

# drivecanvas.com Privacy Statement

## **1. General Statement:**

We respect your privacy and are committed to protecting it. This privacy statement explains our policies and practices regarding online customer information. It is through this disclosure that we intend to provide you with a level of comfort and confidence in how we collect, use, and safeguard personal and other information we collect or that you provide through this website, and how you can contact us if you have any questions or concerns. It is our sincere hope that by explaining our data handling practices we will develop a trusting and long-lasting relationship with you. By using the site, you agree to the terms of this privacy statement.

## **2. Information About Our Organization and Website and General Data Collection Practices:**

This Privacy Statement applies to <https://drivecanvas.com>. Drivecanvas.com is owned by Ford Green Wing LLC (doing business as Canvas), PO BOX # 426740 San Francisco, CA 94142.

The business purpose of this website is provide information about our products and services including available inventory, and to allow you to reserve a vehicle to rent.

For added convenience, a select set of site features are accessible from web-enabled mobile devices as a mobile-optimized web experience. The intent is to provide screens that are optimized for the size of screen and operating system. On some devices these site features may be limited in functionality.

### **Online Tracking Information**

When you visit this site analytics providers may collect information about your online activity over time and across websites.

Because there is not yet a common understanding of how to interpret web browser-based “Do Not Track” (“DNT”) signals other than cookies, Ford Motor Company does not currently respond to undefined “DNT” signals to its US websites.

Most browsers can be configured not to accept cookies, however, this may prevent you from having access to some functions or services on our sites.

See Sections 5 and 7 for more information.

## **3. Personally Identifiable Information We Collect From You:**

When you visit drivecanvas.com we will not collect any personally identifiable information about you unless you provide it to us voluntarily. For purposes of this Privacy Statement, personally identifiable information is information that identifies you as an individual such as your name, street address, telephone number, and email address (and credit card number if you place an order). If you opt not to provide us with personally identifiable information you can still access our website, however you will be unable to create log in credentials or rent a vehicle, or receive marketing or promotional materials including emails.

### **Pre-populating field using social media tools**

This website may allow you to pre-populate certain fields on the registration form by using one of the available social media tools such as Facebook Connect or Google +. If you choose to use one of the available social media tools, you allow us to access your information that is publicly available or that you have made publicly available (e.g., name, user ID, profile picture), and information you “Allow” the website to access. By authenticating through one of the social media options, you allow us to receive your information that is accessible. We encourage you to review the privacy policy and any terms and conditions, for the method you choose to utilize.

Our primary goal in collecting personally identifiable information from you when you visit drivecanvas.com is to provide you the functionality and services that you need to have a meaningful and customized experience while using the site features.

### **Text Messages**

By providing your mobile number, you agree to receive autodialed text message alerts pertaining to the service such as the following: delivery and return information, billing and payment reminders, maintenance reminders, and other notices.

This site may use session and persistent “cookies” to collect personally identifiable information in order to verify log in credentials. An explanation on collection methods and how they work is included in Section 7 – Methods to Collect Information, below.

Email addresses collected at the point of the forward-to-a-friend email tool will be used solely for the purpose of forwarding to your intended recipient.

See Section 12 regarding links to third-party sites, including widgets.

Please keep in mind that if you disclose personally identifiable information or other sensitive data through drivecanvas.com chat room, message board, or other public online forums, this information may be collected and used by others.

#### **4. How We Use the Personally Identifiable Information We Collect:**

*Personally identifiable information* collected on drivecanvas.com may be used to:

- Fulfill a site user request (e.g., send marketing or promotional materials including emails)
- Fulfill and deliver an order for goods or services including vehicle rental
- Respond to your comments or requests for information
- Meet a request for or to develop new products or services
- Make the user experience more customer friendly
- Develop new and improved products, services and marketing
- Contact you if necessary in the course of processing your rental
- Generate site analytics that improve our site 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 here with data about you that we collect through other sources
- Comply with legal requirements

#### **5. Other (Non-Personally Identifiable) Information We Collect From Site Visitors:**

drivecanvas.com collects other “non-personally identifiable information” from site visitors. This means that we do not track these items on an individual basis that identifies the site visitor, but rather gather and collect this information on an aggregate or anonymous basis that includes all site visitors. Non-personally identifiable information includes tracking the site pages that are visited or the amount of time spent on our site.

If a site visitor creates log in credentials, site usage data is then linkable to the individual.

If you visit this site using a mobile device, we collect additional non-personally identifiable information which may include the type/model of the mobile device viewing the site and the mobile device’s service provider and operating system.

Our primary goal in collecting non-personally identifiable information from you is to be able to perform site metrics that allow us to improve the functionality of the website.

We may use session and persistent “cookies,” session logs, spotlight ads/web beacons/GIF/pixel tags, banner ads or links, and third-party click tracking analytics tools (such as Segment, Mixpanel, Google Analytics and Autopilot, among others; these companies may also use such tools) to collect aggregate or other non-personally identifiable information about site visitors. An explanation on collection methods and how they work is included in Section 7 - Methods to Collect Information, below.

Google is independently owned and operated, and data collected by Google is subject to its privacy policy. We encourage you to review the Google privacy policy at <http://www.google.com/privacy.html> and Google’s *How Google uses data when you use our partners’ sites or apps* (located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/)) so that you can understand how the data is collected, used and shared.

## **6. How We Use the Aggregate or Non-Personally Identifiable Information We Collect:**

Non-Personally identifiable information collected on drivecanvas.com may be used to:

- Compile aggregate and statistical data to help in website design and to identify popular features
- Measure site activity to allow us to update our site to better meet user wants and needs
- Provide you content that may be of interest to you based on pages visited and items viewed
- Make the user experience more customer friendly
- Develop new and improved products, services and marketing

drivecanvas.com utilizes non-personally identifiable information for the purpose of performing analytics on the user's experience while visiting this site. This analysis:

- Is performed on an aggregate level and does not identify you or your information personally
- May involve the use of a third-party vendor acting on behalf of drivecanvas.com
- May be combined with data collected by third parties on other sites and apps and across devices
- Is performed in order to improve our website and the user experience
- May include the use of session and/or persistent cookies to track user movement across this and other Affiliate websites or to track other events within or across this and other Affiliate websites

## **7. Methods to Collect Information:**

A "cookie" is a small text file that helps us in many ways to make your visit to our website more enjoyable and meaningful to you. For example, cookies avoid you having to log in every time you come back to one of our websites. 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.

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.

A "persistent" cookie is stored on your computer's hard drive until a specified date, which could be tomorrow, next week, or 10 years from now. Persistent cookies stay on your computer until either a) they expire, b) they are overwritten with newer cookies, or c) you manually remove them. Most browsers can be configured not to accept cookies, however, this may prevent you from having access to some site functions or features.

This site may use third-party click tracking analytics tools (such as Segment, Mixpanel and Google Analytics and Autopilot) to capture clickthrough statistics. These parties may collect information about your use of the site and across different sites and mobile apps, and across devices over time.

drivecanvas.com may use spotlight ads/web beacons/GIF/pixel tags which are site instrumentation tools that help us to determine, for instance, whether a page has been viewed or not and, if so, how many times. Emails or electronic newsletters we send may use tools (e.g., pixel tags or web beacons) to gather email metrics and information to improve the reader's experience such as how many of the emails are opened, if they were printed or forwarded, the type of device (e.g., mobile or PC) from which they were opened, and the city, state, and county associated with the applicable IP address. In general, any electronic image viewed as part of a webpage, including an ad banner, can act as a web beacon.

This website may generate a "session log" when you visit our site. We use session logs to help us determine how people travel through our site. 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're providing is being used. The only data gathered is the Internet Protocol (IP) address from which you came, the website that referred you, the pages you visited and the date and time of those visits.

Users may be directed to drivecanvas.com via banner ads or site links. Ads or site links that are placed by drivecanvas.com use cookies or web beacons to deliver metrics on the effectiveness of the ads or links. They do not collect personally identifiable information from the user.

## **8. Sharing Your Information:**

drivecanvas.com does not share, sell, or rent personally identifiable information with independent companies for their own use without providing you a choice.

Personally identifiable information that you provide to us in the course of using our site features or requesting a product or service through this website may be gathered and stored in one or more of our corporate databases and be used for purposes of contacting you for things like promotional offers, marketing programs, or other communications from this website or other Canvas or affiliate programs and services.

We may share personally identifiable information that we collect about you with other companies within the Canvas family of companies, affiliates or subsidiaries. Our “family of companies” is the group of companies related to us by common control or ownership. We share information within this “family” as a normal part of conducting business and offering products and services to our customers.

We may share personally identifiable information with vendors, contractors or partners in the normal course of business. Vendors, contractors or partners of drivecanvas.com who have access to your personally identifiable information in connection with providing services for drivecanvas.com are required to keep the information confidential and are not permitted to use this information for any other purpose than to carry out the services they are performing for drivecanvas.com.

Site metrics for drivecanvas.com may be shared with other Canvas websites, or subsidiaries or affiliates.

Canvas will disclose your personally identifiable information, without notice, if (1) in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Canvas, its affiliates or the site; (b) protect and defend the rights or property of Canvas, its affiliates or this site; or (c) act under exigent circumstances to protect the personal safety of Canvas or affiliate personnel, users of their websites, or the public; or (2) if required to do so by law.

If Canvas or affiliated company’s assets are sold, acquired, merged, or reorganized, your personally and non-personally identifiable information is an asset that may be transferred to the acquiring or new entity and subject to that entity’s privacy policy.

**9. Access To and Control Over the Use of Your Information:**

To correct or update your personally identifiable information contact us at [support@drivecanvas.com](mailto:support@drivecanvas.com) so that we may be able to process your changes. You can also log into your online profile to update your information. drivecanvas.com will use reasonable efforts to correct any factual inaccuracies in your information.

The scope of access available for this request is for information stored in the database that holds the data for drivecanvas.com. Any personally identifiable information that has been collected from you on other Company websites will not be accessible or changeable through the processing of this request.

**10. Security of Your Information:**

Safeguarding information of visitors to our website is important to us. While no systems, applications or websites are 100% secure, we use systems, policies and procedures to reasonably protect information from loss, misuse or alteration.

Vendors, contractors or partners of drivecanvas.com who have access to your personally identifiable information in connection with providing services for drivecanvas.com 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 for drivecanvas.com.

**11. Processing of Personal Data:**

By visiting this site and by providing your personally identifiable information to us, you understand and consent to the collection, use, processing, transfer, and disclosure of your personally identifiable and non-personally identifiable information globally --- including to the United States – in accordance with this Privacy Statement. Therefore, by visiting this site and by providing such information, you consent to the transfer of such information across country borders, and to the use, processing, and disclosure of such information in global locations. Your consent shall be deemed to include your consent to transfer of the

personally identifiable or non-personally identifiable information to locations that may have different levels of privacy protection than in your own country.

## **12. Links to Other Sites:**

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

If you use the Google Map functionality on drivecanvas.com, you agree to be bound by Google's [Terms of Use](#) and [Google's Privacy Policy](#).

If you choose to utilize the ShareThis widget to share content on this website with your friends, please note that ShareThis is an independent third party and is not a vendor, contractor or partner of drivecanvas.com. All information (personally identifiable or aggregate) that is collected by the ShareThis widget is collected by ShareThis and is subject to the ShareThis Privacy Policy and not the drivecanvas.com Privacy Statement.

## **13. Children's Privacy:**

drivecanvas.com does not knowingly intend to collect personally identifiable information from children under 13 years of age.

If a child has provided us with personally identifiable information a parent or guardian of that child may contact us at email address listed in section 14 if they want this information deleted from our records. We will then make reasonable efforts to delete the child's information from the database that stores information for drivecanvas.com.

## **14. Contacting Us:**

If you have any questions, comments or concerns about this online privacy statement for drivecanvas.com, drivecanvas.com privacy practices, or have any questions regarding the contents of this website please contact us at [support@drivecanvas.com](mailto:support@drivecanvas.com).

drivecanvas.com is committed to working with consumers to obtain a fair and rapid resolution of any complaints or disputes about privacy and the handling of your data. drivecanvas.com will be happy to respond to your questions and comments.

## **15. Privacy Statement Effective Date and Revision Days:**

Occasionally we may update the privacy statement for drivecanvas.com 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.

The effective date of this privacy statement is 1/25/2018.

## **IMPORTANT PRIVACY CHOICE FOR CONSUMERS**

### **SUPPLEMENT FOR CALIFORNIA RESIDENTS**

You have the right to control whether we share some of your personal information. Please read the following information carefully before you make your choice below.

#### **Your Rights**

You have the following rights to restrict the sharing of personal and financial information with our affiliates (companies with related ownership or control to us). Nothing in this form prohibits the sharing of information necessary for us to follow the law, as permitted by law, or to give you the best service on your accounts with us. This includes sending you information about some other products or services.

#### **Your Choice**

**Restrict Information Sharing With Our Affiliates:** Unless you say "No", we may share personal and financial information about you with our affiliated companies.

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#### **Time Sensitive Reply**

NO, please do not share personal and financial information with your affiliates.

You may make your privacy choice at any time. Your choice marked here will remain unless you state otherwise. However, if we do not hear from you we may share some of your information with affiliated companies.

Name: \_\_\_\_\_

Email used to sign up: \_\_\_\_\_

Signature: \_\_\_\_\_

To exercise your choice, do one of the following:

1. Fill out, sign and send back this form to us;
2. Call us at: 844.863.2687
3. Email us at [support@drivecanvas.com](mailto:support@drivecanvas.com)

# FACTS

## WHAT DOES CANVAS DO WITH YOUR PERSONAL INFORMATION?

<b>Why?</b>	Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.
<b>What?</b>	The types of personal information we collect and share depend on the product or service you have with us. This information can include: <ul style="list-style-type: none"> <li>• Social Security number and driver's license information</li> <li>• Contact information such as email, address and phone number</li> <li>• Credit history, motor vehicle record, and payment information such as credit card number</li> </ul>
<b>How?</b>	All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons Canvas chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does Canvas share?	Can you limit this sharing?
<b>For our everyday business purposes</b> — such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
<b>For our marketing purposes</b> — to offer our products and services to you	Yes	No
<b>For joint marketing with other financial companies</b>	Yes	No
<b>For our affiliates' everyday business purposes</b> — information about your transactions and experiences	Yes	No
<b>For our affiliates' everyday business purposes</b> — information about your creditworthiness	No	We Don't Share
<b>For our affiliates to market to you</b>	Yes	Yes
<b>For nonaffiliates to market to you</b>	No	We Don't Share

<b>To limit our sharing</b>	<ul style="list-style-type: none"> <li>• Mail the form below</li> </ul> <p><b>Please note:</b> If you are a <i>new</i> customer, we can begin sharing your information 30 days from the date we sent this notice. When you are <i>no longer</i> our customer, we continue to share your information as described in this notice. However, you can contact us at any time to limit our sharing.</p>
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Mail-in Form	
<p>Mark any/all you want to limit: Do not allow your affiliates to use my personal information to market to me.</p>	
<b>Name</b>	
<b>Address</b>	
<b>City, State, Zip</b>	
<b>Account # (s)</b>	
<b>Mail to:</b>	
PO BOX # 426740 San Francisco, CA 94142	

Who we are	
Who is providing this notice?	Ford Green Wing LLC, dba Canvas
What we do	
How does Canvas protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings. We limit access to your personal information to appropriate personnel with a business need for it.
How does Canvas collect my personal information?	We collect your personal information, for example, when you <ul style="list-style-type: none"> <li>• Give us your banking and payment information</li> <li>• Apply for a vehicle through Canvas</li> <li>• Give us your contact information and other personal information such as SSN</li> </ul> We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.
Why can't I limit all sharing?	Federal law gives you the right to limit only <ul style="list-style-type: none"> <li>• sharing for affiliates' everyday business purposes — information about your creditworthiness</li> <li>• affiliates from using your information to market to you</li> <li>• sharing for nonaffiliates to market to you</li> </ul> State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.
What happens when I limit sharing for an account I hold jointly with someone else?	Your choices will apply to everyone on your account.

### Definitions

<b>Affiliates</b>	Companies related by common ownership or control. They can be financial and nonfinancial companies. <ul style="list-style-type: none"> <li>• <i>Our affiliates include nonfinancial companies, such as Ford Motor Company and financial companies such as Ford Motor Credit Company</i></li> </ul>
<b>Nonaffiliates</b>	Companies not related by common ownership or control. They can be financial and nonfinancial companies. <ul style="list-style-type: none"> <li>• <i>Canvas does not share with nonaffiliates so they can market to you</i></li> </ul>
<b>Joint marketing</b>	A formal agreement between nonaffiliated financial companies that together market financial products or services to you. <ul style="list-style-type: none"> <li>• <i>Our joint marketing partners may include Ford companies and insurance companies</i></li> </ul>

### Other important information

**Special Notice for Vermont Residents** We will treat all accounts with Vermont mailing addresses as if you elected to limit our sharing as provided on page 1. We do not share your information with affiliates or nonaffiliates, except as permitted by law.

**Special Notice for California Residents** See the Supplement for California Residents, entitled "Important Privacy Choice for Consumers," for information on rights you have under the California Financial Information Privacy Act.

## **Social Security Number Privacy Protection Policy**

This Social Security Privacy Protection Policy applies to U.S. Social Security Numbers (SSNs) that Ford Green Wing LLC dba Canvas obtains in the course of doing business. Safeguarding the personally identifiable information that we collect from our customers is important to us. We use systems, policies, and procedures to protect personally identifiable information, including SSNs, from loss, misuse, or alteration.

Specifically, our policies mandate the following with respect to protecting the confidentiality of sensitive personally identifiable information we have collected, including SSNs:

Such information should be collected only when necessary to conduct business effectively and its use limited to the stated or reasonably implied purposes for which it was collected. For example, we collect SSNs to provide products or services to you.

Access and/or disclosure of such information must be restricted to employees, agents, and authorized third parties who have a legitimate business need for access. We may disclose such information to other third parties as legally required.

Such information must be stored and transmitted in a safe and secure manner. To the extent SSN data is collected over the public internet, encryption is required.

All data containing such information, whether hard copy or electronic, must be destroyed securely in a manner that protects the confidentiality of the underlying data.

Unlawful or improper use or disclosure of SSN information is prohibited. Those who violate this Policy are subject to disciplinary action, up to and including termination.

Occasionally we may update this Policy. If we update this Policy, the new Policy will be posted ten (10) days prior to the changes taking effect.

Date: January 24, 2018  
Version: 2.0