

# Privacy Policy

## Our Commitment to Privacy

Advent Resources, Inc. ("Advent Resources," "we," "us," or "our") is committed to protecting the privacy and accuracy of information collected from our clients, website visitors, and users of our services. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.adventresources.com](http://www.adventresources.com) or use our automotive dealership software solutions.

## Information We Collect

### Personal Information

We may collect personal information that you voluntarily provide to us, including:

- Name, email address, phone number, and business contact information
- Company name and job title
- Information provided when requesting demos, support, or contacting us
- Account credentials and user preferences

### Dealership and Customer Data

Through our software services, we may process:

- Dealership operational data
- Vehicle inventory and transaction information
- Non-public personal information (NPPI) as defined under federal and state privacy regulations
- Customer records and transaction data as part of our dealership management services

### Technical Information

We automatically collect certain technical information when you use our website or services:

- IP address, browser type, and device information
- Website usage patterns and navigation data
- System logs and performance data
- Cookies and similar tracking technologies

## How We Use Your Information

We use the information we collect to:

- Provide, maintain, and improve our automotive software solutions
- Process transactions and deliver requested services
- Provide customer support and technical assistance
- Communicate about products, services, and company updates
- Analyze usage patterns to enhance user experience
- Comply with legal obligations and industry regulations
- Protect against fraud, security threats, and unauthorized access

## Non-Public Personal Information (NPPI)

Advent Resources acknowledges that client information includes "non-public personal information" (NPPI) as defined under the Federal Gramm-Leach-Bliley Act, FTC regulations (including 16 CFR § 313, 16 CFR § 314, 12 CFR § 332, and 12 CFR § 364), and applicable state privacy statutes.

### Our NPPI Obligations:

- We will not use or disclose NPPI for purposes other than those necessary to provide our contracted services
- We are prohibited from selling any NPPI we receive
- We maintain safeguards consistent with federal and state privacy regulations to ensure security and confidentiality
- We protect against anticipated threats to the security or integrity of NPPI
- We prevent unauthorized access to or use of such information

## Information Sharing and Disclosure

We do not sell, trade, or rent your personal information to third parties. We may share information only in the following circumstances:

### Service Providers

We may share information with trusted third-party service providers who assist us in operating our business, provided they agree to maintain confidentiality and security standards consistent with this policy.

## **Legal Requirements**

We may disclose information when required by law, including:

- In response to subpoenas or other legal instruments
- To comply with court orders or legal processes
- To protect our rights, property, or safety
- To investigate fraud or security issues

## **Business Transfers**

In the event of a merger, acquisition, or sale of assets, customer information may be transferred as part of the business transaction, subject to confidentiality agreements.

## **Data Security**

We implement comprehensive security measures to protect your information:

- Industry-standard encryption for data transmission and storage
- Access controls and authentication protocols
- Regular security assessments and monitoring
- Employee training on data privacy and security practices
- Compliance with automotive industry security standards
- 24/7 monitoring of our systems and infrastructure

## **Data Retention**

We retain personal information for as long as necessary to:

- Provide our services and fulfill contractual obligations
- Comply with legal and regulatory requirements
- Resolve disputes and enforce our agreements
- Support business operations and legitimate interests

NPPI is retained in accordance with applicable federal and state regulations and contractual requirements with our clients.

## **Your Rights and Choices**

Depending on your location and applicable laws, you may have the following rights:

- Access to your personal information
- Correction of inaccurate information
- Deletion of personal information (subject to legal and contractual obligations)
- Restriction of processing activities
- Data portability (where technically feasible)
- Opt-out of marketing communications

To exercise these rights, please contact us using the information provided below.

## **Cookies and Tracking Technologies**

Our website uses cookies and similar technologies to:

- Remember your preferences and settings
- Analyze website traffic and usage patterns
- Improve website functionality and user experience
- Provide personalized content and features

You can control cookie settings through your browser preferences, though disabling cookies may affect website functionality.

## **Third-Party Links**

Our website may contain links to third-party websites. This Privacy Policy does not apply to external sites. We encourage you to review the privacy policies of any third-party sites you visit.

## **Children's Privacy**

Our services are designed for business use and are not intended for individuals under 16 years of age. We do not knowingly collect personal information from children under 16.

## **Changes to This Privacy Policy**

We may update this Privacy Policy periodically to reflect changes in our practices, technology, or legal requirements. We will notify you of material changes by posting the updated policy on our website.

## **Contact Information**

If you have questions about this Privacy Policy or our privacy practices, please contact us:

**Advent Resources, Inc.**

2421 W 7th St, Ste 200

Fort Worth, TX 76107-2343

**Phone:** (888) 923-8368

**Email:** [support@adventresources.com](mailto:support@adventresources.com)

For privacy-related concerns or to exercise your rights regarding your personal information, please use the contact information above and reference "Privacy Policy" in your communication.