

Notice at Collection of Personal Information

South Bay Ford Lincoln (“Dealership,” “we,” “us” or “our”) respects the privacy of the information our customers entrust to us. This Notice at Collection applies to both the online and offline collection of information. [\[Insert either of the following statements:\]](#) We do not and will not sell personal information / We sell personal information unless you instruct us not to do so by clicking **Do Not Sell My Personal Information** [\[add link\]](#) or by visiting [\[insert URL for do not sell button\]](#). For more information regarding our privacy practices and consumer rights under the California Consumer Privacy Act, view our Privacy Policy at <https://www.southbayford.com/privacy-policy.html>.

Categories of personal information we collect from you	The business or commercial purpose(s) for which it will be used:
<p>Identifiers, such as: Name, postal address, email address, IP address, identification numbers (e.g., social security number, driver’s license number, state identification number, military identification number or passport number)</p>	To respond to your requests and inquiries; communicate with you regarding our products or services; enter into transactions with you; process your transactions; send you marketing communications; complete government forms; confirm your identity and that you are at least 18 years old; and/or confirm you are licensed to drive our vehicles or take delivery of a vehicle you have purchased or leased from us
<p>Other personal information described in Civil Code Section 1798.80(e), such as: Phone number; insurance information; bank account number, credit card number, debit card number, or other financial information; and/or your signature</p>	To respond to your requests and inquiries; communicate with you regarding our products or services; enter into transactions with you; process your transactions; send you marketing communications; confirm your insurance coverage; confirm your identity; obtain authorization to collect payment from you; collect payment from you; confirm acknowledgement of receipt of documents we provide to you; and/or to complete government forms
<p>Physical description and characteristics of protected classifications under California or federal law, such as: A photocopy/scan of government issued identification reveals personal information. For example:</p> <ul style="list-style-type: none"> • Driver’s license/state identification card - includes your image, date of birth, physical description and gender • Permanent resident card - includes your image, date and place of birth; • Social security card - includes your social security number • Passport - includes your image, date and place of birth and your nationality • Military ID - includes your image and rank <p>Completion of a Translated Contract Acknowledgement or signing of translated documents reveals your primary language</p>	To confirm your identity; confirm you are licensed to drive our vehicles or take delivery of a vehicle you have purchased or leased from us; confirm eligibility for a manufacturer/lender rebate and to apply for and process any such rebate; determine coverage under the Military Lending Act; provide you with copies of certain documents written in the language in which your transaction was primarily negotiated, as required by law; and/or to complete government forms
<p>Commercial information from selling/providing products or services to you, such as: Information, including vehicle information and ownership information, regarding a transaction in which we sell or lease a vehicle to you and/or buy a vehicle from you, or provide parts, service repairs to, or maintenance or inspection of your vehicle</p>	To process your transactions; appraise your current vehicle; send you informational and marketing communications; retain records of transactions as required by law; fulfill the terms of a written warranty or product recall; to process warranty, insurance or service contract claims; and/or to complete government forms
<p>Internet or other electronic network activity information, such as: IP address, browsing history, and search history</p>	To communicate with you regarding our products and services; improve user experiences by making our website easier to use and navigate, and more personalized based on the profile we create about you
<p>Geolocation information, such as: Location of IP address or location of vehicle (using GPS, as permitted by law)</p>	To respond to your requests and inquiries; enter into transactions with you; process your transactions; send you marketing communications; track your vehicle as permitted by law.
<p>Sensory data, such as audio information: Voicemail messages and/or recorded phone calls (with your consent)</p>	To communicate with you; some phone calls are recorded (with your consent) for training our staff and for quality assurance purposes
<p>Professional or employment related information, such as: Information regarding current occupation</p>	To confirm eligibility for a manufacturer/lender rebate and process rebate, if applicable; to confirm eligibility for employee price discounts; and/or to complete government forms
<p>Education information, such as Information regarding whether you are or will soon be a college graduate</p>	To confirm eligibility for a manufacturer/lender rebate and process rebate, if applicable
<p>Inferences drawn from information collected to create a profile, such as: Information regarding your vehicle preferences and needs</p>	To communicate with you regarding our products and services and to market to you
<p>Credit information, including employment information, if you apply to finance or lease a vehicle, or make full payment by check.</p>	See our Privacy Notice [add link]