



Last updated: February 22, 2017

Privacy

This Online Privacy Notice applies to this website and any affiliate or subsidiary interface that links to this Notice. In this notice we describe how we collect, use and share your online personal information and the steps taken to protect it. A separate privacy notice would apply to information collected through other means and with other AAA services such as membership, insurance, travel, AAA OnBoard telematics, and AAA mobile applications. Please consult those notices if they apply to you.

In using our website you may be directed to third party sites that have their own separate privacy policy. For example when you apply online for the AAA Member Rewards Visa® Credit Card, you are directed to the Bank of America website that is governed by its own privacy and security policy. To determine if you are on a third party site, please examine the URL address at the top of the web page and the privacy disclosure at the bottom. Review these separate non-AAA privacy policies when you encounter them.

Information We Collect: We collect information that you provide directly when you use our website. This could include your contact information (such as your name, postal address, email address, and telephone number), membership number, driver's license, vehicle and property information, financial account information and other information that you provide. When you visit this site, third parties including advertising partners and analytics providers may collect other non-personally identifying information over time about your online activity across websites and the various devices you use.

We may also indirectly gather information about your online visit including your Internet service provider, Internet Protocol (IP) address, unique device ID, browser type, operating system, the date and time the website that referred you and the pages you visit while at our site.

We gather such information through the use of a "cookie" which is a feature of your Internet browser that places a small file on your computer's hard drive. A cookie facilitates site navigation for Internet sessions, and helps maintain

security. It can remember your personal settings, pre-fill forms for you, and monitor how you use our website which information we use to improve our services. If you do not enable cookies on your browser, you will not be able to use some of the services on our website.

If you provide your email address, we may send you email offers (such as for travel or insurance) and otherwise conduct business with you. With each marketing offer, we will give you the opportunity to opt out of future email offers. If you opt out of marketing offers, we may still email you for non-marketing purposes. For example, we could send an email confirmation if you requested a quote.

We also use cookies, tags (also referred to as pixel tags, 1x1s, or transparent GIFs), and other technologies to manage our email programs. These tags gather information to analyze the performance of our email marketing and help us understand how consumers respond to our messages.

Information We Share: We share your information with others as permitted or required by law. This includes within our family of companies, within the AAA federation, with affiliate partners and with other third parties for many reasons. These reasons can include marketing, to process your request for service, to provide a quote or other service, for everyday business purposes, for legal or regulatory purposes, to prevent fraud, to respond to court orders and legal investigations, and to report to insurance service organizations and consumer reporting agencies.

Information Protection: Protecting your information while you visit our website is important to us. We maintain physical, electronic, and procedural safeguards to guard your personal information. For example, we limit access to this information to authorized employees and contractors who need to know. Please be aware that, although we make every effort to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

We use third-party advertising networks to serve ads on our behalf across the Internet. These companies employ cookies and web beacons to gather anonymous information that permits us to analyze, modify, and improve our advertising content. The information collected is not personally identifiable. We do not have access to or control over cookies or other features these third party advertising networks may use, and their information practices are not covered by this privacy notice.

Opting Out & Tracking: Our advertisements that appear on third party sites with the AdChoices icon provide the means for you to opt-out of our advertising network partners' use of your non-personally identifiable information for interest

based advertising (also known as “online behavioral advertising”) purposes. You can do so by clicking on the blue AdChoices icon on one of our online advertisements and then following its instructions.

We also comply with the Self-Regulatory Program for Online Behavioral Advertising managed by **Digital Advertising Alliance** (DAA). When you opt out, your election is conveyed to the applicable advertising network(s) that then place a cookie on your specific computer and browser. Please note that clearing your browser of cookies will require you to opt out again. To opt out from all participating DAA companies, please visit <http://www.aboutads.info/choices/>

We do not currently respond to a web browser’s “Do Not Track” signal. Such a signal enables a person to opt out from having information about their web browsing activities monitored and collected; however, since there is not uniform industry agreement as to how to respond, we do not currently honor such a request.

Children’s Privacy: We do not intend to collect personally identifiable information from persons less than 13 years of age. If your child provides us with their personal information, as the parent, you can contact us at the address in the “Contacting Us” section below, to request that your child’s information be deleted from our records. We will make reasonable efforts to accommodate any such request.

Your Contact Information: Some information is accessible by you for your review and modification on our website. Changing any personal information requires that you log in with a unique user name and password created by you.

As a membership organization, it’s vital for us to have our members’ current contact information (e.g., address, phone, and email) in order to provide member benefits and to inform members of the various products and services we offer. We will ask for your contact information when you first become a member. Thereafter, when you contact us, we will ask for your contact information to authenticate your identity and to ensure that we have your most current contact information.

Contacting Us: For questions regarding this notice, please contact us at:

- **Automobile Club of Southern California**
- Attention: OGC, A451 re Privacy Statement
- 3333 Fairview Road, Costa Mesa, CA 92626
- **By email:** aaa-privacy@aaa-calif.com

Changes to This Privacy Notice: We may amend this privacy notice at any time. Please review it periodically. Any changes are effective upon our posting of

the revised notice. Your use of our website following any such change constitutes acceptance.

Residents of California: California residents can request, information regarding the personal information that a company they do business with shares with third parties for direct marketing purposes during the past year. To request a copy, please contact aaa-privacy@aaa-calif.com and include "SB27 Request" on the subject line.

Solicitation and Marketing: If you do not want offers from us or our affiliates, please contact your local AAA branch or write to us, Attention: Membership Privacy, PO Box 25001 Mail Stop A112, Santa Ana, CA 92799-5001 and provide your full name and street address, membership number, telephone number and email address along with your request to be placed in our Do Not Solicit file. Your request will take effect within 60 days of receipt. During this time, you may receive mailings that were already in progress. You will continue to receive your member *magazine*, other communications directly related to your membership, and promotional offers with your bills and renewal notices.

This Notice is provided on behalf of our companies that link to this Notice: AAA is a national association of independently chartered local AAA motor clubs and organizations. The companies listed below are part of the Automobile Club of Southern California family of companies that include, but are not necessarily limited to, the companies listed below. They offer membership, automotive, insurance, and travel services. The list may change from time to time.

- AAA East Central
- AAA Hawaii, LLC
- AAA New Mexico, LLC
- AAA Northern New England
- AAA Texas, LLC
- Alabama Motorists Association, Inc. (dba AAA Alabama)
- Automobile Club of Southern California
- Automobile Club of Missouri (dba AAA Missouri)
- Auto Club Services, LLC
- Tidewater Automobile Association of Virginia, Incorporated (dba AAA Tidewater Virginia)