

Welcome to GADA.com(the "Website"), a Website accessible free of charge to the general public with Internet access. The Website and its contents and related services are owned and administered by the Georgia Automobile Dealers Association (GADA).

By accessing and using the Website, or otherwise availing yourself of the services and information offered through the Website, "You" – the "User" – agree to be bound by the [Terms of Use](#) and this Privacy Policy. The Privacy Policy is in effect at the time of each such access or other use of the Website.

You acknowledge that GADA may, from time to time, in its sole discretion and without notification to you, modify the Privacy Policy. It is your responsibility to apprise yourself of any such revision or modifications each time you visit or use the Website. If you do not so agree, you are not authorized to access or use the Website in any manner, and you must exit the Website immediately.

I. SCOPE

This Privacy Policy does not apply to our Websites that do not display or link to this Privacy Policy or that have their own Privacy Policy or to information we may collect from you or about you in other ways, including through emails you may send to us.

II. INFORMATION GADA COLLECTS

A. Membership Directory

The Website includes a Member Directory of franchised motor vehicle dealers and affiliated companies. The Member Directory contains contact information, membership status and other information pertaining to membership in GADA. Members may update their contact information from time to time. Members may elect to remove certain information from the Member Directory published on the Website by contacting the Membership Department or logging into "My Account" and changing their preferences.

B. Website Account

GADA members may choose to create a Website account. Upon creation of an account, you may provide additional information to GADA. You are solely responsible for all use of the Website through your account and any information provided through such account. If you lose your password or suspect unauthorized use of your account, you must inform GADA immediately. GADA will not be liable for any loss or damage resulting from your failure to safeguard your password and account.

C. Other Activities and Services

You may engage in other activities of the Website, or choose a service on the Website, where gathering personal information is necessary. Use of those services is entirely voluntary.

D. Non-Personally Identifiable Data

During your visit to the Website, our servers automatically gather and store certain information about your use of the Website. This information does not personally identify you, and your e-mail address is not collected in this automatic process. Examples of the information that is automatically collected and stored includes: (i) your Internet domain and Internet Protocol address; (ii) the type of browser and operating system you used to access our Website; (iii) the date and time of your visit to our Website; (iv) the Web pages or services you accessed at this Website; (v) the IP address of the Website from which you came to this Website; and (vi) the Website to which you go when you leave this Website.

We use various technologies to collect and store information when you visit the Website, and this may include one or more cookies, beacons, pixels, or other anonymous identifiers. We use this information to evaluate and improve the content of our Website and to make our Website more useful to our visitors. We also, use it to diagnose problems with our server, to keep our server running smoothly, and to learn about the number of visitors to our Website and the types of technology they use.

E. Third Party Sites and Advertisers

The Website may contain links to third-party sites and advertisements from advertisers. GADA is not responsible for the privacy policies or the content of those sites.

III. HOW WE USE PERSONAL INFORMATION

A. Member Services

Personal information collected on this Website will be used for providing services to members.

B. Financial Information

If you use the Website to make purchases, to register for events online, or to receive other services, the financial information collected by GADA during these transactions is used solely by GADA or third parties on behalf of GADA. This information is not shared with third parties except for the purposes of processing the transaction.

Your payment and personal information is always safe. Our Secure Sockets Layer (SSL) software is the industry standard and among the best software available today for secure commerce transactions. It encrypts all of your personal information, including credit card number, name, and address, so that it cannot be read over the internet.

C. External Processing

We provide personal information to trusted third party businesses or persons to process such information for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.

D. Use of Non-Personally Identifiable Data

We reserve the right to disclose non-personally identifiable data, including personal data aggregated in a manner that does not identify an individual, publicly without restriction, including to third parties who may help us provide or enhance the Website.

F. As Required by Law, Good Faith, or Exigent Circumstances

GADA reserves the right to access, use, preserve, or disclose personal information as required by law or in the good faith belief that such action is reasonably necessary to: (i) comply with the law or legal process served on GADA or the Website; (ii) protect and defend the rights, interests or property of GADA, its respective employees, marketing partners, agents or third parties; or (iii) to protect the personal safety of GADA members or members of the public in general. Where applicable, GADA may also use information obtained on Website for the purpose of investigating and prosecuting attorney ethical violations or for other regulatory purposes.

Communications you send to GADA are not confidential or protected by any professional privilege or relationship and, if you send us a threat or message that describes or promotes unlawful activity, GADA reserves the right to share such threat or message with law enforcement authorities.

IV. CONTACT

Please direct all inquiries and other communications relating to the Privacy Policy to legal@gada.com.