

Important California Rights and Disclosures

Rights Over Your Non-Financial Personal Information

The majority of information that Bridgecrest, our affiliates, and our subsidiaries collect, process, or disclose is in connection with you obtaining financing (for example, a loan or credit from DriveTime, Bridgecrest, or its affiliates) ("Financial Information"). Our collection, processing, use, and disclosure of Financial Information is done pursuant to the Gramm-Leach-Bliley Act, California Financial Information Privacy Act, and other applicable financial protection laws. You can learn more about your rights contained within those laws by visiting our **Financial Privacy Notice**.

In limited circumstances, California residents may have the following additional rights over non-financial information that is collected, used, and shared pursuant to Bridgecrest's **Privacy Policy**. The non-financial information we collect from you may include personal identifiers, geolocation data, and internet or network activity data that are not collected or used for the purpose of offering or providing financial services. We use this information to analyze site traffic, optimize site performance, improve our services, and identify new products and services of interest to our users. We may also use this information to provide certain services to you, including allowing you to make an appointment at our dealership, view trade-in information, or otherwise use our services and explore our site.

California residents may have the following rights over non-financial information:

The Right to Request More Information

As a California resident, you have the right to request more information about how we treat your non-financial personal information including:

- The categories of personal information we collected about you;
- The categories of sources from which we collected that information;
- Our business or commercial purpose for collecting or selling that information;
 - The categories of service providers or third parties with whom we shared that information;
 - The categories of third parties to whom we sold your non-financial information, if any; and
 - The specific pieces of personal information we collected about you.

To submit a request to exercise your right to request more information, you may contact us either by phone at (877) 560-9159 or by going **here**.

The Right to Request Access

For non-financial information, you also may have the right to request access to your personal information.

To submit a request to exercise your right to request access to your information, you may contact us either by phone at (877) 560-9159 or by going [here](#).

The Right to Request Deletion

For non-financial information, you may have the right to request that we delete your personal information.

To submit a request to exercise your right have your non-financial information deleted, you may contact us either by phone at (877) 560-9159 or by going [here](#).

How to Exercise these Rights

To submit a request to exercise rights over your non-financial information, you may contact us either by phone at (877) 560-9159 or by going to the links above.

For all requests, please clearly state that the request is related to “Your California Privacy Rights” and provide your name, street address, city, state, zip code, and an e-mail address or phone number where you may be contacted.

You can always opt-out or unsubscribe from marketing emails by contacting Bridgecrest Customer Relations at (800) 967-8854:

Verification

Before we can respond to your request, we first must verify your identity using your personal information. If we are not able to verify your request, we will contact you for more information. If we are unable to verify your identity after a good faith attempt, we may deny the request and, if so, will explain the basis for the denial.

Designating an Authorized Agent

You may designate someone to submit requests and act on your behalf (an “Authorized Agent”). To do so, you must provide us with written permission to allow your Authorized Agent to act on your behalf and, where appropriate, accept information about you. Either way, you and/or your Authorized Agent must provide sufficient information to us that would allow us to verify your identity.

Do Not Track Requests

As set out in our [Cookie Policy](#), we use cookies to collect information about your internet activity to help us provide you with relevant advertisements, incentives or offers. Some web browsers or smartphones have the ability set “Do Not Track” requests to block user activity

from being tracked across web pages or devices. Our website does not recognize "Do Not Track" signals.

Third-Party Sharing and Selling – Do Not Sell My Information

Bridgecrest does not sell non-financial information. However, we may share non-financial information with our third party business partners and service providers to give you a better user experience and for our own marketing purposes. We may also share it with third parties for their direct marketing purposes. To opt-out of any sharing of your Personal Information with third parties for their direct marketing purposes, please contact us at (877) 560-9159 or email us at CustomerRelations@Bridgecrest.com.

No Discrimination

We will not unlawfully discriminate against you for exercising any of these rights.

Changes to this Notice

This Notice is reviewed and updated annually to ensure it accurately captures our practices and procedures. The effective date is identified below. If we make material changes to this Notice, we will use reasonable means to inform you and, where necessary, obtain your consent.

Resolving Concerns and How to Contact Us

If you have questions or concerns regarding this Notice, please contact us at (877) 560-9159 or email us at CustomerRelations@Bridgecrest.com.

Date last updated: January 1, 2020