

Privacy Policy

Ikon Technologies ("Ikon" "Us" or "We") would like to thank you for your ("You" or "Your") interest in the Ikon Toolbox App (the "App"). The protection of the privacy of Your personal information is important to Us. This Privacy Policy explains our process and procedure for the collection, use, and sharing of information that is collected, generated, recorded, or stored when you use the App.

Ikon and its affiliates provide technology services to car dealerships and/or their customers through a wireless/mobile network cellular gateway using several technologies including integrated sensor and location information components ("Services"). While providing the Services, We collect various data and personal information on You as a dealership user of the App as outlined below. By interacting with the App or Services, You are accepting the terms of this Privacy Policy. If You do not accept the terms of this Privacy Policy, do not use the App.

Personal information

We may collect the following types of information about You:

- App usage information: Information about how You use the App.
- Vehicle Information: Which can include inventory vehicle milage, travel direction, coordinates and other related vehicle information.
- Device information: Technical information about Your device, device type, device operating system and version, and device identifiers.
- Geolocation information: Information about the precise geographic location of the Ikon device and/or vehicle. Geolocation information is also necessary for certain App functionality.

Use of Personal Information

We may use the information We collect to:

- Provide the App and Services.
- Operate, customize, update or improve the App.
- Communicate with You about Your Connect Services either through the App or through regular mail, telephone, e-mail, text, SMS or other electronic, physical or audio messaging, including materials created by artificial intelligence, through the in-vehicle communication system or via the Ikon website as may be authorized by Your dealership.
- Conduct marketing, including marketing and advertising for Us and Your dealer.
- Activate remote services that You may receive.
- Maintain App security.
- Prevent, detect, and respond to fraud, intellectual property infringement, violations of our terms of use, violations of law, or other misuse of the App.

Sharing of Personal information. We may share information with any of our affiliates or subsidiaries.

In addition, we may disclose information:

- To third parties and service providers. Examples include,
 - Business partners that may provide You or Us with Services. Some functionality of the App may be provided by a contracted third-party business partner in compliance with appropriate confidentiality, data security and safeguarding measures.
 - We may share geolocation information to support location- based services,
 - To Your dealer.
 - Law enforcement or third parties working with law enforcement if You have requested Stolen Vehicle Assistance service (subject to availability).

We may disclose any information You authorize or consent to the sharing of that information.

Additionally, We may disclose Your information to comply with the law; in association with governmental programs; to respond to claims; to comply with legal process served on Ikon or our affiliates; and, if We reasonably believe that an emergency involving immediate danger of death or serious physical injury to any person that requires disclosure.

We may share information that does not specifically identify You with third parties for any purpose.

Please note that unrelated third parties may collect information directly from Your telephone or similar device, including data about how You interact with the App, Your activities on the App and other mobile applications, websites, and online services for advertising and analytics. We are not responsible for those third parties and do not provide information to those third parties.

You expressly consent to receive text messages, e-mails, SMS or other electronic, physical, or audio messaging media, including those generated through artificial intelligence, via regular mail, telephone or via the Ikon website the App and/or other applications ("Communications") from Us regarding the App and Services as may be authorized by Your dealership. You agree that text messages and e-mails may be sent to effectuate the functionality of the App.. You also agree that any Communications delivered in an electronic form is the same as being delivered in writing. We may send Communications using any contact telephone numbers or email addresses You provide to If You want to *opt-out* of receiving such messages You may do so in our Privacy Policy, send an e-mail to info@ikonconnect.com or change your notification preferences in the App. If You would like to opt out at any time, please refer to the above website or App functionality. If you opt-out you must directly inform your dealer/employer You generally have the following rights regarding your data, subject to any rights of or restrictions by Your dealership.

- **Right to Know and Access.** You may have the right to confirm that We have collected personal information about You and know about that personal information We have collected about You, including, as applicable, the categories of personal information We have collected, the sources from which We collected that personal information, the business or commercial purposes for which We collected and shared that personal information, the categories of personal information that We shared or disclosed to third parties for business purposes, the categories of third parties to whom We shared or

disclosed personal information, and the specific pieces of personal information We have collected. You may be entitled to request that We disclose this to You in a portable and, to the extent technically feasible, readily usable format.

- **Right to Deletion.** You may be entitled to request that We delete the personal information that We have collected from You. We will use commercially reasonable efforts to honor Your request, in compliance with applicable laws. Please note, however, that We may need or be required to keep such information, such as for our legitimate business purposes or to comply with applicable law.
- **Right to Correct.** You may request that We correct inaccurate personal information that We have about You.
- **Right to Limit Use of Sensitive Personal Information.** You have the right to request that We limit the use of Your sensitive Personal Information, for appropriate purposes such as to provide the goods and services reasonably expected by the average consumer who requests such goods and services, to prevent fraud, and to verify or maintain the quality or safety of goods or services We provide.
- **Right to Non-discrimination.** You have the right to receive non-discriminatory treatment if You exercise the rights conferred to You by applicable privacy law.

Security and Data Storage

We use a number of technical and organizational security measures to protect the data and systems maintained by Us or supplied by You. No set of precautions can ever be completely secure. Your data administered and stored by Us is protected against manipulation, loss, destruction, and access by third parties. We retain the information We collect and store for as long as reasonably necessary to provide the Services and fulfill the purposes described in this Policy, at which point such information may be deleted or de-identified.

Cookies

Our websites use cookies and other technologies to provide enhanced functionality on the site, track data traffic and aggregate traffic movement (e.g., what pages are popular, what sequence of webpages are visited) for analysis, marketing campaigns (e.g., retargeting via pixel tracking), and to gather demographic information about our user base.

These technologies record information about your use of our websites, including:

1. Browser and device data, such as IP address, region or general location where your computer or device is accessing the internet, device type, operating system and Internet browser type, screen resolution, operating system name and version, device manufacturer and model, language, plug-ins, add-ons and the language version of the sites you are visiting.
2. Usage data, such as time spent on the sites, pages visited, links clicked, language preferences, and the pages that led or referred you to our sites.

You can typically remove or reject cookies via your [browser settings](#). To do this, follow the instructions provided by your browser (usually located within the “settings,” “help” “tools” or “edit” facility). Many browsers are set to accept cookies until you change your settings. You will also have the option to disable cookies on our website.

Changes

We may amend or update this Privacy Policy from time to time. We will post the revised Privacy Policy at this location.

Contact for Privacy Questions and Requests

If You have any questions about the processing of personal data in the App, You can contact the person listed below. He and his team will also be happy to help with requests for information, suggestions or complaints:

Attn: Privacy Office

I understand and acknowledge that there is a telematics device installed on inventory vehicles and it may collect data on my location and information on any vehicle.

_____ I consent to data collection and on my location and any related inventory vehicle.

You continue to have opt out rights as explained in the Privacy Policy and this App

Products and Service provided by:

VBI Group, Inc., d/b/a/ Ikon Technologies

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