Privacy Policy

Effective Date: May 8, 2026 · **Version:** 1.0 · **Contact:** privacy@zipdeal.com

This policy explains what personal information ZipDeal collects, how we use it, how we share it, and the rights and choices you have. It applies to the marketing site at https://zipdeal.com and to the application services we operate on subdomains of zipdeal.com (collectively, the "Sites" and "Services"). Our handling of cookies is described separately in the **ZipDeal Cookie Policy**.

1. Overview

ZipDeal, LLC. ("ZipDeal," "we," "us," or "our") provides a software-as-a-service platform for automotive dealerships and their staff to manage deals, customer interactions, vehicle inventory, and related workflows.

ZipDeal is primarily a business-to-business service. Our direct customers are dealerships and their employees ("Customers"). We also process information about end customers and prospects of those dealerships ("Dealership End Customers") on behalf of, and at the direction of, our Customers.

2. Scope

This policy applies to:

- Visitors to our marketing website at https://zipdeal.com.
- Authorized users of the ZipDeal application (dealership employees, managers, and administrators).
- Dealership End Customers whose information is entered into or processed by the Services by our Customers.
- Anyone who contacts us through email, support channels, or sales inquiries.

3. Roles: Controller and Processor

- **Controller (marketing site, account/billing data, support correspondence):** ZipDeal acts as the **data controller** for information collected directly from website visitors, prospects, and authorized users for purposes of operating our business (e.g., creating accounts, contacting sales, providing support).
- **Processor (Customer-supplied data):** With respect to information that our Customers and their authorized users upload, enter, or generate within the Services about Dealership End Customers,

ZipDeal acts as a **data processor** (or "service provider" under U.S. state privacy laws). Our Customers determine the purposes and means of processing such information, subject to the terms of their agreement with ZipDeal.

If you are a Dealership End Customer and have questions about how a dealership uses your information, please contact that dealership directly.

4. Information We Collect

4.1 Information you provide

- **Account information** — name, work email, phone, employer/dealership, role, and credentials used to authenticate to the Services.
- **Sales and support inquiries** — name, email, company, and the contents of messages you send us.
- **Customer-supplied content** — information our Customers enter into the Services about deals, customers, vehicles, trade-ins, financing, and related workflow data. This may include personal information about Dealership End Customers (such as name, contact information, address, vehicle information, and deal terms).

4.2 Information collected automatically

- **Authentication and security data** — session identifiers, CSRF tokens, sign-in timestamps, IP address, and short-lived passcode/redirect cookies as described in our Cookie Policy.
- **Application logs** — records of actions performed in the Services (e.g., who edited which record and when), used for security, audit, and troubleshooting.
- **Error and performance data** — when an error occurs, we use **Sentry** to capture diagnostic information (stack traces, browser/OS, request metadata) so we can fix the problem. Sentry is not used for marketing, advertising, or behavioral profiling.
- **Preference data** — interface preferences such as sidebar state and language are stored in cookies as described in the Cookie Policy.

4.3 What we do *not* collect

ZipDeal **does not** use Google Analytics, Marketo, advertising pixels, marketing tags, behavioral analytics, retargeting cookies, or any comparable marketing or behavioral-profiling technology on the Sites.

5. How We Use Information

We use information for the following purposes:

- **Provide the Services** — authenticate users, route them to the correct dealership workspace, deliver application functionality, and store and retrieve Customer-supplied content.
- **Secure the Services** — detect and prevent fraud, abuse, unauthorized access, and security incidents; preserve audit logs.
- **Support and communicate** — respond to inquiries, provide customer support, deliver service-related notices (e.g., outage notifications, security alerts, policy changes).
- **Improve the Services** — diagnose errors, fix bugs, and improve reliability and performance using Sentry error reports and our own server logs.
- **Billing and account management** — manage subscriptions, invoicing, and contractual obligations with Customers.
- **Comply with law** — meet our legal, regulatory, and contractual obligations, and respond to lawful requests.

We do **not** sell personal information, and we do **not** use personal information for cross-context behavioral advertising.

6. Legal Bases (EEA / UK)

Where the GDPR or UK GDPR applies, we rely on the following legal bases:

- **Performance of a contract** — to provide the Services to our Customers and authorized users.
- **Legitimate interests** — to secure the Services, prevent fraud and abuse, and improve reliability (balanced against the rights and interests of data subjects).
- **Legal obligation** — to comply with applicable law.
- **Consent** — where required (e.g., for certain optional communications).

7. How We Share Information

We share information only as necessary to operate the Services and run our business:

- **With our Customer (the dealership)** — information that authorized users of a dealership enter into the Services is accessible to other authorized users of that same dealership, subject to in-application permissions.
- **With service providers (subprocessors)** — we use a limited set of vendors to host, secure, and operate the Services. Current categories include cloud infrastructure (AWS), error and performance monitoring (Sentry), and transactional email/SMS delivery for sign-in and notifications. Subprocessors are bound by written agreements that restrict the use of personal information to providing services to ZipDeal.

- **For legal reasons** — we may disclose information when required by law, subpoena, or other legal process, or when we reasonably believe disclosure is necessary to protect the rights, property, or safety of ZipDeal, our Customers, or others.
- **In a business transaction** — if ZipDeal is involved in a merger, acquisition, financing, or sale of assets, personal information may be transferred as part of that transaction, subject to standard confidentiality protections.

We do **not** sell or rent personal information, and we do **not** share it with advertisers or data brokers.

8. International Data Transfers

ZipDeal is based in the United States, and the Services are operated from the United States. If you access the Services from outside the U.S., your information will be transferred to, stored, and processed in the U.S. Where required, we implement appropriate safeguards for cross-border transfers (such as Standard Contractual Clauses) and apply equivalent protections to personal information regardless of where it is processed.

9. Data Retention

We retain personal information only as long as necessary to provide the Services and meet the purposes described in this policy:

- **Customer-supplied content** is retained for the duration of the Customer's subscription and according to the Customer's configuration. On termination, content is deleted or returned in accordance with the Customer's agreement.
- **Account and authentication data** is retained for the life of the user's account plus a short period required for security audit and dispute resolution.
- **Application and security logs** are retained for a limited period appropriate for security, audit, and troubleshooting.
- **Error and diagnostic data** in Sentry is retained per Sentry's default retention windows.

We delete or de-identify personal information when it is no longer needed for these purposes, unless retention is required by law.

10. Security

ZipDeal maintains administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, disclosure, alteration, and destruction. These include encryption in transit and at rest, role-based access controls, multi-tenant data isolation, audit logging, vulnerability

management, and routine review of vendor security postures. No method of transmission or storage is 100% secure, but we work continuously to maintain the integrity of the Services. For more detail, see the **ZipDeal Security Whitepaper**.

11. Your Rights and Choices

Depending on where you live, you may have the following rights regarding personal information ZipDeal holds about you as a controller:

- **Access** — request a copy of the personal information we hold about you.
- **Correction** — request that we correct inaccurate or incomplete information.
- **Deletion** — request that we delete personal information, subject to legal exceptions.
- **Portability** — request a portable copy of personal information you provided to us.
- **Restriction or Objection** — request that we restrict or stop certain processing.
- **Withdraw Consent** — where processing is based on consent, withdraw it at any time.
- **Non-discrimination** — exercise these rights without retaliatory treatment.

If you are a Dealership End Customer, your rights generally must be exercised against the dealership that controls your information. We will support our Customer in responding to your request.

To exercise any right, contact us at privacy@zipdeal.com. We will verify your request and respond within the timeframes required by applicable law.

12. U.S. State Privacy Disclosures

For residents of California, Virginia, Colorado, Connecticut, Utah, and other U.S. states with comprehensive privacy laws:

- **Categories of personal information collected** — identifiers (e.g., name, email, IP, account ID), commercial information (deal-related records entered by Customers), internet/network activity (logs, error reports), and professional information (employer, role).
- **Sources** — directly from you, automatically through your use of the Services, and from our Customers when they configure user accounts or upload content.
- **Purposes** — those described in Section 5.
- **Sale or share for cross-context behavioral advertising** — **No.** ZipDeal does not sell personal information and does not share personal information for cross-context behavioral advertising.
- **Sensitive personal information** — ZipDeal does not use or disclose sensitive personal information for any purpose other than as permitted by law (e.g., providing the Services).

- **Authorized agents** — California residents may use an authorized agent. We will require verification before disclosing information to or acting on instructions from an agent.

13. Children's Privacy

The Services are not directed to, and we do not knowingly collect personal information from, children under 13 (or under 16 in jurisdictions where that is the applicable threshold). If we learn that we have collected such information, we will delete it.

14. Do Not Track

The Sites do not collect personal information about your online activities over time and across third-party websites. Therefore, "Do Not Track" signals do not apply to the Sites and we do not alter our practices in response to such signals.

15. Changes to This Policy

We may update this Privacy Policy from time to time. The "Effective Date" at the top reflects the most recent version. Material changes will be communicated through the Services or by other reasonable means.

16. Contact

Questions, requests, or complaints about this policy or our handling of personal information should be directed to:

> **ZipDeal, LLC.**
> **Privacy Contact:** Brandon Lorenz
> **Email:** privacy@zipdeal.com
> **Website:** https://zipdeal.com

If you are in the EEA or UK and believe we have not addressed your concern, you have the right to lodge a complaint with your local data protection authority.