

# John Gibson Auto Sales Website Privacy Policy

John Gibson Auto Sales Privacy Policy Last Revised: July 21, 2023

John Gibson Auto Sales, Inc. and its affiliated entity (“John Gibson Auto Sales” “Cannon Finance, Inc.,” “we,” “us” or “our”) are committed to protecting the privacy of the personal information of its website users (“you” or “your”). Your privacy matters to us and we recognize the importance of keeping your information secure. Below, you will find the details about our privacy policies and how your information is used and protected.

John Gibson Auto Sales is mindful of the right to privacy of every visitor to our website [www.johngibsonautosales.com](http://www.johngibsonautosales.com) (the “Site”). This Website Privacy Policy explains our online practices and how we collect, use, and protect the information. The Website Privacy Policy may be changed or updated without prior notice to you. By visiting our Site, you acknowledge your agreement to be bound by the practices described in this Website Privacy Policy. Our Website Privacy Policy applies to all consumers who visit or use our Site, and we encourage you to read through and review this Website Privacy Policy each time you access the Site. If you do not agree with this Website Privacy Policy, we ask that you not use the Site.

## Protecting Your Privacy

### 1. Web Sites Covered

This Website Privacy Policy covers the information practices of the Site. If you are a retail, lease or credit customer of John Gibson Auto Sales and Cannon Finance, or you apply for financing or leasing through this Site, the privacy and security of your personal information relating to your application and account are governed by our GLBA [Privacy Notice John Gibson Auto Sales - Privacy Notice 1.21.docx.pdf \(autorevo-powersites.com\)](#).

### 2. Collection and Use of Personal Information

Should you submit information in order to be contacted by us, or choose to apply for prequalification or submit a full application for credit or lease on this Site, the types of personal information that may be requested from you include, but are not limited to, the following: name, address, phone number, email address, employment information, income information, social security number, residence information, and documents supporting such information. The privacy and security of your personal information relating to your applications and accounts are governed by our GLBA Privacy Notice.

Providing your personal information to us is entirely optional. You may choose what information to provide to us. You may choose to withhold certain information, but this may affect our ability to provide a high level of customer service and present you with offers. We encourage consumers to disclose all pertinent information so we can provide you with appropriate customer support.

John Gibson Auto Sales does not disclose any personally identifiable information about consumers to anyone, except as described in this Website Privacy Policy, the GLBA Privacy Notice, or as otherwise permitted or required by law. For example, personally identifiable information about a consumer may be used or shared to comply with any law, regulation, audit, subpoena, or court order, or to protect against fraud or other liability. We also share information with our service providers in order to service your Cannon Finance account and to process card payments. We may also share information with our service providers, for example, to evaluate the effectiveness of our Site or to look for ways to improve your customer experience. We take steps to ensure that your personal information is protected even when it is shared with a service provider. We never sell your information to anyone. In the event that our business or substantially all of the assets of the business are acquired, personally identifiable information may be on the transferred assets.

### **3. Collection and Use of Non-Personal Information**

John Gibson employs commonly used information-gathering tools, such as cookies, to collect information as users navigate the Site (“Website Navigation Information”). This section describes the types of Website Navigation Information John Gibson Auto Sales may collect and how John Gibson Auto Sales may use this information.

#### **Cookies**

John Gibson Auto Sales uses cookies to better accommodate and serve visitors to our Site, improve visitors’ experience on our Site, understand conversion path and durations, and optimize website design and content. When a user visits the Site, John Gibson Auto Sales’ servers send a cookie to the user’s computer. By themselves, cookies recognize a user’s web browser and do not personally identify individual users. Unless a Site user chooses to identify himself or herself to John Gibson Auto Sales, such as by responding to marketing material or filling out a web form, users remain anonymous to John Gibson Auto Sales.

There are two types of cookies: session and persistent. Session cookies are transient and exist only during one session. They disappear from a Site user’s computer when the user closes his or her browser software or turns off his or her computer. Persistent cookies remain on a user’s computer after the user closes his or her browser or turns off his or her computer.

There are several ways to manage cookies. You can control the use of cookies at the browser level, by instructing your browser to accept cookies, disable cookies or notify you when receiving a new cookie. Please note that if you reject cookies, you may still use our website, but your ability to use some features or areas of our website may be limited. The Network Advertising Initiative also offers a means to opt-out of a number of advertising cookies. Please visit [www.networkadvertising.org](http://www.networkadvertising.org) to learn more. Note that opting-out does not mean you will no longer receive online advertising. It does mean that the company

or companies from which you opted-out will no longer deliver ads tailored to your preferences and usage patterns.

### **Third-Party Cookies**

John Gibson Auto Sales may periodically engage third-party service providers to track and analyze non-personally identifiable statistical usage and traffic information from Site visitors. We may also use other third-party cookies to track the performance of John Gibson Auto Sales advertising. The information provided to such third parties does not include personal information, but this information may be re-associated with personal information after John Gibson Auto Sales receives it. This Privacy Policy does not cover the use of third-party cookies.

### **IP Addresses**

When you visit the John Gibson Auto Sales Site, we collect your Internet Protocol (“IP”) address to track and aggregate non-personally identifiable information. For example, John Gibson Auto Sales uses IP addresses to monitor the regions from which users navigate the Site.

### **Website Usage Information**

We collect website usage information through a third-party service provider. The information includes, but is not limited to, clicks, taps and scrolling behavior, web page viewed, session duration, time to submit or abandon a web form, and others.

### **Interest-Based Advertising**

Interest-based advertising, also known as online behavioral advertising, uses information collected across multiple websites that you visit in order to help predict your preferences and show you advertisements that are more likely to be of interest to you. Third parties, including our service providers, use cookies and other tracking technologies to collect information about your online activities over time and across different websites, including when you visit our Site. We use this information to provide relevant marketing to you when you visit our Site or third-party websites. We also use third-party web beacons on our Site and on other sites to assist in managing and optimizing our online advertising. These third-party cookies and other devices do not contain personally identifiable information about you.

### **Google Analytics**

We collect other site usage information via Google Analytics and Google DoubleClick cookie to serve ads over time based on a user’s prior visits to our website. You may opt out of Google Analytics by visiting the Google Analytics opt-out page.

#### **4. Security**

John Gibson Auto Sales is committed to protecting the confidentiality of your information and online interactions with us. We maintain physical, electronic, and procedural safeguards designed to protect your personal information. We have security procedures in place to safeguard against loss, theft, unauthorized access, destruction, misuse, and modifications of this information after we receive it. For example, John Gibson Auto Sales restricts access to the information to our employees, agents, and contractors who need to know such information to provide products or services to you.

#### **5. Personal Information on Children**

John Gibson Auto Sales' services are intended for use by individuals who are at least 18 years old and who are legally capable of entering into a contract. If you are under the age of 18, you should not be visiting this Site. We do not knowingly collect or retain personal information from children under the age of 13. If you are under the age of 13 and are visiting or otherwise using the Site, you are expressly prohibited from using our services and are advised not to disclose or provide any personally identifiable information on the Site.

#### **6. If You Access from Outside the United States**

If you reside outside the United States, you understand and agree that any information you provide to John Gibson Auto Sales will be transferred from the country of your residence or location at the time it was provided to the United States. If you do not want your personally identifiable information to be transferred to the United States, do not provide that information to us. By providing us with your information, you consent to the transfer of your information to the United States.

#### **7. Changes to this Privacy Policy**

John Gibson Auto Sales reserves the right to change this Website Privacy Policy at any time. You will not be given any notice to these modifications. Your combined use of the Site after any changes are posted will be deemed to constitute your agreement to and acceptance of such changes to this Privacy Policy.

#### **8. Contacting Us**

Questions regarding this Privacy Policy or the information practices of John Gibson Auto Sales' Site should be directed to John Gibson Auto Sales at:

1425 Airport Road, Hot Springs, AR 71913  
(501) 767-8455

Support@johngibsonautosales.com