



Date: 11/26/2020

RE: Your California Consumer Privacy Act "Access My PI" Request

Thank you again for submitting your "Access My PI" request under the California Consumer Privacy Act (CCPA).

The CCPA requires us to verify each "Access My PI" request we receive in two ways: (1) we must confirm that we have personal information about you in our system, and (2) we must verify your identity – in other words, that you are not someone else posing as you.

We have completed our verification process, and we have confirmed that we have personal information about you in our system. We were, however, unable to verify your identity to the degree of certainty required for us to release specific pieces of personal information to you, as indicated by the California Attorney General.

Based on the degree of certainty we were able to achieve, the CCPA does permit us to give you a category-level report on the personal information we have collected about you. That report, which is personalized for you, is enclosed. Please be aware that if we did not collect a category of personal information about you, that category will not appear in your personalized report even if our privacy policy indicates that we collect the category as a general business practice.

You can read more about our general business practices regarding the collection, maintenance, and sale of personal information in our privacy policy at <https://www.ford.com/help/privacy/> or <https://www.lincoln.com/help/privacy-terms/#privacy>.

Yours truly,

Ford | Lincoln Customer Processing Team

## CCPA Summary Report

Data Categories	
<p><b>Contact Information</b></p> <ul style="list-style-type: none"> <li>This category covers personal information such as name, address, phone number, email, nickname, username/screen name, etc.</li> <li>CCPA Category: Identifiers; Customer Records Personal Information</li> </ul>	<ul style="list-style-type: none"> <li>In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from you; from companies within the Ford Motor Company family of companies and affiliates; from dealers and other repairers; from our service providers and suppliers; from our business partners (such as joint marketing partners, social media platforms, etc.); and from consumer data analytics firms</li> <li>In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; dealers; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processor, etc.)</li> <li>In the past 12 months, we have shared this category of personal information about you with the following categories of third parties for commercial purposes or their independent uses (CCPA "sales"): SIRIUS XM; Joint Marketing Partners; and Dealers</li> <li>In addition to the above categories of recipients with whom we have shared personal information about you, we have in the past 12 months shared personal information about you with governmental authorities (such as regulatory agencies, law enforcement agencies, courts, etc.)</li> <li>The business or commercial purposes for which we collected or "sold" this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Personalization; Dealer Support; Marketing &amp; Advertising; and Business Operations</li> </ul>
<p><b>Demographics</b></p> <ul style="list-style-type: none"> <li>This category covers personal information such as age, gender, marital status, etc.</li> <li>CCPA Categories: Identifiers; Characteristics of Protected Classifications Under California or Federal Law; Education Information; Professional or Employment-Related Information</li> <li>We may not disclose some of the specific pieces of personal information covered by this category due to their sensitivity, as permitted or required by the CCPA</li> </ul>	<ul style="list-style-type: none"> <li>In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from you; from companies within the Ford Motor Company family of companies and affiliates; from dealers and other repairers; from our service providers and suppliers; from our business partners (such as joint marketing partners, social media platforms, etc.); and from consumer data analytics firms</li> <li>In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processor, etc.)</li> <li>In the past 12 months, we have shared this category of personal information about you with the following categories of third parties for commercial purposes or their independent uses (CCPA "sales"): Advertising Companies; Analytics Companies; Joint Marketing Partners; and Dealers</li> <li>In addition to the above categories of recipients with whom we have shared personal information about you, we have in the past 12 months shared personal information about you with governmental authorities (such as regulatory agencies, law enforcement agencies, courts, etc.)</li> <li>The business or commercial purposes for which we collected or "sold" this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Research &amp; Development; Personalization; Marketing &amp; Advertising; and Business Operations</li> </ul>

## CCPA Summary Report

<b>Data Categories</b>	
<p><b>Device Details and Network Information</b></p> <ul style="list-style-type: none"> <li>• This category covers personal information such as type of device, hardware model, serial numbers, MAC address, OS type, version, settings, configuration, IP address, mobile network provider, etc.</li> <li>• CCPA Categories: Identifiers; Internet or Other Electronic Network Activity Information</li> </ul>	<ul style="list-style-type: none"> <li>• In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from one or more devices associated with you; from companies within the Ford Motor Company family of companies and affiliates; from our service providers and suppliers; and from our business partners (such as joint marketing partners, social media platforms, etc.)</li> <li>• In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processors, etc.)</li> <li>• In the past 12 months, we have shared this category of personal information about you with the following categories of third parties for commercial purposes or their independent uses (CCPA "sales"): Advertising Companies; Analytics Companies; Joint Marketing Partners; and Dealers</li> <li>• The business or commercial purposes for which we collected or "sold" this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Research &amp; Development; Personalization; Marketing &amp; Advertising; and Business Operations</li> </ul>
<p><b>Digital Activity</b></p> <ul style="list-style-type: none"> <li>• This category covers personal information such as online activity and usage patterns, including access times, webpages visited, web logs, app features used, etc.</li> <li>• CCPA Category: Internet or Other Electronic Network Activity Information; Inferences</li> <li>• If your Declaration indicates that you are not the only person in your household who uses the desktop computer, laptop, tablet, or other mobile computing device that you use, we will not disclose the specific pieces of data covered by this category because we cannot determine which specific pieces of data are about you and which specific pieces of data are about someone else in your household who uses the device</li> </ul>	<ul style="list-style-type: none"> <li>• In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from one or more devices associated with you; from companies within the Ford Motor Company family of companies and affiliates; from our service providers and suppliers; and from our business partners (such as joint marketing partners, social media platforms, etc.)</li> <li>• In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processors, etc.)</li> <li>• In the past 12 months, we have shared this category of personal information about you with the following categories of third parties for commercial purposes or their independent uses (CCPA "sales"): Advertising Companies; Analytics Companies; Joint Marketing Partners; and Dealers</li> <li>• The business or commercial purposes for which we collected, generated, or "sold" this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Research &amp; Development; Personalization; Marketing &amp; Advertising; and Business Operations</li> </ul>

## CCPA Summary Report

Data Categories	
<p><b>Driving Data</b></p> <ul style="list-style-type: none"> <li>This category covers data about how a vehicle associated with you is operated and used (such as speed, use of accelerator, brakes, steering, seat belts, etc.), as well as the location where, and environment in which, it is driven (such as the temperature outside the vehicle, road surface conditions, etc.)</li> <li>CCPA Category: Electronic Information</li> <li>If your Declaration indicates that you are not the only person in your household who drives the vehicle(s), we will not disclose the specific pieces of data covered by this category because we cannot determine which specific pieces of data are about you and which specific pieces of data are about someone else in your household who drives the vehicle(s)</li> </ul>	<ul style="list-style-type: none"> <li>In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from one or more vehicles associated with you; and from companies within the Ford Motor Company family of companies and affiliates</li> <li>In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; and our service providers and suppliers</li> <li>The business purposes for which we collected this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Research &amp; Development; Personalization; and Business Operations</li> </ul>
<p><b>Identification Numbers</b></p> <ul style="list-style-type: none"> <li>This category covers personal information such as customer ID, account ID, driver's license number, license plate information, other unique identification numbers associated with you, etc.</li> <li>CCPA Category: Identifiers; Customer Records Personal Information</li> <li>As permitted or required by the CCPA, we do not disclose the specific pieces of personal information covered by this category due to risks associated with unauthorized access, including fraud or identity theft</li> <li>The presence of this data category in our response means that we have identification numbers associated with you in our systems</li> </ul>	<ul style="list-style-type: none"> <li>In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from you; from companies within the Ford Motor Company family of companies and affiliates; from dealers and other repairers; from our service providers and suppliers; and from our business partners (such as joint marketing partners, social media platforms, etc.)</li> <li>In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; dealers; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processor, etc.)</li> <li>The business purposes for which we collected or generated this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Research &amp; Development; Personalization; Dealer Support; Marketing &amp; Advertising; and Business Operations</li> </ul>

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Data Categories	
<p><b>Media Analytics</b></p> <ul style="list-style-type: none"> <li>• This category covers data about what is listened to in a vehicle associated with you (such as radio presets, volume, channels, media sources, title, artist, and genre, etc.)</li> <li>• CCPA Category: Audio Information; Electronic Information</li> <li>• If your Declaration indicates that you are not the only person in your household who drives the vehicle(s), we will not disclose the specific pieces of data covered by this category because we cannot determine which specific pieces of data are about you and which specific pieces of data are about someone else in your household who drives the vehicle(s)</li> </ul>	<ul style="list-style-type: none"> <li>• In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from one or more vehicles associated with you; and from companies within the Ford Motor Company family of companies and affiliates</li> <li>• In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; and our service providers and suppliers</li> <li>• The business purposes for which we collected this category of personal information about you are as follows: Product Improvement; Research &amp; Development; and Personalization</li> </ul>
<p><b>Payment Data</b></p> <ul style="list-style-type: none"> <li>• This category covers personal information such as payment card numbers, virtual wallet information, transaction history, billing information, etc.</li> <li>• CCPA Category: Identifiers; Customer Records Personal Information; Commercial Information</li> <li>• As permitted or required by the CCPA, we do not disclose the specific pieces of personal information covered by this category due to risks associated with unauthorized access, including fraud or identity theft</li> <li>• The presence of this data category in our response means that we have payment data associated with you in our systems</li> </ul>	<ul style="list-style-type: none"> <li>• In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from you; from companies within the Ford Motor Company family of companies and affiliates; from dealers and other repairers; from our service providers and suppliers; and from our business partners (such as joint marketing partners, social media platforms, etc.)</li> <li>• In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; dealers; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processors, etc.)</li> <li>• The business purposes for which we collected or generated this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Research &amp; Development; Personalization; Dealer Support; Marketing &amp; Advertising; and Business Operations</li> </ul>

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Data Categories	
<p><b>Preferences</b></p> <ul style="list-style-type: none"> <li>This category covers personal information such as your preferred communication method, language on websites and apps, time zone, distance displays, features, notifications, etc.</li> <li>CCPA Category: Customer Records Personal Information; Internet or Other Electronic Network Activity Information; Electronic Information</li> </ul>	<ul style="list-style-type: none"> <li>In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from you; from companies within the Ford Motor Company family of companies and affiliates; from dealers and other repairers; from our service providers and suppliers; and from our business partners (such as joint marketing partners, social media platforms, etc.)</li> <li>In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processors, etc.)</li> <li>In the past 12 months, we have shared this category of personal information about you with the following categories of third parties for commercial purposes or their independent uses (CCPA "sales"): Advertising Companies; Analytics Companies; Joint Marketing Partners; and Dealers</li> <li>The business or commercial purposes for which we collected or "sold" this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Research &amp; Development; Personalization; Marketing &amp; Advertising; and Business Operations</li> </ul>
<p><b>Security</b></p> <ul style="list-style-type: none"> <li>This category covers personal information such as passwords, your selected security questions, answers to security questions, etc.</li> <li>CCPA Category: Identifiers; Customer Records Personal Information</li> <li>As permitted or required by the CCPA, we do not disclose the specific pieces of personal information covered by this category due to risks associated with unauthorized access, including fraud or identity theft</li> <li>The presence of this data category in our response means that we have security data associated with you in our systems</li> </ul>	<ul style="list-style-type: none"> <li>In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from you; from companies within the Ford Motor Company family of companies and affiliates; from our service providers and suppliers; and from our business partners (such as joint marketing partners, social media platforms, etc.)</li> <li>In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processors, etc.)</li> <li>The business purposes for which we collected this category of personal information about you are as follows: Product &amp; Service Delivery; and Business Operations</li> </ul>

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Data Categories	
<p><b>Vehicle Data</b></p> <ul style="list-style-type: none"> <li>This category covers data about a vehicle associated with you, including: (a) components and parts (such as VIN, hardware model, parts numbers, etc.); (b) status (such as odometer, tire pressure, fuel and fluid levels, battery status, lock/unlock status, etc.); (c) performance and diagnostics (such as trouble codes, warning indicators, alerts, SYNC diagnostics, etc.); and (d) other information about how the vehicle is performing</li> <li>CCPA Category: Audio Information; Electronic Information</li> <li>If your Declaration indicates that you are not the only person in your household who drives the vehicle(s), we will not disclose the specific pieces of data covered by this category because we cannot determine which specific pieces of data are about you and which specific pieces of data are about someone else in your household who drives the vehicle(s)</li> </ul>	<ul style="list-style-type: none"> <li>In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from one or more vehicles associated with you; and from companies within the Ford Motor Company family of companies and affiliates</li> <li>In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; dealers; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processors, etc.)</li> <li>The business purposes for which we collected this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Research &amp; Development; Personalization; Dealer Support; Marketing &amp; Advertising; and Business Operations</li> </ul>
<p><b>Vehicle Location</b></p> <ul style="list-style-type: none"> <li>This category covers data location information from a vehicle associated with you such as current latitude/longitude location, travel direction, speed, charging locations used (if applicable), etc.</li> <li>CCPA Category: Geolocation Data</li> <li>If your Declaration indicates that you are not the only person in your household who drives the vehicle(s), we will not disclose the specific pieces of data covered by this category because we cannot determine which specific pieces of data are about you and which specific pieces of data are about someone else in your household who drives the vehicle(s)</li> </ul>	<ul style="list-style-type: none"> <li>In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from one or more vehicles associated with you; and from companies within the Ford Motor Company family of companies and affiliates</li> <li>In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processors, etc.)</li> <li>The business purposes for which we collected this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Research &amp; Development; and Business Operations</li> </ul>

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Data Categories	
<p><b>Vehicle Service History</b></p> <ul style="list-style-type: none"> <li>• This category covers data about service or repairs a vehicle associated with you has received such as visit details, service details, repair history, applicable recall repairs, repair order details, service/repair payment, warranty information, extended service plan information, etc.</li> <li>• CCPA Category: Customer Records Personal Information; Commercial Information; Electronic Information</li> <li>• If your Declaration indicates that you are not the only person in your household who drives the vehicle(s), we will not disclose the specific pieces of data covered by this category because we cannot determine which specific pieces of data are about you and which specific pieces of data are about someone else in your household who drives the vehicle(s)</li> </ul>	<ul style="list-style-type: none"> <li>• In the past 12 months, we have collected this category of personal information about you from the following categories of sources: from one or more vehicles associated with you; from companies within the Ford Motor Company family of companies and affiliates; and from dealers and other repairers</li> <li>• In the past 12 months, we have shared this category of personal information about you for a business purpose with the following categories of recipients: companies within the Ford Motor Company family of companies and affiliates; dealers; our service providers and suppliers; and our business partners (such as social media platforms, navigation/maps providers, our WiFi hotspot provider, financial institutions, payment processors, etc.)</li> <li>• In the past 12 months, we have shared this category of personal information about you with the following categories of third parties for commercial purposes or their independent uses (CCPA "sales"): Joint Marketing Partners; and Dealers</li> <li>• The business or commercial purposes for which we collected or "sold" this category of personal information about you are as follows: Product &amp; Service Delivery; Product Improvement; Research &amp; Development; Personalization; Dealer Support; Marketing &amp; Advertising; and Business Operations</li> </ul>