

Privacy Statement

Scope

This Privacy Statement applies to personal information we obtain from and about individuals interacting with BAGA and its websites, products and services. It does not apply to personal information we obtain in our capacity as an employer.

Information Collected

You may provide us with information about you or your vehicle through a number of sources: BAGA website, product and related events, test drive or other incentive applications, surveys, social media platforms

The types of information that BAGA collects about you may include, but are not limited to:

- contact information (such as name, address, city, state and ZIP code, email address and telephone number)
- demographic information (such as age range, marital status and household composition)
- photographs such as those that you may submit

Use

The information GM collects about you and your vehicle will be used:

- to provide products and services
- to maintain customer relationships
- to provide information and product updates
- for marketing purposes
- to customize and improve communication content
- to comply with legal requirements

Sharing

BAGA may share the information it collects about you or your vehicle in the following instances:

- as required by law, such as in conjunction with a subpoena, government inquiry, litigation, dispute resolution or similar legal process
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud or respond to a law enforcement request
- with our services providers who work on our behalf and who do not have an independent right to use the information to which they have access or that we disclose to them

Apart from the purposes listed above, BAGA will not share information about you with other third parties for their independent use without your permission.

Security

BAGA uses administrative, technical and physical security to protect the personal information we maintain and to help ensure that it is used according to this Privacy Statement.

Data Transfer

BAGA affiliates in the United States (“GM US”) adhere to the U.S.– EU Safe Harbor Privacy Principles and the U.S.-Swiss Safe Harbor Privacy Principles as set forth by the U.S. Department of Commerce

Individuals also may raise privacy concerns with the International Centre for Dispute Resolution, the international division of the American Arbitration Association (ICDR/AAA) at the following website: <https://apps.adr.org/webfile/>. To learn more about the Safe Harbor program, and to view GM U.S.’s certification, please visit <http://www.export.gov/safeharbor/>

Privacy Inquiries and Correcting Your Information

If you have concerns or questions regarding BAGA's consumer privacy practices or this Privacy Statement, please refer to the frequently asked questions that follow, or you may contact us at 701-223-5986