

Cox Automotive Privacy Notice

Effective Date: July 20, 2026

Cox Automotive uses data, including personal information, to drive exceptional products and customer experiences. This Notice is designed to help you understand how we collect information about you (your “**Personal Information**”), how we use it, how we share it, and how you can exercise your privacy rights with respect to that information.

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To submit a privacy rights request, fill out the [Privacy Request Form](#).

You may also exercise your privacy rights by calling us toll free at **1-866-288-6872**.

What This Notice Covers

This Notice describes how Cox Automotive, Inc., Cox Automotive affiliates that provide products and services directly to consumers, including, but not limited to, Autotrader, Inc., Kelley Blue Book Co., Inc., and NewOrderAuto, Inc., and any Cox Automotive subsidiaries that do not otherwise publish a separate privacy notice (collectively, “**Cox Automotive**,” “**we**,” “**us**,” or “**our**”), collect, use, and disclose your Personal Information. That includes Personal Information we collect through or in connection with:

- Our websites, including coxautoinc.com, autotrader.com, kbb.com, and fordblueadvantage.com (collectively, the “**Site**”).
- Mobile applications offered by Autotrader, Inc., Kelley Blue Book Co., Inc., and NewOrderAuto, Inc. (collectively, the “**Mobile App**”).
- Our products, services, and tools, such as Autotrader Private Seller Exchange (together with the Site and the Mobile App, collectively, the “**Services**”).
- Any emails, texts, online chats, or other communications with us.
- Any offline interactions we have with you.
- Certain products and services we provide to third parties, such as auto dealers, auto manufacturers, and other third parties (together, our “**Partners**”). For example, we may partner with auto dealers, manufacturers, or other third parties to provide useful information, offers, or targeted advertising in relation to our services or others’ services that might be of interest to you (e.g., providing an estimated value of your vehicle for trade-in purposes, estimating the cost of buying a particular vehicle, or offering to sell you a new or used vehicle). When you submit information to our tools through a Partner website, we collect that information and will process it as described in this Notice.
- Cookies and Similar Technologies (as defined below) through the Site or Mobile App as well as through our Partners’ websites, such as through certain auto dealer and manufacturer websites.

This Notice does not apply to information controlled by a third party, including any third-party apps or websites (including third-party websites you may access through our Site or Services), or after we sell or share your information to a third party as described in this Notice. This Notice also does not apply to Personal Information about you processed by our affiliates in their role as a service provider to a third-party business, such as when one of our affiliates processes data about you in connection with providing software services to an auto dealer. We encourage you to review the privacy policies of any business you interact with.

This Notice also does not apply to workforce members, such as job applicants, employees, retirees, or contractors. You can find additional information about how we collect and use Personal Information for workforce members at <https://www.coxenterprises.com/privacy-policy> and <https://www.coxenterprises.com/applicant-privacy-policy>.

Our privacy practices may vary among the jurisdictions in which we operate to reflect local practices and legal requirements, which we may explain through jurisdiction-specific addenda to

this notice. In the event of any conflict or inconsistency between the jurisdiction-specific addendum that applies to you and the main body of this notice, the terms of such addendum will govern and prevail. Please refer to the [Additional Disclosures Related to Collection, Use, and Disclosure of Personal Information for Residents of Certain U.S. States](#) section below for additional disclosures that may be applicable to you.

What Personal Information We Collect

“Personal Information” generally means any information that identifies, relates to, describes, is reasonably capable of being associated with you or could reasonably be linked with you, directly or indirectly. Personal Information does not include publicly available information or information that is deidentified or anonymized consistent with applicable privacy laws.

We collect a variety of Personal Information in connection with offering our Services, including so we can personalize your experience and focus on what interests you most. We also collect a variety of Personal Information through Partners who use our products and services.

We may collect the following categories of Personal Information about you:

- **Identifiers** such as real name, alias, unique personal identifier, IP address, or driver’s license number.
- **Contact Information** such as postal address, email address, or phone number.
- **Demographic Information** such as age, gender identity or expression, philosophical beliefs, and marital status.
- **Device and Location Information** such as device type and identification number, mobile network, operating system type, web browser type and version, or system events. We collect geolocation (e.g., zip code and IP address) as well as precise geolocation (e.g., lat/lon) in the Mobile App, with your permission, in order to provide you with more relevant content and tailor your experience. For information on how to withdraw permission for precise geolocation collection, see the “Control Over Your Personal Information” section below.
- **Usage Information** such as where you hover or click on a website, your interactions with features and content, search queries, date and time of certain actions, data on how you navigate and use the Services, links clicked, and videos watched, or browsing history.
- **Account Information** such as username and password, security questions and answers, or access codes. Note that we may provide you the ability to log in to our Site or Mobile App through certain third-party accounts you maintain. When you use these single sign-on protocols to access our services, we do not receive your login credentials for the relevant third-party service. Instead, we receive tokens from the single sign-on protocol to help identify you in our system (such as by your username) and confirm you successfully authenticated through the single sign-on protocol.
- **Transaction Information** such as your purchase history, related payment information, information you input into our site, or other data related to your use of our Services or websites and services provided by our Partners. Please note that we use third-party

payment providers, including Stripe, to process payments made to us. To view Stripe's privacy policy, please click [here](#).

- **Consumer History Information** such as purchasing history, products or services considered or obtained, records of personal property, self-reported credit information, or other commercial history information.
- **Content You Submit** to our Services or through websites or services operated by our Partners, such as information submitted through a form or chat session, reviews of your experience, messages, comments, or other content you submit.
- **Sensory information** such as when you submit a "selfie" photo for identification verification or via CCTV when you visit our offices or facilities.
- **Biometric information** such as facial landmarks (coordinates of corners of eyes and mouth, tip of nose, or chin) and facial embeddings (vector representation of facial features) derived from the facial photographs on your government-issued identity document or when you submit a "selfie" photo for identification verification. We use this information to verify individuals' identities and protect against fraud in certain transactions with us. We rely on trusted third-party identity verification providers to facilitate identity verification using biometric facial comparison technology to provide customers with certain Private Seller Exchange services. We do not receive any facial biometric information generated from the images, and we contractually require our identity verification providers who process this information on our behalf to destroy the images and any biometric information in accordance with our instructions. We do not use, disclose, or retain facial biometric information for any other commercial purpose.
- **Inferences** or assumptions derived from other information and data identified in this Notice, such as inferences regarding your preferences, interests, and predispositions.
- **Call tracking information**, such as interactions made through uniquely generated toll-free numbers which may be available on our Services or our Partners' websites and that we use to measure and improve our services and to match your phone call with your activity on our Services and Partners' websites.

How We Collect Personal Information

Directly From You

We collect Personal Information directly from your use or interaction with our Services or through websites and services operated by our Partners and information you directly provide to us. This may include:

- Information you submit through forms on our Services or on our Partners' websites, such as when you register for products or services, enter contests or promotions, sign up to receive communications, or report a problem.
- Information you provide when expressing interest in buying, selling, financing, or trading in a vehicle, including when you submit information through a form and direct us to submit it to our Partners on your behalf or when you submit similar forms on a website operated by our Partners.

- Content you share when participating in chats, forums, or other interactive features on our Services or through our Partners.
- Information made available to us when you connect to social networking platforms through our websites or Services.
- Your correspondence with us, including when you use our AI or non-AI chat features.
- Responses to surveys or feedback requests.
- Details of transactions carried out through the Services or through our Partners' websites or services, such as purchases.
- Search queries conducted on the Services.

Automatically From Your Use of the Services or Partner Websites

When you download, access, or use our Services, we automatically collect certain Personal Information from your device or browser. We may also collect certain Personal Information about you through your use of Services or our Partners' websites. This may include information such as identifiers, device and location information, usage information, including any videos watched, transaction and account information, or call tracking information as described above. This includes information collected through technologies such as cookies, pixels, log files, web beacons, and other storage technologies (collectively, "**Cookies and Similar Technologies**").

Automatically From Cookies and Similar Technologies

We and our Partners and service providers, such as advertising networks, analytics providers, and social media platforms, may also use Cookies and Similar Technologies to collect information about your activities over time and across the Services and third-party websites, applications, and other online services, and may combine such information with other information about you or your browser/device. For example, we may track your activity when you visit the website of an auto dealer that partners with us, including what actions you take on their website, where you hover or click on the website, what pages you view, or information you enter into the website. For more details about how we use these technologies and your choices, please see the "How We Use Cookies and Similar Technologies" section below.

From our Affiliates and Subsidiaries

Cox Automotive may receive Personal Information about you from our affiliates and subsidiaries. Please visit <https://www.coxenterprises.com/> for more information on how Cox Automotive affiliates not covered by this Notice handle information about you.

From Non-Affiliated Third Parties

We may also obtain Personal Information about you from third-party sources. These sources can include our service providers, business partners, Partners, analytics providers, advertising networks, social media platforms, data brokers, or publicly available sources. For social media platforms, the data we receive is dependent upon your privacy settings with the social network, and may include profile information, profile picture, username, and any other information you

permit the social network to share with third parties. You should always review and, if necessary, adjust your privacy settings on third-party websites and social media networks and services before sharing information and/or linking or connecting them to other services.

Information We Generate

Based on the information we collect, we may also generate additional insights or inferences about you, such as inferences regarding your preferences, interests, predispositions, and sentiments. In some instances, we may use AI to understand the sentiment of an interaction with you, such as when you call us.

How We Use Your Personal Information

We use the information we collect about you, or that you provide to us, including Personal Information, for the following purposes:

- **Providing services to you:** To operate, maintain, and provide you with access to the Services, their contents, and any information, products, or services you request, including customer support (such as troubleshooting or providing instructions or tips). We may also use the information to provide you with third-party services, such as those of our Partners.
- **Providing services to third parties:** In connection with providing our Partners with our services including by using your information to direct product advertisements to you that align with your interests and preferences or to connect you with auto dealers who offer products you may be interested in.
- **Listings and advertising:** To create and display listings and advertisements for vehicles you choose to sell with us, which may appear on our Services as well as on third-party websites or other services.
- **Valuations and offers:** To provide values or offers for vehicles you wish to sell or trade in.
- **Research and analytics:** To learn more about you and conduct market research, trend and demographic analysis, and financial analysis.
- **Programs and promotions:** To communicate with you about, and administer your participation in, special events, programs, surveys, contests, sweepstakes, and other promotions.
- **Marketing and advertising:** To provide you with marketing and promotional content, including targeted advertising (both our own and third-party marketing) tailored to your interests and browsing or usage history across our Services and other websites, including inferences derived from your or others' activities or other information, and other ads-related purposes (e.g., measurement/attribution, identity resolution) as further described in this Notice. This includes using your Personal Information to match or identify you on advertising platforms or social media networks, create custom advertising audiences, develop lookalike or similar audiences based on shared characteristics, and deliver personalized advertisements to you across different platforms and devices.
- **Communications and feedback:** To engage with you when you contact us, request information, sign up for our newsletter, or provide feedback, including via chatbots or other

chat features, some of which may use AI transcription or summarization. These chatbots and other chat features may transcribe, process, or summarize Personal Information that you enter into the chat.

- **Product and service improvement:** To evaluate, operate, and improve our products, services, and overall business, and to ensure functionality of our Services.
- **User interactions:** To enable you to interact with other users, our Partners, and others through features such as message boards, blogs, and social media. We also facilitate your interaction with our Partners when you submit information through a form and direct us to submit your information to one or more of our Partners.
- **Compliance and legal:** To comply with applicable laws, regulations, and internal policies, to fulfill our legal or contractual obligations, protect our legal interests, or to address legal claims or disputes.
- **Third-party marketing:** To allow selected Partners to market or advertise their or their customers' products or services to you.
- **Security:** To detect, prevent, investigate, or provide notice of security incidents, protect against malicious, deceptive, fraudulent, or illegal activity.
- **Other purposes with your consent or at your direction:** To fulfill any other purpose for which you provide your Personal Information, or for which you have otherwise consented.

We may also combine the information that you provide directly with information that we collect automatically, information we receive from our affiliates and subsidiaries, information obtained from non-affiliated third parties, or publicly available information. The combined information may include information about your use of the Services, your use of other websites, devices, and information from other sources.

How We Use Cookies and Similar Technologies

When you interact with our Services, as well as when you interact with our Partners' websites or services, including certain auto dealers, we may use a variety of technologies to automatically collect information about you. These include:

- **Cookies:** Small text files placed on your device by your browser. Cookies allow us to recognize your browser, remember your preferences, keep you signed in, and understand how you use the Services. They may be set by us (first-party cookies) or by others (third-party cookies, such as for analytics or advertising).
- **Web beacons / pixel tags:** Tiny graphics or snippets of code that link web pages or emails to our servers (and their cookies). They help us measure the effectiveness of campaigns, track "events" (user activity on our services or others' services), understand usage, and deliver content.
- **APIs:** Server-to-server connections that transmit information about you via "backend systems" such as for advertising and analytics purposes.
- **Mobile Advertising identifiers:** Resettable identifiers provided by mobile operating systems (such as Apple's Identifier for Advertisers ("IDFA") or Google's Advertising ID

("AAID")). These work in a similar way to cookies and are used for advertising and analytics purposes.

- **Session replay technologies:** Tools that may record how you interact with the Services (such as clicks, scrolling, and navigation) to help us diagnose issues, analyze usage, and improve your experience.
- **Local storage and similar technologies:** Web browsers and apps may also use local storage (including HTML5 local storage and caches) and software development kits ("SDKs") to save information directly on your device. These technologies are often used to remember settings, speed up performance, or support app functionality. SDKs may also recognize you across our Services and across your devices, collect data on your interactions with our Services, and we may use SDKs for analytics.
- **Device and browser recognition:** In some cases, we may use technical information about your browser, device, or network (such as fonts, screen resolution, or plug-ins) to help recognize your device for security, analytics, or advertising purposes.

These Cookies and Similar Technologies may be deployed by us directly or our Partners (e.g., advertising technology providers such as ad exchanges, customer data platforms, ad networks, social media companies, third-party analytics). They may be used to deliver information to you or about you and to connect information about you across different sources, websites, devices, and applications and to provide us or other businesses with a variety of services, such as targeted advertising to you or other similar users (lookalike audiences), identity resolution, ad measurement/attribution, and creating/optimizing user profiles and segments. These Partners may also use the information collected about you for their own purposes pursuant to their separate privacy practices.

The Cookies we use on our Services generally fall into the four categories below. For more information on cookie categories and to adjust your preferences, visit our ["Manage Cookies" tool](#), which is available at any time through the link in the footer of our Site or in our Mobile App.

- **Essential cookies**, which are generally necessary for our Services to function properly and cannot be turned off.
- **Performance cookies**, which help us measure and improve the performance of our Services and understand how visitors use them.
- **Functional cookies**, which help us enhance the performance and functionality of our Services, including by remembering your preferences and settings.
- **Targeting cookies**, which are used to deliver relevant ads, measure the effectiveness of our marketing campaigns, and help us retarget you across websites, apps, and platforms.

Disclosure of Your Personal Information

We may share your Personal Information with people and businesses that help operate the Service and carry out our business, as well as when we are otherwise legally permitted or required to do so.

We share Personal Information with the following categories of recipients where permitted by law:

- With our other **Partners** to provide you with complementary offerings, access to information from our Partners, and for marketing products or services to you that you may be interested in. This includes, for example, our auto dealer and auto manufacturer Partners where you direct us to share your information via a form regarding a vehicle purchase or similar transaction you may be considering.
- **Third-party advertising and marketing Partners, including advertising technology platforms, social media companies, and other third-party services**, to collect information about your use of the Services, or our Partners' websites and services over time so that they may, for example, display or measure ads on other devices, applications, and platforms that you may use, provide other ad targeting or lookalike modeling capabilities, carry out measurement/attribution, identity resolution, profile/segment creation/optimization, other ads-related purposes described in this Notice, or otherwise optimize their services for us or other entities. We may share your Personal Information, including identifiers such as your email address or phone number, with these partners to match you on their platforms, create custom audiences of our customers or prospective customers, develop lookalike or similar audiences to reach new consumers with similar characteristics, and measure the effectiveness of advertising campaigns.
- **Advertising platforms and social media networks**, including, but not limited to, Meta, Google, and similar services, to facilitate audience matching and targeted advertising. We may upload hashed or encrypted identifiers (such as email addresses or phone numbers) to these platforms to match our customer lists against their users, create custom advertising audiences, develop lookalike or similar audiences to reach new potential customers, measure advertising conversions, and optimize our advertising campaigns. These platforms may use this information in accordance with their own privacy policies.
- **Affiliates and subsidiaries** to support business operations and service delivery, to better understand how you use and interact with our Services across our affiliates and subsidiaries, and for our affiliates and subsidiaries to provide information or market products and services to you that you may be interested in, including third-party marketing, advertising-related purposes described in this Notice, or other promotional information or content that correlates to your interests and browsing and usage history both within our Services and on other websites and applications. Please visit <http://www.coxautoinc.com> for more information about our affiliates.
- **Professional advisors**, such as lawyers, accountants, insurers, information security, and forensics experts.
- **Service providers** to enable them to perform services on our behalf, including marketing vendors, ad agencies, cloud storage solutions, payment processors, technology providers, website and data hosting, product and Services delivery, data analytics, data security, ecommerce operations, surveys, research, administration of promotions, offers and loyalty programs and otherwise to help us carry out our business. This includes sharing Personal Information, including in hashed or pseudonymized form, in connection with data clean rooms, customer matching services, or audience platforms for the purpose of audience discovery, audience expansion, custom audience creation, audience targeting, and lookalike audience modeling.

- **Potential or actual acquirers or investors** and their professional advisers in connection with any actual or proposed merger, acquisition, or investment in or of all or any part of our business.
- **Competent law enforcement, government regulators, and courts** when we believe disclosure is necessary (i) to comply with the law, (ii) to exercise, establish, or defend legal rights, or (iii) to protect the rights, property, and safety of us, our consumers, Partners, service providers, or another third party.

All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties excluding aggregators and providers of the text message services.

Control of Your Personal Information

Automatic Data Collection Preferences: You can control how certain Cookies function on our Services by using our “[Manage Cookies](#)” tool, which is also available at any time through the link in the footer of our Site or in our Mobile App.

With this tool, you can:

- Learn more about the categories of Cookies we use.
- Reject Cookies other than Essential Cookies.
- Change your Cookie preferences at any time.

To learn more about cookies generally, visit www.allaboutcookies.org.

You can also learn more and opt out of tracking by some of our third-party partners by visiting:

- [Google Analytics Opt-Out](#)
- [Digital Advertising Alliance \(“DAA”\) Consumer Choice Tool](#)
- [Global Privacy Control Opt-Out](#)

iOS and Android operating systems also provide options to limit tracking or reset your advertising identifications.

Your email provider may also have settings which allow you to prevent the automatic download of images, including web beacons, which prevents the automatic connection to the web servers that host those images.

In addition, depending on your state of residence, you may have the right to opt out of our use of cookies and tracking technologies for targeted advertising or from the “sale” or “sharing” of your Personal Information for purposes of cross-context behavioral advertising under applicable U.S. state privacy laws. You can exercise these rights through our “[Do Not Sell Or Share My Personal Information](#)” link in the footer of our Services. For more details, please see the “[Your Privacy Rights](#)” and “[Exercising Your Privacy Rights](#)” sections below.

We have implemented a cookie preference center to ensure your cookie preferences are honored. We have tools in place to detect and honor requests made using the Global Privacy Control (“GPC”) signal as requests to opt-out of the sale or sharing of Personal Information to the extent required by applicable law. The GPC sends signals to the websites you visit indicating your choice to opt out from certain types of data processing. We endeavor to honor these requests with respect to any Personal Information connected to the GPC opt-out request based on the information made available by GPC. We may not be able to tie a GPC request to all Personal Information we have about you. If you wish to exercise your rights to opt out of the sale or sharing of your Personal Information under applicable state privacy laws, we recommend configuring your browser to send an opt-out signal via GPC, submitting your cookie preferences via our cookie preference center, and by submitting a request using one of the methods outlined in the [“Exercising Your Privacy Rights”](#) section of the notice below. We do not currently support the capability to respond to web browser “do not track” signals.

Communication Preferences: You can stop receiving promotional email communications from us by clicking on the “unsubscribe” link provided in any of our email communications. Please note you cannot opt-out of service-related email communications (such as account verification, transaction confirmation, or service update emails).

Precise Geolocation and Device Permissions: You are free to decline to provide precise geolocation information through your mobile device settings or any prompt requesting such information. You may control (opt-in or opt-out) the collection of precise geolocation data via the Mobile App by adjusting your location services options on your mobile device. We may continue to approximate your location based on your IP address when you access the services through a computer or other device.

Region-Specific Privacy Rights: For more information about your rights under certain U.S. Privacy Laws, please see the [“Your Privacy Rights”](#) section below.

Additional Disclosures Related to Collection, Use, and Disclosure of Personal Information for Residents of Certain U.S. States

The Personal Information we collect about you includes information within the below categories of data. Note that the “category” of data listed below refers to the category of Personal Information as defined under California law and represents the categories of Personal Information that we have collected, and how it has been shared, over the past 12 months. Inclusion of a category in the list below indicates only that we may collect some information within that category. We do not necessarily collect all information listed in a particular category, nor do we necessarily collect all categories of information for all individuals. While the categories are as defined under California law, the disclosures below also apply to residents of other states as well.

We have disclosed Personal Information in each of the categories listed below to our affiliates and subsidiaries, Partners, and service providers, as well as to government entities, where required, for our business purposes within the past 12 months. Please note that we have not necessarily disclosed every type of information listed in a given category. In addition, we have shared internet or other electronic network activity information (as described below) with advertising and marketing Partners for purposes of targeted advertising.

Category	Source	Purpose
Identifiers such as real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol (“IP”) address, email address, account name, Social Security number, driver’s license number, passport number, or other similar identifiers.	Directly from you when you: • Register for one of our products or services; • Make information available to us via social networking logins; • Express an interest in buying, selling, or trading in a vehicle; • Participate in chats, web forums, or other interactive sessions; • Subscribe to newsletters or provide feedback; • Submit a lead form; • Participate in surveys, sweepstakes, or other promotions; or • Automatically when you interact with our Services, including the site of an auto dealer or other Partner that uses our technology or platforms. • From our Partners, such as data brokers, auto dealers, auto manufacturers, or government agencies.	For everyday business purposes: • To create listings and advertisements for any vehicles that you list for sale with us. • To provide values and/or offers for vehicles that you would like to sell or trade in. • To provide you with our products and services or the products and services of others, and to ensure functionality of our Services. • To learn more about you and to perform market and consumer research, trend analysis, demographic analysis, and financial analysis. • To communicate about, and administer your participation in, special events, programs, surveys, contests, sweepstakes and other offers or promotions. • To provide you with marketing, including third-party marketing, targeted advertising, or other promotional information or content that correlates to your interests and browsing and usage history both within our Services and on other websites and applications, or that may be inferred based on your information and others’ information.

		• To provide you with valuation information of offers for vehicles you wish to sell or trade in. • To engage with you when you contact us or to request your feedback. • To enforce our terms, agreements, and policies. • To improve our products and Services. • To comply with laws and policies, fulfill our legal obligations, or address claims or disputes. • To detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity.
Other Information About You or information that identifies, relates to, describes, or is capable of being associated with you, including, but not limited to, name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health information.	Directly from you when you: • Register for one of our products or services; • Make information available to us via social networking logins; • Express an interest in buying, selling, or trading in a vehicle; • Participate in chats, web forums, or other interactive sessions; • Subscribe to newsletters or provide feedback; • Submit a lead form; or • Participate in surveys, sweepstakes, or other promotions.	For everyday business purposes: • To create listings and advertisements for any vehicles that you list for sale with us. • To provide values and/or offers for vehicles that you would like to sell or trade in. • To provide you with our products and services or the products and services of others, and to ensure functionality of our Services. • To learn more about you and to perform market and consumer research, trend analysis, demographic analysis, and financial analysis. • To communicate about, and administer your participation in, special events, programs,

		surveys, contests, sweepstakes and other offers or promotions. • To provide you with marketing, including third-party marketing, targeted advertising, or other promotional information or content that correlates to your interests and browsing and usage history both within our Services and on other websites and applications, or that may be inferred based on your information and others' information. • To engage with you when you contact us or to request your feedback. • To provide you with valuation information of offers for vehicles you wish to sell or trade in. • To enforce our terms, agreements, and policies. • To improve our products and Services. • To comply with laws and policies, fulfill our legal obligations, or address claims or disputes. • To detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity.
Characteristics of protected classifications under California or federal law, such as familial status, disability, sex, national origin, religion, color, race, sexual orientation, gender identity and gender expression, marital status, veteran status, medical condition, ancestry, source of	Directly from you when you: • Register for one of our products or services; • Make information available to us via social networking logins;	For everyday business purposes: • To provide you with our products and services or the products and services of others. • To learn more about you and to perform market and consumer research,

income, age, or genetic information.	- Express an interest in buying, selling, or trading in a vehicle; - Participate in chats, web forums, or other interactive sessions; - Subscribe to newsletters or provide feedback; - Submit a lead form; or - Participate in surveys, sweepstakes, or other promotions.	trend analysis, demographic analysis, and financial analysis. - To comply with laws and policies, fulfill our legal obligations, or address claims or disputes. - To detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity.
Commercial information such as records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Directly from you when you: - Register for one of our products or services; - Make information available to us via social networking logins; - Express an interest in buying, selling, or trading in a vehicle; - Participate in chats, web forums, or other interactive sessions; - Subscribe to newsletters or provide feedback; - Submit a lead form; - Participate in surveys, sweepstakes, or other promotions; or - Automatically when you interact with our Services, including the site of an auto dealer or other Partner that uses our technology or platforms; - From our third-party Partners, such as data brokers, auto dealers, auto manufacturers, or government agencies.	For everyday business purposes: - To create listings and advertisements for any vehicles that you list for sale with us. - To provide values and/or offers for vehicles that you would like to sell or trade in. - To provide you with our products and services or the products and services of others. - To learn more about you and to perform market and consumer research, trend analysis, demographic analysis, and financial analysis. - To communicate about, and administer your participation in, special events, programs, surveys, contests, sweepstakes, and other offers or promotions. - To provide you with valuation information of offers for vehicles you wish to sell or trade in. - To provide vehicle sale information or

		transaction data to third parties directly involved in the sale of a vehicle. • To provide you with marketing, including third-party marketing, targeted advertising, or other promotional information or content that correlates to your interests and browsing and usage history both within our Services and on other websites and applications, or that may be inferred based on your information and others' information. • To engage with you when you contact us or to request your feedback. • To enforce our terms, agreements, and policies. • To improve our products and Services. • To comply with laws and policies, fulfill our legal obligations, or address claims or disputes. • To detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity.
Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with an internet website application or advertisement.	Automatically when you interact with our Services, including the site of an auto dealer or other Partner that uses our technology or platforms.	• To provide values and/or offers for vehicles that you would like to sell or trade in. • To learn more about you and to perform market and consumer research, trend analysis, demographic analysis, and financial analysis. • To provide you with marketing, including

		third-party marketing, targeted advertising, or other promotional information or content that correlates to your interests and browsing and usage history both within our Services and on other websites and applications, or that may be inferred based on your information and others' information. • To enforce our terms, agreements, and policies. • To improve our products and Services, and to ensure functionality of our Services. • To detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity.
Geolocation Data, such as IP address and precise geolocation (as described below).	Automatically when you interact with our Services, including the site of an auto dealer or other Partner that uses our technology or platforms.	For everyday business purposes: • To create listings and advertisements for any vehicles that you list for sale with us. • To provide you with marketing, including third-party marketing, targeted advertising, or other promotional information or content that correlates to your interests and browsing and usage history both within our Services and on other websites and applications, or that may be inferred based on your information and others' information. • To improve our products and Services.

		• To detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity.
Sensory Data , including audio, electronic, visual, thermal, olfactory, or similar information.	Directly from you when you provide it to us. Video collected via closed circuit video surveillance cameras (“CCTV”) if you visit our offices or other facilities, and audio collected via customer service calls.	• To detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity. • To physically secure our offices and other facilities. • For quality assurance and training purposes.
Inferences (defined as “the derivation of information, data, assumptions or conclusions from facts, evidence or another source of information or data”) drawn from any of the information identified in this subdivision to create a profile about a consumer reflecting the consumer’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	From our third-party Partners, such as data brokers, auto dealers, auto manufacturers, or government agencies.	• To provide values and/or offers for vehicles that you would like to sell or trade in. • To provide you with our products and services or the products and services of others. • To learn more about you and to perform market and consumer research, trend analysis, demographic analysis, and financial analysis. • To provide you with marketing, including third-party marketing, targeted advertising, or other promotional information or content that correlates to your interests and browsing and usage history both within our Services and on other websites and applications, or that may be inferred based on your information and others’ information. • To improve our products and Services.

		To detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity.
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In addition to the categories of Personal Information above, we also collect the following categories of Sensitive Personal Information to the extent permissible under applicable law:

Category	Source	Purpose for Collection
Your Social Security, driver's license, state identification card, or passport number.	Directly from you when you provide it to us.	To provide you with our products and services or the products and services of others, for example, when you purchase, sell, or trade in a vehicle.
Your account log-in, financial account, debit card, or debit card number in combination with any required security or access code, password, or credentials allowing access to an account.	Directly from you when you provide it to us.	To provide you with our products and services or the products and services of others, for example, when you purchase, sell, or trade in a vehicle.
Your precise geolocation, such as lat/lon.	Automatically when you interact with our Services.	To provide you with more relevant content and tailor your experience on the Services.
Your racial or ethnic origin, national origin, or citizenship or immigration status, religious or philosophical beliefs, or union membership.	From our Partners, such as data brokers, auto dealers, auto manufacturers, or government agencies.	- To provide you with our products and services or the products and services of others. - To provide you with marketing, including third-party marketing, targeted advertising, or other promotional information or content that correlates to your interests and browsing and usage history both within our Services and on other websites and applications, or that may be inferred based on

		your information and others' information.
Your biometric information processed to identify you.	Directly from you when you provide it to us.	To verify your identity, consistent with our legal obligations, in order to provide you with certain products and services or the products and services of others.

We may use your Sensitive Personal Information to provide you with services you request from us, to aid in protecting and securing your Personal Information and our systems, to verify or maintain the quality or safety of our services and systems, to market products to you that you may be interested in and measure the effectiveness of that marketing, or as otherwise permitted under regulations or required by law.

Sale of Personal Information and Sharing for Purposes of Cross-Context Behavioral Advertising

Some of the ways that we disclose Personal Information, including online and offline Personal Information, to third parties constitutes a “sale” of Personal Information or “sharing” for cross-context behavioral advertising under applicable privacy law. Cross-context behavioral advertising, or “targeted advertising,” is advertising customized based on predictions generated over time from your visits across different websites, devices, and mobile applications. In the preceding 12 months, we have sold or shared the following categories of Personal Information identified in the chart above:

- Identifiers;
- Other information about you;
- Characteristics of protected classifications under California or federal law;
- Commercial information;
- Internet or other similar network activity;
- Geolocation data, such as IP address; and
- Inferences drawn from other Personal Information.

We sell or share each of these categories of information with the following categories of third parties:

- Advertising networks and other Partners to deliver targeted advertisements to consumers and generate statistics and metrics related to the delivery of targeted advertisements, provide customization, auditing, research, and reporting for us, our affiliates, and other advertisers. This includes sharing hashed or pseudonymized identifiers to create custom

audiences, match our customers on advertising platforms, develop lookalike audiences, and measure advertising effectiveness.

- Our Partners to offer you products and services that may interest you.

For information on Cookies and Similar Technologies and how to modify your Cookie Settings, including how to opt out, please see the section on “How We Use Cookies and Similar Technologies” and “Your Privacy Rights.”

Our Services are intended for general adult audiences and are not intended for anyone under 18 years of age. We do not knowingly collect, store, use, sell, or share the Personal Information of children who are under 18 years of age without verifiable parental consent. If you believe we have collected such information, please contact us immediately at privacy@coxautoinc.com.

For more information on your right to opt out of the sale of your Personal Information or sharing for purposes of targeted advertising, please see the “Your Privacy Rights” section below. For more information on how to exercise your privacy rights, please see the “Exercising Your Privacy Rights” section below.

Notice of Financial Incentive

We offer financial incentives in the form of sweepstakes, contests, campaigns, or other promotional offers (collectively “**Promotional Offers**”) to consumers in exchange for voluntarily sharing certain Personal Information with us through our Services. We offer these Promotional Offers in order to understand and improve your satisfaction, experience, and relationship with us. You may opt in to the Promotional Offers by submitting your information at the applicable link or form on our Services. When you enter a Promotional Offer, we may collect Personal Information about you, including your name, date of birth, email address, postal address, and phone number.

You may withdraw from participating in a Promotional Offer at any time as defined under the terms of the relevant Promotional Offer or, if undefined, by emailing us at privacy@coxautoinc.com. Requests must include “Promotional Offer Opt-Out Request” in the email subject line and include your name, email address, and telephone number associated with your submission to the Promotional Offer. Incomplete information will delay or possibly prevent our ability to honor your request. Please note that if you withdraw from a Promotional Offer, or submit a request to delete your Personal Information, your participation in that Promotional Offer will be terminated, which means, generally, that you will no longer be eligible for the benefits described in each such Promotional Offer, subject to the applicable Promotional Offer terms.

We do not generally assign specific monetary or other value to the Personal Information you submit, and our Promotional Offers change continually. In conducting Promotional Offers, we assess that the value of the Personal Information collected and used under each Promotional Offer is reasonably equivalent to the total value of the costs of conducting each Promotional Offer and the benefits or rewards provided to winners in each such Promotional Offer, based upon a practical and good-faith effort to assess on an aggregate basis for all collected information: (1) the type of Personal Information collected, (2) the use of such information by us in connection with our marketing activities, and (3) the number of individuals enrolled in respective Promotional Offers. These values can change over time. We reserve the right to add financial incentives to this Notice of Financial Incentives or to terminate the Promotional Offer at any time at our sole discretion.

Deidentified Information

We may at times receive, or process Personal Information to create, deidentified information that can no longer reasonably be used to infer information about, or otherwise be linked to, a particular individual or household. Where we maintain deidentified information, we will maintain and use the information in deidentified form and not attempt to reidentify the information except as required or permitted by law.

Data Retention

Except as otherwise permitted or required by applicable law, we retain Personal Information in the categories set forth above only for as long as we have a legitimate business need to provide our services to consumers and our Partners. Because an average consumer usually purchases a vehicle infrequently, we keep some categories of information longer than others so that we can provide our services, such as identifiers, vehicle/commercial information, internet or network activity, and inferences.

To determine the appropriate retention period, we consider various criteria, including whether the Personal Information continues to be necessary to provide our services; the amount, nature, and sensitivity of the Personal Information; the potential risk of harm to consumers from unauthorized use or disclosure; and the purposes for which we collect the Personal Information.

Once retention of the Personal Information is no longer reasonably necessary for the purposes outlined above, we will either delete or deidentify the Personal Information or, if that is not possible (for example, because Personal Information has been stored in backup archives), we will securely store the Personal Information and isolate it from further active processing until deletion or deidentification is possible.

As set forth above, we do not receive any biometric information from consumers, and our identity verification providers who process this information on our behalf retain biometric information only as long as necessary for us to provide the Services to you and to help us comply with our legal obligations.

Your Privacy Rights

Depending on your state of residency, and the type of data collected, you may have rights with respect to your Personal Information, subject to certain exemptions provided by law. We may choose to extend these rights to you even if we are not required to under applicable law. If you would like to exercise any of the privacy rights outlined below, fill out the [Privacy Request Form](#).

If you are a resident of **California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, or Virginia**, you may have the following rights with respect to your Personal Information:

Right to access/know. Depending on your jurisdiction, you may have the following rights to know and access:

- Right to know and request information about the categories and specific pieces of Personal Information we have collected about you, as well as the categories of sources from which such information is collected, the purpose for collecting such information, and the categories of third parties, or specific third parties, depending on your jurisdiction, to whom we share such information, as well as the categories of Personal Information shared.
- Right to know if we have sold or disclosed your Personal Information, including the categories of third parties, or specific third parties, to whom we have sold Personal Information and the categories of the personal information sold.
- Right to access any inferences derived from your Personal Information.
- If you are a resident of **Connecticut, Delaware, Minnesota, or Oregon**, you may also have the right to request a list of the specific third parties (as defined under applicable law) to whom we disclose personal data. To exercise this right, please email us at privacy@coxautoinc.com with the subject line “Right to Know Third Parties.”
- If you are a resident of **Rhode Island**, you may also have the right to know all third parties to whom we have sold or may sell Personal Information (as defined under applicable law). To exercise this right, please email us at privacy@coxautoinc.com with the subject line “Right to Know Third Parties.”
- If you are a resident of **Colorado**, you may also have the right to request the category or description of your biometric information as well as (i) the source of collection; (ii) the purpose of collection and processing your biometric information and any associated Personal Information; (iii) the identity of any third party with which we have disclosed your biometric information and the purpose of disclosure; and (iv) the category or a description of the biometric information disclosed to third parties. To exercise this right, please email us at privacy@coxautoinc.com with the subject line “Right to Know Biometric Data.”

Right to opt out of the sale or sharing of personal information (including for direct marketing) and opt out of processing of personal information for purposes of targeted advertising. Our disclosure of your Personal Information to third parties may constitute a “sale” or “sharing” of your Personal Information or constitute processing of your Personal Information for purposes of targeted advertising under certain state laws. To the extent that our use constitutes such activity under applicable law, you may have the right to opt out by (a) enabling an opt out preference signal or Global Privacy Control on your browser which is recognized by our U.S.-facing websites, (b) opting out of cookies in our U.S.-facing websites’ cookie preference center, or (c) submitting a request to us using a method listed in the “[Exercising Your Privacy Rights](#)” section below. To opt out of the sale or sharing of your **offline information**, please submit a request to us. You may still receive advertising, including personalized ads based on our data. Please note, if you use different browsers, devices, or services, you will need to enable an opt-out preference signal and opt out of cookies for each separately.

Right to delete. You may have the right to request the deletion of your Personal Information, subject to certain exceptions.

Right to portable data. You may have the right to obtain Personal Information about you in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the information to another entity without hindrance.

Right to nondiscrimination. You may have the right to not be discriminated or retaliated against for exercising any of the above-listed rights.

Right to correct. You may have the right to request correction of any inaccurate information we hold about you. We may not be able to accommodate your request if we believe it would violate any law, any legal requirements, or cause the information to be incorrect. Information solely retained for data backup purposes is generally excluded.

Right to delete and withdraw consent to process sensitive personal information. To the extent we process your sensitive personal information, including biometric information, you may have the right to withdraw your consent to process such information.

Right to limit use and disclosure of sensitive personal information. If you are a resident of **California**, to the extent we process or disclose your sensitive personal information, you have the right to limit our use of this information to what is necessary to perform the services expected by an average consumer.

Right to appeal. Depending on your jurisdiction, you may have the right to appeal our decision regarding a request by email at privacyopsteam@coxautoinc.com with the subject line “Right to Appeal.” Please use the same email address that you used to submit the initial privacy rights request when you submit your Request to Appeal, and please add “Request to Appeal” in the subject line of the email. If you do not use the same email address, we may not be able to link your request to appeal to your initial privacy rights request.

Please note that we do not conduct automated processing of Personal Information for the purposes of evaluating, analyzing, or predicting an individual’s personal aspects in furtherance of decisions that produce legal or similarly significant effects. As a result, we do not provide a right to exercise control over such forms of automated decision-making and profiling.

Data solely retained for data backup purposes is principally excluded from these rights until it is restored to an active system or next accessed or used for a sale, disclosure, or commercial purpose. These rights also do not apply to pseudonymous data if the information necessary to identify the individual is kept separately and is subject to controls that prevent access to the information. Pseudonymous data is Personal Information that can no longer be attributed to a specific individual without the use of additional information, if the additional information is kept separately and is subject to measures that ensure Personal Information is not attributed to the specific individual.

If you are a resident of **California**, you may have the following rights with respect to your Personal Information:

Shine the Light. California Civil Code Section 1798.83 (known as the “Shine the Light” law) permits California residents to request information regarding the disclosure of their personal information by us to third parties for the third parties’ direct marketing purposes.

You have the right to prevent disclosure of your Personal Information for these purposes. It is Cox Automotive's policy to not disclose Personal Information to third parties for their direct marketing purposes if a consumer has exercised their right to opt out. To exercise this right, please fill out the [Privacy Request Form](#) and select "Right to Opt-Out of Sale/Sharing."

If you are a resident of **Nevada**, you have the right to opt out of the sale of your personal data. To exercise these rights, please fill out the [Privacy Request Form](#). For **Connecticut** residents, we do not collect, use, or sell personal data for the purpose of training large language models.

Exercising Your Privacy Rights

If you would like to exercise any of the privacy rights outlined above, fill out the [Privacy Request Form](#).

You may also exercise your privacy rights by calling us toll free at [1-866-288-6872](tel:1-866-288-6872).

You also may designate an authorized agent to make a request on your behalf. If you are submitting a request through an authorized agent, the authorized agent must provide us with your signed written permission stating that the agent is authorized to make the request on your behalf. Alternatively, your authorized agent may provide evidence of having power of attorney or acting as a conservator for you. We may also request that any authorized agents verify their identity and confirm the accuracy and continued legal validity of any such permission, power of attorney, or conservatorship, and, where permitted by law, may reach out to you directly to verify your identity or to confirm that you have provided the agent with your permission to submit the request on your behalf.

When you exercise these rights and submit a request to us, we may verify your identity where required or permitted by law by asking you for the following pieces of information: your relationship with us, first and last name, email address, telephone number, and postal address.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will use the Personal Information you provide to us when submitting a consumer request only to verify the requestor's identity or authority to make the request.

Depending on your jurisdiction, we generally have between 45 and 90 days to respond to your request.

There may be circumstances where we will not be able to honor your request, in which case, we will notify you. For example, if you request deletion, we may need to retain certain Personal Information to comply with our legal obligations or other permitted purposes. Depending on your jurisdiction, you may have the right to appeal this decision or to contact your Attorney General if you have concerns about the results of the appeal.

Please note that depending on your jurisdiction, we may only be obligated to respond, *free of cost*, to Personal Information requests from the same consumer up to two times in a 12-month period. Depending on your jurisdiction, after you have exceeded the applicable number of requests, we have the right to charge a reasonable fee for fulfilling the request. In addition, under the applicable

state privacy law, and for the protection of your Personal Information, we may be limited in what Personal Information we can disclose.

Depending on your jurisdiction, we may maintain your rights requests for at least two years. This information will not be used for any other purpose except to review compliance processes; it will not be shared except as necessary to comply with a legal obligation.

California Privacy Rights Request Statistics

The following link reflects the California privacy rights requests that we have processed in the 2025 calendar year (January 2025 – December 2025):

<https://www.coxautoinc.com/privacyrequestmetrics/>

Texas Data Broker Disclosure

Cox Automotive, Inc. is a data broker under Texas law. To conduct business in Texas, a data broker must register with the Texas Secretary of State (“Texas SOS”). Information about data broker registrants is available on the Texas SOS website.

To exercise your privacy rights, please see “[Your Privacy Rights](#)” above.

Minors and Children

The Services are intended for general adult audiences and are not intended for anyone under 18 years of age. We do not knowingly collect, store, use, sell, or share the Personal Information of children who are under 18 years of age without verifiable parental consent. If you believe we have collected such information, please contact us immediately at privacy@coxautoinc.com.

Third-Party Links

Our Services may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control third-party websites and are not responsible for their privacy notice. If you submit Personal Information to any third-party websites or service providers, your information is governed by their privacy policies. When you leave our Services, we encourage you to read the privacy notice on every website you visit.

Changes to This Notice

We reserve the right to change this Notice at any time in our sole discretion. If we make changes, we will post the revised notice here, so that you can see what information we gather, how we might use that information, and in what circumstances we may disclose it. If we make a material change to this Notice, i.e., a change notifying you of materially different collection, processing, or transfer, we will notify you of such changes as required by law. By continuing to use our services after notice is provided, you accept and agree to this Notice as modified.

International Users

The Services are based and administered in the United States of America. The Services are governed by the laws of the United States and are not directed at users based outside of the United States.

Contact Details

If you have any questions about this Notice or the ways we collect and use your Personal Information, you may contact us at:

Email: privacy@coxautoinc.com

Toll Free Call: [1-866-288-6872](tel:1-866-288-6872)