



FORDDIRECT

PRIVACY STATEMENT

Please note our Privacy Statement is being updated effective July 01, 2025. Click [here](#) to view the previous privacy statement.

UPDATED DATE: June 15, 2025

EFFECTIVE DATE: July 1, 2025

SUMMARY OF PRIVACY STATEMENT

At FordDirect, we care about privacy and believe in providing transparency to consumers about our information handling practices. This Privacy Statement applies to personal information – information that identifies you or reasonably can be linked to information that identifies you – that FordDirect collects through your use or interaction with our websites, applications, social media, software, and other services provided by or on behalf of FordDirect (collectively, the “Services”). We will continue to share your information as described in this notice, even after the end of your relationship with us. FordDirect is a member of the Digital Advertising Alliance (DAA) and adheres to certain DAA principles.

INTRODUCTION

We care about privacy at FordDirect, and we believe in being transparent with consumers about our personal information practices. This Privacy Statement explains how FordDirect collects, uses, discloses, and protects your personal information, as well as your rights regarding your personal information.

FordDirect is dedicated to helping all visitors to our websites, including those that use and interact with our Services and connect with Ford and Lincoln dealers (“Dealers”), Ford Dealership Associations (“Dealer Associations”), and Ford Motor Company (and its affiliates and subsidiaries) to learn about Ford and Lincoln vehicles and related products and services.

This Privacy Statement applies to the personal information FordDirect collects about you through websites, applications, social media, software, and other services provided by or on behalf of FordDirect. **When you use or interact with the Services, you expressly consent to our collection, use, disclosure and retention of your information as described in this Privacy Statement.**

FordDirect’s Privacy Statement does not apply to the privacy practices of Dealers, Dealership Associations and Ford Motor Company (and its affiliates and subsidiaries). To learn more about their privacy practices, contact those specific Dealers, Dealer Associations and [Ford Motor Company](#).

If a Service is co-branded or developed by another party (such as Dealer.Com) or linked to another party, such other party’s privacy statement may apply in addition to or in lieu of this Privacy Statement.

If you have any questions about our privacy practices, please contact us as set out in the **“Contacting FordDirect”** section below. If you are a California or Nevada resident, please see the relevant **“Your California Privacy Rights”**, or **“Your Nevada Privacy Rights”** section below for additional disclosures. If you are resident of Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Montana, Delaware, Iowa, New Hampshire, Nebraska or New Jersey, Minnesota or Tennessee, please see **“Your Other State Privacy Rights”** section below.

INFORMATION WE COLLECT

The information we collect through our Services may include:

- Your contact information (name, postal or email address, phone number, etc.)
- Your demographic information
- Information about the device you use to connect or interact with our Services, including imprecise geolocation
- Details about your online activity, use and interaction with our Services
- Your vehicle information
- Your financial information (income, assets, employment information, etc) for credit applications
- Your shopping and other personal preferences
- Social media details and any other information you choose to share on those platforms

Information About You.

The information that you provide directly to us and that we obtain from others is what we need to serve you, our affiliates and business customers. This information may include your contact details (such as name, postal and email addresses, phone number, social media handles and other online aliases); information specific to the Service you request (such as financial information when you apply for credit that is passed directly to financial institutions); details about your vehicle (such as performance and location information) information about your Dealer transactions (including phone calls, chat transcripts, and other details); contact information of individuals with whom you would like to share FordDirect content; social media information; demographic and household information; your responses and engagement with our Services; and other information you may choose to share with us by interacting with our Services or with our affiliates, business customers, suppliers or other businesses that share information with us.

Information About Your Device.

The information we collect by automated means also helps us, our affiliates and our business customers to provide and tailor various products and services. Examples of information we collect by automated means include the following:

Usage Information.

We and our suppliers may automatically collect your usage activity, preferences, and browser details (such as your IP address and browser type), as well the ID and type of the device you use to connect or interact with our Services, and other details about your use or interaction with our Services. This may also include the collection of information about your online activities over time and across third-party websites or online services and across devices that you use.

Location Data.

Some of our Services may collect imprecise geolocation data to provide or improve our Services and location-related functionality, such as the location of your nearest Dealer, and your imprecise location while at a Dealer or near a Dealer's location. We may link location data to other information we have collected about you.

Chat Modules.

We may collect certain categories of personal information from you when you use our interactive chat module. In addition to the information, you may enter into the chat box or live chat feature, the categories of personal information include, but are not limited to, name, phone number, email, mailing address, and other identifiers you may provide. Additionally, we may also store any transcripts from such conversations and link those transcripts with your personal information.

We may also collect information from you to perform data analytics and thereby enhance your experience and help improve the functionality of our tools and digital advertising in an effort to present to you only relevant products and services. Such information includes, but is not limited to, IP address, pixel tags, browsing history, viewing behavior, clicks, online activity, and other analytics. By interacting with the chat module, you understand and agree that we may use this data to communicate with you about Services.

You also consent to our collection and analysis of all personal information provided as part of the chat module and understand that we utilize a supplier to process, analyze, and store the content of the chat on our behalf. By using the chat module, you are

consenting to us disclosing and sharing with the chat module supplier or any advertising and marketing suppliers of any personal information you provide.

HOW WE COLLECT INFORMATION

We collect information about you from a variety of sources, including:

- Details you choose to provide via our Services
- From our affiliates
- From our business customers
- From other outside sources (ie, suppliers, third parties)
- Automatically, from devices that you use to connect or interact with our Services

Information You Provide.

We and our suppliers collect the information you voluntarily provide to us in connection with using our Services, including through product inquiries (including phone calls, chat transcripts, and other details), requests for vehicle information, financing requests, technical services or questions, product registration and support, events and promotions, job applications (FordDirect only), and other inquiries and transactions. Our suppliers also may collect information from you, including, for example, when you participate in our contests, sweepstakes, surveys, and other promotions. Some portions of the Services may allow you to submit comments, reviews, ratings and other content.

Information We Obtain From Affiliates, Business Customers, Suppliers and Others.

We may obtain information about you from outside sources. For example, our affiliates, Dealers, and Dealer Associations that deploy FordDirect products and Services and suppliers may share with us certain information you provided to them or collected by using their website. They may also inform us whether you have been approved for credit and related information. We also may obtain demographic, user preferences, imprecise geolocation and other information about you from other parties. If you engage via social media with us, our affiliates, our business customers, or our suppliers, the social media platforms may share certain information with FordDirect. You may be able to adjust your social media privacy settings to limit the sharing of your social media data.

Information We Obtain by Automated Means.

We may collect information about your use or interaction with our Services or about the devices you use to connect or interact with the Services by automated means, including tracking technologies. These tracking technologies may include “cookies,” which are small lines of text/data that are written onto your device by a website. Most browsers allow you to block and delete cookies. However, if you do that, the Services may not work properly. FordDirect and suppliers acting on our behalf may use cookies, pixel tags, beacons, Bluetooth and Wi-Fi monitoring and other technologies to operate the Services. Cookies we use may redirect you to other websites. With your consent, we may also use video technologies to capture your demographic information and engagement with our Services in order to present you with a more personalized experience.

Browser cookie controls.

Most web browsers are set to accept cookies by default. If you prefer, you can go to your browser settings to learn how to delete or reject cookies. If you choose to delete or reject cookies, this could affect certain features or services of our website. If you choose to delete cookies, settings and preferences controlled by those cookies, including advertising preferences, may be deleted and may need to be recreated. You can also choose to limit the information shared with social media, advertising, and analytics partners.

Mobile advertising ID controls.

Apple and Android mobile devices each generate an advertising identifier that can be accessed by apps and used by advertisers in much the same way that cookies are used on websites. Each operating system provides options to limit tracking and/or reset the advertising ID.

DATA COLLECTION AND USE BY THIRD PARTIES

Our Services may include third-party advertising, promotions, co-branded features, links to other websites, and other programs offered by or in collaboration with third-party businesses, such as Adobe, Facebook (Meta), Microsoft, and Google. These third-party businesses may collect information from you when you interact directly with them or through their tracking technologies on our Services. Information may be collected about you across time and services and associated with the various devices you use. This information may be used for analytics, advertising, and marketing purposes, including to measure the effectiveness of ads, personalize or optimize advertising content, and track users who click on the links made available through the Services. For example, we incorporate the Bing Universal Event Tracking (UET) pixel from Microsoft Bing Ads on our website, which is used for user tracking and data sharing with third parties for advertising and marketing purposes, and to measure ad effectiveness. Third-party businesses may act as our suppliers, or in many contexts, independently decide how to process your information. We encourage you to familiarize yourself with and consult their privacy policies and terms of use. To learn more about the privacy practices of some of the largest third-party businesses, we encourage you to review [Adobe's Privacy](#), [Facebook's Data Policy](#), [Microsoft's Privacy Statement](#), and [Google's Privacy Policy](#).

FordDirect Omni application utilizes Google API Services to receive and transfer information to other applications. The use of Google API Services will adhere to [Google API Services Data Policy](#), including the limited use requirements.

We are not responsible for the privacy practices of Dealers, Dealer Associations, and their suppliers, and we encourage you to read their privacy policies, which may apply to these third-party programs.

Some of the ads you receive on websites are customized based on predictions about your interests generated from your visits to different websites. This type of ad customization is sometimes called "online behavioral" or "interest-based" advertising. The Digital Advertising Alliance ("DAA") provides an "[AdChoices Opt-out](#)" for certain companies (including FordDirect) that have agreed to provide that functionality. Note that using this opt-out only means that you will not be shown interest-based ads for the selected participants and does not impact how the participants process your information. Also, the opt-out is limited to the specific browser from which you opt-out and will reset if you clear your cookies.

HOW WE USE YOUR INFORMATION

We may use the information we collect to:

- Provide the Services
- Communicate with you
- Artificial Intelligence (AI)
- Provide and promote our products and Services
- Advertise and market to you
- Operate our business
- Analyze the use of our products and Services
- Facilitate FordDirect employee recruitment
- Comply with applicable laws, rules and our policies

A primary use of your information is to serve you, which requires certain sharing with our affiliates and business customers. The following are examples of the types of general purposes for which we may use your information.

Provide Products and Services.

We may, for example, use your information to complete a transaction you have asked us to do, including e-commerce transactions or "get a quote" or "find a dealer" requests, or to send you communications regarding products, service reminders or vehicle information. We may also, for example, use your information to provide you with an improved experience when interacting with us, our affiliates, Dealers and Dealer Associations.

Operate our Business and Develop New and Improve Our Existing Products and Services.

We may, for example, use information collected through cookies and similar technology to better understand how our Services are used, develop new offerings, or personalize your experience when using the Services.

Customer Service.

If you request support or other information, we may use your information to respond to your request. We may follow up with you to notify you periodically about important topics, like Services updates or changes to our Privacy Statement. We may also use analytic tools and modeling techniques to better understand and serve our customers. This involves collecting and analyzing data about your interactions with our Services, such as purchase history, preferences, and usage patterns to provide Services.

Advertising and Marketing.

We may use your information to let you know about current offers, invite you to participate in those offers and manage your participation in them. We also may use information about you, your use or your interaction with our Services to tailor our offers to your preferences or to offer you products and services that we believe may be of interest to you. Dealers, Dealer Associations, and our affiliates may use your information for their own marketing purposes. Among other privacy choices described in this Privacy Statement, you may direct us to not send you email marketing communications by clicking on the unsubscribe link included in the emails you receive from us.

Artificial Intelligence (AI).

We use AI technologies to analyze your data to improve our products and Services. This includes: 1) Personalizing your experience and providing recommendations based on your preferences; 2) Offer personalized recommendations and content that align with your interests and past interactions with our Services; and 3) Data analysis used to ensure our products and Services remain relevant and useful to our users. Whenever possible, we anonymize data to protect your privacy while still allowing us to gain insights from the information collected.

Recruitment and Job Applications.

We may use the information that you submit through FordDirect's career site for the purpose of employment consideration. We may keep your information on file for future employment consideration.

Compliance with Legal Requirements, Rules and Internal Policies.

We may be required by law or internal data retention policies to maintain information about you for a certain period of time, or to notify you of a security breach. We also may be required by social media platform rules (such as Facebook) to handle the social media information you or the platform share with us in a certain manner.

INFORMATION SHARING

We may share the information we collect:

- Within our enterprise
- With our suppliers
- With our affiliates, Dealers, Dealer Associations, and business customers
- With our marketing partners
- With third parties
- As we otherwise may notify you
- If FordDirect or its assets are acquired

A primary use of your information is to serve you, which requires certain sharing with our affiliates and business customers. This section describes the types of organizations with whom we may share your information.

Within FordDirect.

FordDirect may authorize access to your information within our enterprise, by our employees and other personnel, to fulfill our obligations to you and to operate our business.

Affiliates, Dealers, and Dealer Associations.

Our affiliates, Dealers, and Dealer Associations may access and use your information for the purposes we describe in this Privacy Statement. We may also allow our affiliates, Dealers, and Dealer Associations to have access to your information and to use aggregate statistics – statistics not linked by us to any specific consumer – about consumer behavior, sales, online activity

patterns, and related Services information. Except as necessary to provide you with the Services, we will not provide our affiliates with personal financial information that we obtain when you use the Services to submit a request for credit.

All the above categories exclude text messaging originator opt-in data and consent, which we receive from FordDirect employees, contractors, and/or Dealer contacts. Such data will not be shared with any third parties, provided that the foregoing does not apply to sharing (1) with suppliers, consultants and other service providers who need access to such information to carry out work on our behalf (and who will not use such information for their own purposes); (2) when we believe disclosure is required by any applicable law, rule, or regulation or to comply with law enforcement or legal process; and/or (3) when the user consents to our sharing of such information.

Suppliers. We disclose personal information to suppliers working on our behalf for the purposes described in this Privacy Statement, including as necessary to provide functionality, products, and services to us and you in connection with the Services. FordDirect requires suppliers to process your information under the direction of FordDirect and in accordance with contractual restrictions and applicable law.

Marketing Partners.

We may share your information with our marketing partners when, for example, we participate in a co-branded promotion with another company. Other than as described in this Privacy Statement, we will not share your information with suppliers for their own marketing purposes. Except as necessary to provide you with the Services, we also will not provide our marketing partners with personal financial information that we obtain when you use the Services to submit a request for credit.

Analytics and Advertising. We may share your information, including data collected through cookies and similar technology, with third-party businesses for analytics and advertising related purposes. Third-party businesses may act as our suppliers, or in many contexts, independently decide how to process your information. Please see the "Data Collection and Use by Third Parties" section for a description of how we work with third-party businesses.

Your Public Comments.

Some portions of our Services may allow you to submit comments, reviews, ratings and other content. This content may be displayed on the Services and may be viewable by other users of the Services or the public generally.

Mergers, Acquisitions or Insolvency.

If FordDirect should ever file for bankruptcy or merge with another company, or if FordDirect should decide to buy, sell, or reorganize some part or all of its business, FordDirect reserves the right to disclose your information, including to prospective or actual purchasers in connection with one of these transactions.

As Required by Law and Other Disclosures.

FordDirect may be required to disclose your information if it:

- Believes it is reasonably necessary to comply with legal process (such as a court order, subpoena, search warrant, etc.) or other legal requirements of any governmental authority
- Would potentially lessen our liability in an actual or potential lawsuit or investigation
- Is necessary to protect our or others' rights or property

Information Security

We take reasonable measures to secure our systems and protect your personal information. When we receive your personal financial information (for example, when you use the Services to submit a request for credit), we securely store and protect your information from unauthorized access and use with security measures that comply with applicable law. These measures include computer safeguards and physical controls. However, data transmissions over the Internet and otherwise can never be guaranteed to be 100% secure, and we cannot ensure the security of any information you transmit to us and you do so at your own risk.

By providing your email address to us or using the Services, you agree that we can communicate with you electronically regarding security, privacy, and administrative issues. If we learn of a security breach, we may attempt to notify you electronically, as permitted by applicable law. You may have a legal right to receive this notice in writing.

Access, Choice & Control of Information You Have Provided to Us

You may request to access, correct, update or delete the personal information you have provided to us by clicking: [Webform](#) (you will be taken to a separate webpage). We may limit or deny access to information where providing such access is unreasonably burdensome or expensive under the circumstances, or as we otherwise deem appropriate. In addition, please note that we may not be able to edit or delete your information stored with third-party businesses, or we may be required (by law or otherwise) to keep this information and not delete it (or to keep this information for a certain time, in which case we will comply with your deletion request only after we have fulfilled such requirements). You may also opt-out of marketing emails or communications by clicking: [Webform](#) (you will be taken to a separate webpage).

Choices for Cookies. See the section on **"How We Collect Information"** and **"Data Collected and Use by Third Parties"** for cookies and advertising controls.

If you are a California, Nevada resident, please see the relevant **"Your California Privacy Rights"**, or **"Your Nevada Privacy Rights"** section below for additional rights. If you are a resident of Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Montana, Delaware, Iowa, New Hampshire, Nebraska or New Jersey, Minnesota or Tennessee please see the **"Your Other State Privacy Rights"** section below for additional rights.

Other Information

To the extent permitted by applicable law, we may use or disclose non-personal information, aggregated information, de-identified or pseudonymized information, and statistical information for any lawful purpose, and any obligations or restrictions contained in this Privacy Statement do not apply to such information.

Children

Our Services are not directed at children or intended to be used by children. Do not send any information about yourself to us if you are under the age of 16. In addition, if we learn a person under the age of 13 has submitted information to us, we will attempt to delete this information. If you have reason to believe that we may have accidentally received information from a child under the age of 13, please contact us immediately at dprivacy@forddirect.com.

Retention of Your Information

We retain each category of personal information, in accordance with this Privacy Statement and with our records retention policy for the length of time that is reasonably necessary for the purpose for which it was collected, and as necessary to provide Services, comply with our legal obligations, resolve disputes, prevent fraud, and enforce our agreements. Where personal information is used for more than one purpose, we may retain it until the purpose with the latest period expires.

Changes To This Privacy Statement

In the future, we may change our Privacy Statement, and we will post the new Privacy Statement on www.forddirectprivacy.com and provide a link to the previous version of the Privacy Statement. You agree to the new Privacy Statement by continuing to use or interact with the Services unless prohibited by law.

Non-US Users

This is a U.S. website, and this site and our Services are subject to U.S. laws, including those governing the privacy and security of your information. If you use or interact with the Services, you are transferring your information to FordDirect in the U.S. By

using the Services or providing your information to us through the Services you consent to the transfer of your personal information to the U.S., and our handling of your information in accordance with applicable U.S. requirements.

YOUR CALIFORNIA PRIVACY RIGHTS

California Consumer Privacy Act (“CCPA”) as amended by the California Privacy Rights Act (“CPRA”)

The CCPA provides additional rights to California residents. These additional disclosures address those rights and apply only to California residents. If you are a California resident and the processing of personal information about you is subject to the CCPA, you have certain rights with respect to that information.

Categories of Personal Information. Below please find the categories of personal information we have collected in the past 12 months:

Category	Examples	Collected	Do we disclose for business purpose	Do we sell or share
Identifiers	A real name, alias, postal address, unique personal identifier, online identifier, internet protocol address, email address or other similar identifiers	YES	YES	YES
Commercial Information	Records of personal property, products or services purchased, obtained, or considered or other purchasing or consuming histories or tendencies	YES	YES	YES
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	A name, signature, address, or telephone number	YES	YES	YES
Protected classification characteristics under California or federal law	Age or sex (gender) information	YES	YES	NO
Internet or other similar network activity	Browsing history, search history, information on a consumer's interaction with a website, application or advertisement	YES	YES	YES
Sensory data	Audio or similar information. (from phone calls)	YES	YES	NO

Non-precise geolocation data	Imprecise location about an individual or device	YES	YES	YES
Professional or employment related information	Current FordDirect employment or performance evaluations	YES	YES	NO
Inferences drawn from other personal information	Profile reflecting a person's preferences, characteristics, predispositions, behavior, or attitudes	YES	YES	YES

For more information on information we collect, including the sources from which we receive information, review the [“Information We Collect”](#) section above.

Purposes for Collecting and Using Personal Information. Generally, FordDirect may use some or all of the above categories of personal information for its business and commercial purposes. For more information with respect to how we use your information, review the [“How We Use Your Information”](#) section above.

CATEGORIES OF THIRD PARTIES WITH WHICH WE SELL OR SHARE PERSONAL INFORMATION

In the past 12 months, FordDirect has disclosed the personal information to the following categories of third parties:

- Social media (e.g. Meta, etc.)
- Website analytics providers (e.g. Google, Adobe etc.)
- Marketing and advertising partners
- Dealers
- Affiliates

Some of our disclosures of personal information may be considered a sale or share as those terms are defined under the CCPA. A “sale” is broadly defined under the CCPA to include a disclosure for something of value, and a “share” is broadly defined under the CCPA to include a disclosure for cross-context behavioral advertising. For details about your rights regarding sales and shares, please see below.

CATEGORIES OF PERSONAL INFORMATION WE HAVE SOLD OR SHARED

In the past 12 months, FordDirect has sold or shared the following categories of personal information:

- Identifiers
- Commercial information
- Personal information categories listed in the California Customer Records statute
- Internet or other similar network activity
- Non-precise geolocation data
- Inferences drawn from other personal information

Sensitive Personal Information.

To the extent any of the personal information we collect is sensitive personal information, we collect, use, and disclose such sensitive personal information only for the permissible business purposes for sensitive personal information under the CCPA. We do not sell or share sensitive personal information.

Information Security.

For information on how we safeguard your personal information, review [“Information Security”](#) section.

Retention.

For information on how long we retain your personal information, review the **"Retention of Your Information"** section.

ACCESS/RIGHT TO KNOW

You have a right to request that we provide you with the following information

- Specific pieces of personal information that we have collected about you
- Categories of personal information we have collected about you
- Categories of sources from which the personal information is collected
- Categories of personal information that we sold or shared or disclosed for a business purpose about you
- Categories of third parties to whom the personal information was sold or shared or disclosed for a business purpose
- Business or commercial purpose for collecting, sharing, or selling personal information

Right to Correct.

You have a right to request that we update or correct your personal information.

Right to Delete.

You also have a right to request that we delete your personal information under certain circumstances, subject to a number of exceptions.

Right to Opt-Out of Sales and Sharing.

To the extent we sell or share your personal information to third parties as those terms are defined under CCPA, you have a right to opt-out from the sale or sharing, which you can exercise through this ["Your Privacy Choices"](#) link on the link in the footer of our website or the toll free number 1-888-459-1291.

Opt-Out Signals.

We have enabled the Global Privacy Control, which is designed to recognize opt-out preference signals. In order to process your request through an opt-out preference signal, you must use a browser or extension supporting the preference signal. If you choose to use an opt-out preference signal, you will need to turn it on for each browser and each device you use and reconfigure your settings if you delete or reset your cookies.

How to Exercise Your CCPA Rights.

To exercise your opt-out rights, see above. You can exercise your other CCPA rights by submitting your request(s) through our [Webform](#) (you will be taken to a separate page).

You can also exercise your CCPA rights by calling Ford Motor Company, toll-free, at 1-888-459-1291, Monday through Friday from 5:00 am until 8:00 pm Pacific time or Saturday from 5:00 am until 5:00 pm Pacific time. Our call center will be closed on Sundays and on New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, and Christmas Day.

If you want to exercise more than one of your CCPA rights, please submit a separate request for each CCPA right, which will help us handle your requests more effectively. Please be aware that we will process your requests in the order we receive them. We will endeavor to confirm receipt of your request within 10 days and respond to verified and valid requests within 45 calendar days.

Please be aware that there might be circumstances where we will not honor your request, as permitted under the CCPA. For example, if we are not able to verify your identity or you are not a California resident, we may not honor your access, correction, or deletion request. In addition, we may not delete your personal information if an exception under the CCPA applies.

If personal information about you has been processed by us as a service provider on behalf of a Dealer and you wish to exercise any rights you have with such personal information, please inquire with the Dealer directly. If you wish to make your request directly to us, please provide the name of the Dealer on whose behalf we processed your personal information. We will refer your request to the Dealer and will support them to the extent required by applicable law in responding to your request.

Authorized Agents

You may designate, in writing or through a power of attorney, an authorized agent to make requests on your behalf to exercise your rights under the CCPA. Before accepting such a request from an agent, Ford Motor Company will require the agent to provide proof you have authorized them to act on your behalf, and they may need you to verify your identity directly with them. Requests must be submitted through one of the designated methods above.

Verification Process

Whether you use the webform or call, Ford Motor Company will need information from you to process your request so that we can confirm you are a California resident, determine if we have personal information about you, and, for access and deletion requests, verify your identity. Ford Motor Company may also need to contact you about your request, and you can choose the contact method you would like them to use.

California Minors

FordDirect does not knowingly sell the personal information of minors under 16 years of age without consent.

Non-Discrimination

FordDirect will not discriminate against you for exercising your rights under CCPA, including: denying you goods or services; providing a different level of goods or services; or charging you different prices or rates for goods or services.

Disability Notice

If you have a disability and would like to access this Privacy Statement in an alternative format, please contact us at dprivacy@forddirect.com.

Business-to-Business (B2B) Notice.

This business-to-business notice (the "B2B Notice") applies to personal information FordDirect collects, uses, and shares of California residents who interact with FordDirect as an employee, owner, director, officer, or independent contractor of another company, partnership, sole proprietorship, non-profit, or government agency (collectively, "Entity"). For information on our data practices, please see above. If you like to submit a request relating to your personal information in B2B context, please submit a request through dprivacy@forddirect.com. You may be required to submit evidence to verify your identity to process your request.

Annual CCPA Metrics

As of July 1, 2025, the following metrics for consumer requests to Ford Motor Company and FordDirect cover January 1, 2024, through December 31, 2024.

- **Requests to Know / Access Requests:**
 - Received: 85
 - Complied with in whole or in part (providing categories or specific pieces of personal information): 79
 - Denied (request not verifiable): 6
 - Median number of days to substantive response: 32
- **Requests to Delete:**
 - Received: 137
 - Complied with in whole or in part (deleting all personal information or personal information not subject to an exception): 130
 - Denied (request not verifiable): 7
 - Median number of days to substantive response: 24
- **Requests to Opt-Out / Do Not Sell Requests:**
 - Received: 2,248
 - Complied with in whole or in part: 2,024

- Denied: 224
- Median number of days to substantive response: 1

California "Shine the Light" Law

Under California's "Shine the Light" law, California residents may also request that we provide to you:

- A list of the categories of personal information about you that FordDirect has disclosed to third parties for the third parties' direct marketing purposes during the calendar year preceding your request
- A list of the categories of third parties to whom we disclosed such personal information

To submit your request, please email dprivacy@forddirect.com, and reference "Shine the Light" in the subject line or write us at the postal address in the section below entitled "[Contacting FordDirect.](#)" FordDirect will provide the requested information to you via email or mail.

Your Nevada Privacy Rights

If you are a Nevada resident, you have the right to opt-out of the sale of personal information to third parties that is collected by FordDirect. To submit your request, please click: [Webform](#) (you will be taken to a separate webpage).

Your Other State Privacy Rights

This section applies to the laws of the following states which provides additional rights to the residents of these states:

- Virginia Consumer Data Protection Act (VCDPA)
- Colorado Privacy Act (CPA);
- Connecticut Data Privacy Act (CTDPA);
- Utah Consumer Privacy Act (UCPA)
- Oregon Consumer Privacy Act (OCPA)
- Texas Data Privacy and Security Act (TDPSA)
- Montana Consumer Data Privacy Act ("MCDPA")
- Delaware Personal Data Privacy Act ("DPDPA")
- Iowa Consumer Data Privacy Act ("ICDPA")
- New Hampshire Privacy Act ("NHPA")
- Nebraska Data Privacy Act ("NDPA")
- New Jersey Privacy Act ("NJPA")
- Minnesota Consumer Data Privacy Act ("MCDPA")
- Tennessee Information Protection Act ("TIPA")

This section addresses those rights and applies only to the residents of the states listed above.

You have the following rights under these laws:

- To confirm whether or not we are processing your personal data and, for some states, the categories of personal data we are processing or have processed
- To access your personal data
- To correct inaccuracies in your personal data
- To delete your personal data
- To obtain a copy of your personal data that you previously provided to us in a portable and readily usable format
- If you are a Minnesota or Oregon resident, you also have the right to receive a list of the specific third parties to whom we have disclosed personal data and you may request this list by sending us an email at dprivacy@forddirect.com.

- If you are a Delaware resident, you also have the right to receive a list of the categories of third parties to whom we have disclosed your personal by sending us an email at dprivacy@forddirect.com.

Sales and Targeted Advertising

To the extent we sell your personal data or process your personal data for purposes of targeted advertising, you have a right to opt-out, which you can exercise through this “Your Privacy Choices” link in the footer of our website or the toll free number 1-888-459-1291. For information on how we process opt-out signals, review “Opt-Out Signals” in the California section above.

Profiling

We do not process personal data for purposes of profiling in furtherance of decisions that produce legal or similarly significant effects concerning consumers.

How to Exercise Your Rights.

You can exercise your VCDPA rights by submitting your request(s) through our [Webform](#) (you will be taken to a separate page) or calling our toll free number at 1-888-459-1291, Monday through Friday from 5:00 am until 8:00 pm Pacific time or Saturday from 5:00 am until 5:00 pm Pacific time. We will respond to your request within 45 days or as required by applicable law. We may require specific information from you to help confirm your identity and process your request. If personal data about you have been processed by us as a processor on behalf of a Dealer and you wish to exercise any rights you have with such personal data, please inquire with the Dealer directly.

Categories of Personal Information.

The categories of personal information can be found under “Your California Rights” section. In addition, this section lists the categories of personal information that we sell to third parties.

Purposes for Collecting and Using Personal Information.

Generally, FordDirect may use some or all of the categories of personal information for its business and commercial purposes. For more information with respect to how we use your information, review the “How We Use Your Information” section above.

Texas Data Broker Disclosure- The entity maintaining this website 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.

Right to Appeal.

If we refuse to take action on a request, you may appeal our decision within a reasonable period of time by contacting us at dprivacy@forddirect.com and specifying you wish to appeal. Within 60 days of our receipt of your appeal, we will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If the appeal is denied, we will provide you with information on how to contact the state Attorney General to submit a complaint (if required by applicable state law).

Contacting FordDirect

If you have any questions, comments, or concerns about our information practices or this Privacy Statement, please email us at dprivacy@forddirect.com or write to us at:

FordDirect Legal Compliance and Privacy Department
Attn: Data Privacy
4 Parklane Blvd, Suite 140
Dearborn, MI 48126