

## **Superstition Springs Lexus Online Privacy Statement**

### **Your Acceptance of Our Privacy Statement**

By using this Web site, you signify your acceptance of this Privacy Statement. If you do not agree with the manner in which we handle data as described in this Statement, please do not use this site.

### **Changes to This Privacy Statement**

We will post changes to this online statement and update the effective date when this statement is updated.

Last updated October 2009

### **Information We Collect; How We Use and Share it**

You can visit the Superstition Springs Web sites to read and learn about our products without telling us who you are and without revealing any personally identifiable information. However, to participate in any special programs as described in more detail below, you may need to provide personal information.

Personal information identifies you and includes your name, mailing address, e-mail address and phone number. We collect your personal information to provide you with service or information, as well as to give you a customized interactive experience and to help us deliver new products and services to meet your needs.

Your personal information may be shared with our business partners to assist us in fulfilling your request. We may also share your personal information with companies affiliated with Lexus and Lexus Corporate Headquarters for their own use.

The personal information we collect from you is used only for purposes consistent with your request or agreement. We do not share personal information with any other marketers for their own use unless you have requested that we do so:

*Informational Requests:* We collect information necessary to meet your requests for product information such as new and pre-owned vehicle information alerts, promotions, e-newsletters, and mailed brochures.

*Promotional Programs:* We may ask you to provide personal information to participate in promotional

activities such as sweepstakes, contests, games, special events, blogs and chats ("Programs"). Sometimes Programs are made available through the joint efforts of Superstition Springs Lexus and an unaffiliated business partner. If you choose to participate, we may use the information you provide in connection with the Program. For example, we may send you e-mail messages related to the Program or your account activity, or for selection and notification of sweepstakes or contest winners.

Your personal information may also be shared with our business partner and may also be used by our business partner if you indicate your interest in receiving communications directly from that company. If you elect to receive communications from our business partner, your information will be used by that company in accordance with its policies, and this privacy statement will not apply to that company's use of your information. Sometimes the rules, terms and conditions or disclaimers that apply to a particular Program include information on how we may use the personal information that you provide to us through your participation in the Program. If there is a conflict between the rules, terms and conditions that apply to a particular Program and this Statement, those applying to the particular Program will govern. Please review all of the information about a Program before you provide us with any personal information.

*Blogs and Public Areas:* Please remember that blogs are public areas on the Superstition Springs Lexus Web sites and that chat rooms may be public areas on the Superstition Springs Lexus Web sites. Please refer to the Program details. Any information posted in these areas can be viewed by other visitors or Internet users. **You should not post personal information in these areas.**

*Friend to Friend:* For some features on the Superstition Springs Lexus Web sites, you can submit information about other people. For example, if you wish to invite your friends to participate in a Program offered on the Superstition Springs Lexus Web sites or forward particular content from the Superstition Springs Lexus Web sites to your friends, you will be asked to submit your friends' e-mail addresses. Our use, sharing and protection of the other person's information will also be subject to the terms of the Program and this Privacy Statement.

*Surveys:* We may ask you to provide certain demographic information (such as your gender and zip code) when we conduct surveys on the Superstition Springs Lexus Web sites. We may use the information that you submit, including your responses to the survey questions, for the purposes identified to you prior to your participation in the survey. In some cases, we may publish the results of the survey, but will do so only as aggregate information, and you will not be individually identified. As we may be conducting certain surveys with our business partners or other third parties, we may also share the results of those surveys with those third parties, but will not identify individuals. In addition, we may ask you to update your contact

information. When you provide us with updated contact information, we may also share your personal information with companies affiliated with Lexus and Lexus Corporate Headquarters for their own use.

*Non-Personal Internet Information:* We collect and store non-personal Internet information, such as the name of your Internet service provider, the browser (including available plug-ins and browser functionality) and type of machine you are using, the IP address, the Web site that referred you to us, the pages you request and the date and time of those requests to help us generate statistics, measure site activity and improve the usefulness of customer visits.

### **Information Sharing for Legal Purposes**

Superstition Springs Lexus reserves the right to disclose any personally identifiable information or other information we collect through the Superstition Springs Lexus Web sites or otherwise if we are required to do so by law or if we reasonably believe that the disclosure is necessary in order to (a) fulfill a government request; (b) conform with the requirements of law or to comply with legal process served on us; (c) protect or defend the legal rights or property of Superstition Springs Lexus, the Superstition Springs Lexus Web sites or its users, or third-party licensors of any material on the Superstition Springs Lexus Web sites; or (d) in an emergency to protect the health or safety of the users of the Superstition Springs Lexus Web sites or the general public.

### **Information Security**

We are committed to keeping your personal information secure. We have appropriate technical, administrative and physical procedures in place to protect personal information from loss, misuse or alteration.

We limit access to personal information to individuals who have a business need consistent with the reason the information was provided.

When we collect or transmit sensitive information, we use Secure Sockets Layer (SSL) encryption for added protection.

### **Your Choices and Access to Your Information**

Our Web site gives you choices. You can choose to receive e-mails from us about products and other information. We strive to keep your personal information accurate.

If you provided Superstition Springs Lexus with personal information, you may update that information by contacting our Guest Relations Director at 480-324-8905 or to opt out from any communications from Superstition Springs Lexus. If you receive an e-mail, you may opt out anytime by following the opt-out instructions provided in the e-mail you receive.

If you are participating in a Program, you may be able to access and update the information you provided as part of your participation in the Program. Please see the section of this Web site concerning the specific Program to determine if you are able to access your information and how to do so.

### **Children's Privacy**

The Superstition Springs Lexus Web sites is not intended for children under the age of 13. Superstition Springs Lexus does not knowingly collect personal information from children that young. If you are under the age of 13, please do not submit your e-mail address or any other personal information to us through the Superstition Springs Lexus Web sites.

### **Cookies and Web Beacons**

Superstition Springs Lexus uses cookies and Web beacons (also referred to as Web bugs, pixel tags or clear GIFs) to manage our Web site and e-mail programs. We do not use cookies or Web beacons to collect or store personal information.

A cookie is a small file placed on your computer when you visit a Web site. Its purpose is to manage your Web site experience and allow for customization of the Web pages presented to you when you return to the site.

Web beacons are small bits of computer code that allow a Web-site owner to track the actions of users on the site and recipients of e-mail communications.

Cookies and Web beacons help us understand how consumers use our Web site and e-mail so we can design better services in the future. Superstition Springs Lexus may use cookies and Web beacons to measure the effectiveness of our online advertising initiatives and determine the correlation between Superstition Springs Lexus purchasers and the online sites they visit.

We may share this information with other companies to provide e-mail delivery, place advertising on other Web sites or provide customized Web pages when a user returns to our site. Superstition Springs Lexus does not control these companies' use of cookies and Web beacons. If you would like to opt out of the

cookies and Web beacons set by these companies, you can do so through the Network Advertising Initiative by cutting and pasting into your browser the following link:

[http://www.networkadvertising.org/optout\\_nonppii.asp](http://www.networkadvertising.org/optout_nonppii.asp)

### **Links to Other Web Sites**

This site includes links to other Web sites, such as the site for Lexus Financial Services, Lexus Financial Savings Bank and to Web sites for Lexus dealers. These sites are not under our control, even though they may use the Lexus name or logo on their site through an agreement with us. Such other sites do not necessarily follow our Privacy Statement and may place their own cookies on your computer. This practice is standard on the Web, and we do not control cookies placed on your computer by third parties whose advertising or links appear on our site. These sites have their own privacy and information security policy and terms and conditions. Visitors should consult the other sites' privacy notices as we have no control over information that is submitted to, or collected by, these third parties. To reach the privacy policy for Lexus Financial Services, cut and paste the link into your browser:

[http://www.lexusfinancial.com/consumer/lfs.portal;ofsc=vN0dJ1hhC6CgypTS1GTkkbwqV2pzT07hQyvQmR152CBYvxHZMwS6!-1204309011!-1501845220? nfpb=true& pageLabel=pg\\_PrivacyRights](http://www.lexusfinancial.com/consumer/lfs.portal;ofsc=vN0dJ1hhC6CgypTS1GTkkbwqV2pzT07hQyvQmR152CBYvxHZMwS6!-1204309011!-1501845220? nfpb=true& pageLabel=pg_PrivacyRights)

To reach the Privacy Statement for Lexus Financial Savings Bank, cut and paste the link into your browser:

[http://www.lexusfinancial.com/consumer/lfs.portal? nfpb=true&pageLabel=pg\\_privacyrights](http://www.lexusfinancial.com/consumer/lfs.portal? nfpb=true&pageLabel=pg_privacyrights)

To reach the Privacy Statement for Lexus Corporate, go to: <http://www.lexus.com/privacy/>

### **Information About Phishing Scams**

There have been noticeable increases in the number of suspicious e-mails claiming that the e-mail recipient has won a Lexus or other such promotion. Sometimes the e-mail claims that the recipient has won a new Lexus. In order to claim the prize, the e-mail asks that personal information (i.e., Full Name, Address, Nationality, Age, Gender, Occupation, Phone/Fax and/or Country of Residence) be sent to a Hotmail or Yahoo e-mail address. Samples of these hoax e-mails can be found at this link (cut and paste into your browser):

<http://www.lexus.com/outlink/index.html?url=http://www.hoax-slayer.com/toyota-car-promotions-scam.shtml>

This type of e-mail solicitation is known commonly as a "phishing" scam, with the primary objective being to obtain one's personal information. This information can then be utilized to steal a person's identity. For

example, a "Lexus Lottery" phishing scam can be sent from Chinese (.cn), German (.de) or British (.co.uk) addresses, but can originate from anywhere in the world and look very official even to the most savvy of Internet users. Superstition Springs Lexus will never ask you to send passwords, login names, Social Security numbers or other personal information through e-mail. If you receive an e-mail from Superstition Springs Lexus asking you to update your credit-card information, do not respond: This is a phishing scam. Recipients of suspicious e-mail like this should delete the message from their in-box and, if possible, update their e-mail filter settings to block e-mails from the e-mail address being used. The Federal Trade Commission and the Antiphishing Workgroup are also good sources of information about these types of security threats and how they may be reported to the authorities.

### **How to Contact Us**

To contact us with a question, call us at 480-324-8900 or mail your inquiry to:

Superstition Springs Lexus

Attn: Business Office

P.O. Box 6249

Mesa, AZ 85216-6249

Email: [sslexus@sslexus.com](mailto:sslexus@sslexus.com)