

Privacy Policy

Last Updated: 7/7/2026

The Ohio Automobile Dealers Association (“OADA,” “we,” “us,” “our”) respects your privacy. This Privacy Policy (“Privacy Policy” or “Policy”) describes how we collect, use, and disclose your personal information. It governs personal information we collect through our websites (“Sites”) and personal information we collect through any other means to provide our services or perform other business activities (collectively, “Services”). The Policy does not apply to personal information we collect in an employment context, such as information collected from or about job applicants or employees.

Please read this Privacy Policy, which is part of our website [Terms of Use](#), before using our Sites or Services. By accessing or using our Sites or Services, you agree to the Terms of Use and this Policy.

1. About This Privacy Policy

Privacy policy changes

This Privacy Policy is subject to change. We encourage you to review it frequently for amendments. When we make material changes to the Policy, we will take reasonable steps to notify individuals. Privacy Policy changes are effective immediately, and you accept these changes by continuing to use the Sites or Services. If we determine that a change to this Policy will result in using previously-acquired personal information in a materially new way, we will provide you notice and take any other actions required by applicable law.

Conflict between this policy and laws and regulations

When federal, state, or local laws or regulations require a higher level of protection for your personal information, they take precedence over this Privacy Policy.

2. Information We Collect

Personal information

We may collect information that personally identifies, relates to, describes, or is capable of being associated with you (“personal information”). The types of personal information we collect about you varies based on how you use the Sites and/or Services and your relationship with us. It may include:

- *Identifiers* such as name, address, email address, phone number, login credentials;
- *Demographic information* such as Address record geocoding, legislative districting information
- *Commercial information* such as payment information, records of products and services purchased, customer type, account status, product and service reviews, and one-time payment information through a third-party payment processor;
- *Privacy, marketing, and communications preferences* such as consents and opt-outs;
- *Internet or other electronic network activity information* such as IP address, device specifications, browsing and search history, clicks, information about how you interact with our emails and digital advertisements, and other data collected by cookies and similar technologies;

- *Non-precise geolocation data* such as generalized location indicators collected from Site visitors;
- *Audio, electronic, and visual information* such as call recordings, emails, text messages, chat transcripts, and other electronic communications; and
- *Professional/employment information* such as employer and job title.

Deidentified and aggregate information

We may deidentify or aggregate personal information such that we can no longer reasonably associate it with an identifiable person. We may use and disclose deidentified and aggregate data for any business purpose permitted by applicable law.

Usage data and sites activity

We automatically collect information in connection with the actions you take on our Sites. We refer to this type of information as “usage data.” Usage data may include information about your device, browser, operating system, internet service provider, and IP address. It may also include information about your interactions with our Sites such as the pages you view, the page and search terms used to reach our Site, the time, date, and duration of your visit, and your clicks. If we can reasonably associate this data with you, we treat it as personal information under the categories of Identifiers or Internet or other electronic network information, as appropriate. If we cannot reasonably associate this information with you, we treat it as anonymous usage data.

Communication recordings

We may record calls and retain the content of text messages, chat transcripts, emails, and other written or electronic communications between you and us. By communicating with us, you consent to our recording and retention of communications.

3. How We Collect Information

From you

We may ask you to provide personal information when you communicate with us, attend our conferences or events, or use our Sites or Services. You are not required to provide this information; however, certain features of the Sites or Services may not be available unless you provide the requested information. We may also capture contact information, such as phone numbers and email addresses, when you contact us.

Third-party data sources

Where permissible, we may collect personal information from third-party data sources such as data brokers, consumer reporting agencies, marketing agencies and partners, analytics firms, other individuals, and government agencies.

Cookies and other automated tools

We and third parties use cookies and other tracking and automated data collection tools (collectively “cookies”) to collect personal information and usage data, track your interaction with our Sites and

Services, improve the experience of the Sites and Services, and conduct cross-context behavioral or targeted advertising (collectively “targeted advertising”).

Certain Sites and Services may use the following types of cookies:

- *Strictly Necessary:* These cookies are essential to operate the Sites or Services and provide you with services you requested.
- *Functional:* These cookies enable certain features or nonessential functionality on our Sites or Services. For example, we might use these cookies to recognize you and remember your preferences or settings when you return to our Sites so we can provide you with a more personalized experience.
- *Advertising:* These cookies allow us and third parties to learn more about you, including your use of our Sites or Services (and other websites) and advertise products or services that might interest you.
- *Analytics:* These cookies help us and third parties understand how our Sites and Services work and who visits our Sites or engages with our Services.

Among other tools, our Sites use Google Analytics to collect and process personal information and usage data. [Learn more](#) about how Google uses your information.

If you want to reduce the overall volume of targeted advertising you receive, you can also visit the [Digital Advertising Alliance \(DAA\) Consumer Choice Page](#) and/or the [Network Advertising Initiative Consumer Opt-Out Page](#). These websites allow you to opt-out of targeted advertising from member networks.

4. How We Use and Disclose Information

Generally

We may use personal information and sensitive personal information for business purposes, such as:

- *Account creation, fulfillment, servicing, and customer support:* to create member accounts, allow members to create online accounts and profiles, provide Services, process payments, keep members informed about the status of their Services, respond to questions and address member concerns, deliver updates, upgrades, and product improvement information;
- *Marketing, market research, and analytics:* to send communications and offers for our or third parties’ products and services, including offers based on individuals’ interests, personal or business characteristics, and location; perform analytics; and conduct market research;
- *Collections:* to collect on outstanding balances;
- *Other communications:* to provide other information such as newsletters, announcements, technical notices, updates, reminders, and other communications;
- *Website use and analytics:* to provide you with access to and use of our Sites and analyze individuals’ use of our Sites, including the use of third-party cookies and similar tools;
- *Eligibility for Services:* to determine if individuals are eligible for certain Services or offers (e.g., those only available to members);

- *Business operations:* to research, develop, evaluate, provide, and improve business operations including the Services; conduct audits; and perform business administration and other normal business activities;
- *Compliance:* to comply with applicable legal requirements, industry standards, contractual obligations, our policies, and take actions that we deem necessary to preserve and enforce our rights and the rights of others;
- *Information security and fraud prevention:* to operate information security and anti-fraud programs; and
- *Other purposes:* as otherwise described to you at the point of collection, with your consent, or as required by applicable laws.

We use payment information solely for billing purposes.

Reviews and testimonials

If you provide a review or testimonial, we may post it publicly on our Sites or in other advertising materials. By providing a review or testimonial, you give us permission to use it in any manner and for any purpose, including in marketing and advertising communications.

Service providers

We may provide your personal information to other businesses who provide services to us or to you on our behalf. Examples include fulfillment and account servicing vendors, payment processors, marketing and communications vendors, research and development firms, data and business analytics vendors, IT and network administration providers, professional service firms, and other service providers.

International data transfers

Subject to applicable laws, we and our service providers may store or otherwise process your personal information in any country. By using our Sites or Services, you acknowledge and agree that we may store and process your personal information outside the United States.

Third-party disclosures

We may occasionally disclose your personal information (or make it available) to third parties. For example:

- *Marketing partners.* We may partner with third parties to offer co-branded or sponsored products or services or otherwise disclose your personal information to select marketing partners;
- *Cookies.* As described above, third parties may use cookies to collect information from you or your device(s) when you visit our Sites or use our Services;
- *Member directories.* We make members' contact information available to other members and third parties through online and printed member directories. You may opt-out of the member directory as described in the "Marketing and Member Directory Opt-Out" section below;
- *Transactions.* In connection with a proposed or actual transaction such as a merger, acquisition, sale or divestiture of assets, or similar transactions;

- *Compliance.* To comply with the law or respond to legal requests (including court orders, investigative demands, and subpoenas) if, in our discretion, we believe it is necessary or appropriate;
- *Other purposes.* To prevent or stop any illegal, unethical, or legally actionable activity or to protect the safety, property, or rights of ourselves, consumers, or any other third party; and
- *Consent.* For additional purposes with your consent.

Marketing and Member Directory Opt-Outs

You may opt out of (1) receiving marketing materials and/or (2) having your contact information published in the member directory by emailing us at webmaster@oada.com or calling 614-766-9100. Please note that we will endeavor to implement your permission requests within a reasonable time; however, you may continue to receive marketing communications until we fully process your request. We cannot remove your member directory listing from the written directory after it has gone to publication.

5. Third-Party Websites and Links

The Sites or Services may contain links to third-party websites, including social media platforms. Please be aware that if you access these links, you will leave our site. We encourage users to read the privacy policies of those sites, as we are not responsible for their content, links, or privacy practices.

6. Data Security

We recognize the importance of safeguarding the confidentiality of personal information from loss, misuse, or alteration. Accordingly, we employ commercially reasonable administrative, technical, and physical safeguards to protect personal information from unauthorized access, disclosure, and use. Even with these safeguards, no data transmission over the Internet or other network can be guaranteed to be secure. As a result, while we strive to protect information transmitted on or through our Sites or Services, you do so at your own risk.

7. Data Retention

We may retain each category of personal information for as long as needed or permitted based on your relationship with us, our legal and regulatory obligations, and our need to retain information for normal business purposes, including marketing.

8. Children's Privacy

Our Sites and Services are designed and intended for individuals at least 18 years of age. By using our Sites or Services, you affirm that you are at least 18 years old. No one under the age of 18 is authorized to submit any information, including personal information, through our Sites or Services.

9. Contact Us

If you wish to update your personal information or have any questions about our practices, please contact us by email (webmaster@oada.com) or mail (6515 Longshore Loop, Suite 320; Dublin, OH 43017). Members can also update their information through their online account.