Customer Viewpoint Online Privacy Statement

1. General statement:
Ford Motor Company respects your privacy and is committed to protecting it. This privacy statement explains our policies and practices regarding on-line user information. It is through this privacy statement that we intend to provide you with a level of comfort and confidence in how we collect, use, and safeguard personally identifiable information and other data that is collected or that you provide through this website, and how you can contact us if you have any questions or concerns. By explaining our data handling practices we aim to develop a trusting and long-lasting relationship with you.

2. The business purpose of this website:
The purpose of the Customer Viewpoint website is to obtain your feedback so that Ford Motor Company, its local affiliates or subsidiaries, and its authorized dealers can improve your sales and service experiences.

This website is provided to you by Maritz, a third-party provider on behalf of your dealer, your local National Sales Company, or Ford Motor Company.

3. How personally identifiable information is collected from you:
You will have received a communication asking you to take part in a sales or service related survey which contains details of the local the Customer Viewpoint website address along with an ID and password to enable you to use this website. By entering your ID and password, the Customer Viewpoint website recognizes the login credentials along with your name and address.

When you visit this website, we will not collect additional personally identifiable information about you (including but not limited to your address, phone number, and email address) unless it is provided to us voluntarily.

We need to collect personally identifiable information from you when you visit this website to provide you with a customized experience while using the website's features.

We also need to collect personally identifiable information in order to update our records so that we can maintain a relationship with you in the future, and to address your sales or service concerns.

4. How personally identifiable information is used:

Personally identifiable information collected on this website may be used to:

- Fulfill a website user request (e.g., to update your current address)
- Respond to comments or requests for information from you
- Review requests for or to develop new products or services
- Make your experience more customer friendly
- Generate website analytics that improve our website layout, content, product offerings and services
- Compile user data that is stored in our corporate database and may be used for marketing and other purposes
- Match personal data collected with data that Ford has already collected about you
- Comply with any legal requirements

5. How aggregate or non-personally identifiable information is collected from website visitors:

We also collect non-personally identifiable information (also referred to as "non-personal information" or "aggregate information") from website visitors. We collect this information on an aggregate/anonymous basis. Non-personal information collected includes tracking the website pages that are visited or the amount of time spent on this website.

Our primary goal in collecting aggregate information is to be able to perform website metrics that allow us to improve the website. We need to collect aggregate/anonymous information for the following reasons, including but not limited to, tracking page visits and peak website usage times.
We may use session “cookies,” session logs, web beacons, GIF, and pixel tags to collect aggregate or other non-personally information about website visitors. An explanation for each of these items and how they work is included in Section 7 Methods We Use to Collect Information.

6. How aggregate or non-personally identifiable information is used:

Non-personally identifiable information we collect may be used to:

- Compile aggregate and statistical data to help in website design and to identify popular features
- Measure website activity to enable us to update our website to better meet user wants and needs
- Make the website visitor experience more customer friendly

We may utilize non-personally identifiable information for the purpose of performing analytics on the users’ experience while visiting this website. This analysis may be performed:

- on an aggregate level and does not identify you or your information personally
- by a third-party vendor acting on behalf of Ford Motor Company
- to improve our website and the user experience
- to track user movement across this and other Ford Motor Company websites or to track other events within or across this and other Ford Motor Company websites (which may include the use of session and/or persistent cookies)

Any information that is provided to a third-party vendor is to be used only for the purpose of performing the analytics and compiling reports of the data. The third-party vendor is restricted from using this data in any other way other than to provide these services to Ford Motor Company and they may not share or resell this data.

7. Methods used to collect aggregate or non-personally identifiable information:

A “cookie” is a small text file that helps make a visit to our website more enjoyable and meaningful to you. They also allow us to tailor a website or advertisement to better match your interests and preferences. There are a couple different types of cookies. Most browsers can be configured so as to refuse cookies, however, this may prevent you from having access to some website functions or features.

A “session” cookie is stored only in your computer’s working memory (RAM) and only lasts for your browsing session. When you close all your browser’s windows, or when you shut down your computer, the session cookie disappears forever.

The Customer Viewpoint website may use web beacons, GIF, pixel tags which are website instrumentation tools that help us to determine, for instance, whether a page has been viewed or not and, if so, how many times.

When you visit our website the server housing the pages automatically generates a “session log.” We use session logs to help us determine how people travel through our website. In this way, we can structure our pages so that the information most frequently visited is easier to find. By tracking page visits, we can also determine if the information we are providing is being used. The only data collected is your Internet Protocol (IP) address, the website that referred you, the pages you visited and the date and time of those visits.

8. Sharing your information:

We do not share, sell, or license the use of personally identifiable information with third-parties for their independent use without your consent.

Personally identifiable information that you provide to us in the course of using our website features will be used to update any information you had previously provided, and may be collected and stored in one or more of our corporate databases. With your consent where legally required, or where otherwise permitted under local legal requirements, we may 1) use this personally identifiable information for the purposes of contacting you in connection with promotional offers, marketing programs, or other communications from this website or other Ford Motor Company websites, and 2) share this personally identifiable information with other companies within the Ford Motor Company family of companies as a normal part of conducting business and offering products and services to our customers.
Personally identifiable information that you provide to the Customer Viewpoint website may be shared with the dealer associated with the survey in order to improve the sales and service experience, except if you request that your response be anonymous.

If vendors, contractors or partners have access to your personally identifiable information in connection with providing services, they are required by contract to keep the information confidential, not use this information for any purpose other than to carry out the services they are performing for us, and to use reasonable precautions to protect the PII.1

Website metrics for this website may be shared with other Ford Motor Company websites or subsidiaries or affiliates. The information shared will be aggregate/anonymous data and will not include any of your personally identifiable information.

We will only disclose your personally identifiable information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) protect and defend the rights or property of Ford Motor Company and this website; or, (b) to protect the personal safety of users of Ford Motor Company, its websites, or the public.

9. Security of your information:

Ford is committed to safeguarding your information. We use Ford IT systems, policies and procedures to maintain accuracy of information and to protect information from loss, misuse or alteration.

When personally identifiable information is provided, such as address, email address or telephone numbers, we use “Secure Socket Layers” or SSL to protect your data. SSL is encryption technology that helps safeguard your personally identifiable information against misuse by unauthorized individuals.

Vendors, contractors or partners who have access to your personally identifiable information in connection with providing services for our website are required to keep the information confidential.

Vendors are not permitted to use this information for any other purpose than to carry out the services they are performing.

10. Processing of personal data:

Personally identifiable information that you voluntarily provide on this website will be handled in compliance with applicable local laws and any applicable privacy policy posted on the consumer facing Ford website in your jurisdiction.

By visiting this website and by providing your personally identifiable information to us, you understand and consent voluntarily to the collection, use, processing, transfer, and disclosure of any personally identifiable and non-personally identifiable information globally, including but not limited to the United States, in accordance with this Privacy Statement.

By visiting this website and by providing such information, you consent to the transfer of such information across country borders, including but not limited to the use, processing, and disclosure of such information to global locations as required.

European personal data:

With respect to any personally identifiable information collected on this website from a European location and provided by Ford Motor Company’s third-party provider to Ford Motor Company, Ford Motor Company is certified under the Safe Harbor framework as developed by the U.S. Department of Commerce. As of the effective date of this privacy statement, Ford’s third-party provider Maritz is certified under the Safe Harbor framework as developed by the U.S. Department of Commerce.

11. Links to other websites:
We may provide links to other websites. We encourage you to review the privacy statements of all websites that you visit, including those whose links are provided so that you can understand how those websites collect, use and share your information. We are not responsible for the privacy statements, content or data handling practices on other websites.

12. Contacting us:
If you have any questions, comments or concerns about this online privacy statement for the Customer Viewpoint website, the Customer Viewpoint website privacy practices, or have any questions regarding the contents of this website please contact us at:

Australia
Ford Motor Company of Australia Limited
Head Office
1735 Sydney Road
Campbellfield
Victoria 3061
Australia

China
Changan Ford Mazda Automobile Ltd. Co.
Postcode : 401122
Address: NO.1 Chang Fu West Road, Yuan Yang Town, New Northern Zone,
Chongqing,China

India
Ford India Pvt Limited
S.P.Koil Post, Chengalpattu-603204, Tamil Nadu, India

United Kingdom
Ford Motor Company Limited, PO Box 2439, Glasgow, G40 3WX

In addition, your local laws may give you certain rights such as the right to stop using the website, withdraw your consent, and ask us to ensure no further survey invitations are sent to you in the future. We are committed to working with consumers to obtain a fair and rapid resolution of any complaints or disputes about customer privacy and the handling of your data.

13. Privacy statement effective date and revision days:
Occasionally we may update the privacy statement in order to reflect any changes to the website or our privacy practices. If we update this statement, the new statement will be posted to the website ten (10) days prior to the changes taking effect.