** includes data such as records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
- **Technical Data** includes data such as internet protocol address, login data, browser type and version, time zone setting, data on devices used to access the website, browsing history, search history, and information regarding

interaction with an internet website, application, or advertisement.

- **Usage Data** includes data such as how you use our website or service.
- **Employment Data** includes data such as information about employment or a profession.
- **Marketing and Communications Data** includes data such as your preferences in receiving marketing from us and our third parties and your communication preferences.

**Aggregated Data**, such as statistical or demographic data, may be derived from your personal data but is not considered personal data in law as it does **not** directly or indirectly identify you.

#### IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect personal data to provide this service or where required by law and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

#### DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

#### CONTACT INFORMATION

For more information about this notice or to request any rights under personal data protection laws, fill out the form located at <https://privacyportal-cdn.onetrust.com/dsarwebform/20bbc57b-6134-4535-8062-a1745b771851/b40c1a1c-aaa1-4fb1-8c90-638c4fdd7ffb.html>. You can also contact us at:

Distribution Service Technologies, Inc.  
Attn: Data Privacy Champion  
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1-800-700-4378  
Email address: [privacy@solera.com](mailto:privacy@solera.com)

#### DOCUMENT CHANGE HISTORY

Version Number	Version Date	Changes made from Previous Version
v.1.	December 31, 2019	--
v.2.	December 31, 2020	Reviewed notice; updated date and links to privacy policy and webform.