



DATA SECURITY FAQs

WHO WE ARE - We serve the automotive and related industries with technology that powers intelligent marketing across every touchpoint. Through our full suite of integrated applications and marketing solutions, we help our clients, primarily automotive dealerships and manufacturers, increase vehicle sales and service. Our company, [Data Driven Holdings \(DDH\)](#), operates multiple business units, each focusing on a specific industry sub-sector or service category. Our industry-leading brands include [Team Velocity®](#), [Tier10®](#), [Advid®](#), [SocialDealer®](#) and [OfferLogix®](#).

OUR TECHNOLOGY - Apollo®, our proprietary technology platform, offers dealers the most advanced sales and service marketing system in the business. Our platform maximizes return on investment by utilizing automated intelligence to generate dynamic campaigns across all advertising mediums, including Websites, Mail, Email, Search, and Social.

OUR APPROACH TO PRIVACY - We are committed to protecting the privacy of personal information and the responsible use of that information to deliver personalized, relevant content to customers on behalf of our clients. We have implemented policies and procedures to comply with both federal and state privacy laws and regulations, including the California Consumer Privacy Act (CCPA). To learn more about our privacy practices, please review our [Privacy Policy](#), located at the bottom of each of our brand websites.

OUR CLIENT'S INFORMATION AND CONSUMER DATA - To provision our services, we require limited access to client systems to obtain certain information about their operations and customers. We use customer data for the sole purpose of providing services to our clients; *we do not sell client or consumer data*. This data belongs to our clients; we cease using and promptly remove it from our systems upon client request or conclusion of our business relationship.

OUR APPROACH TO SECURITY - We have implemented cybersecurity policies and procedures across our organization based on industry best practices and regulatory requirements. Our security measures include hosting data in the Google Cloud, deploying firewall and security protocols across our network, encrypting sensitive data in transit, limiting data access to designated groups, requiring multifactor user authentication, and securing our facilities and colocation sites. We regularly monitor our systems and conduct independent third party-audits to ensure on-going compliance.

OUR INSURANCE - Despite state-of-the-art security protections, data breaches and security incidents can occur. Therefore, we back up our commitments to our clients by carrying professional and cybersecurity liability insurance.

OUR THIRD PARTY SERVICE PROVIDERS - We have partnered with industry-leading DMS and data processing and integration providers. We contractually require our service providers who have access to client data to meet all federal and state legal requirements, maintain cyber insurance, and follow industry-leading data security practices. At the same time, we remain liable to our clients for our vendors' actions.

OUR CONTRACTUAL OBLIGATIONS - We contractually commit to safeguarding our clients' data. Our client agreements contain service provider data access and safeguards protections, in accordance with industry standards and applicable laws, including the Gramm-Leach-Bliley Act, FTC Safeguards Rule and CCPA. Clients may review our commitments under the Data Safeguards section of our Terms & Conditions that govern their relationship with us.

YOUR DATA; OUR COMMITMENT - No company can guarantee information security with absolute certainty. But at Data Driven Holdings, protecting client information and customer data is at the core of our business philosophy. It informs every decision we make, from how we architect our IT systems, to the vendors we choose. Our clients entrust us with information about their most precious assets - their customers. We hold that trust sacred.