

GVM Incorporated Cookie Policy

This Cookie Policy applies to the websites listed at the end of this Policy, which are operated or controlled by GVM Incorporated (“GVM”).

What are cookies?

Cookies are small text files that may be stored on your computer or other device when you visit a website. They are generally used to make websites work, to keep track of your movements within the website, and to remember your login details etc.

There are different types of cookies, and they can be distinguished on the basis of their origin, function and lifespan. Important characteristics of cookies include the following:

- **First party cookies** are cookies that are stored by the website you are visiting, while **third party cookies** are stored by a website other than the one you are visiting. Please note that we do not control the collection or further use of data by third parties. We may use third party cookies for purposes that include social listening (i.e., we may receive information from third party social media services that you use, where that information is relevant to our brand). You may control such cookies, as set out below.
- **Necessary cookies** are necessary to allow the technical operation of a website (e.g., they enable you to move around on a website and to use its features).
- **Performance cookies** collect data on the performance of a website such as the number of visitors, the time spent on the website and error messages.
- **Functionality cookies** increase the usability of a website by remembering your choices (e.g. language, region, login, and so on).
- **Targeting/advertising cookies** enable a website to send you personalized advertising.
- **Session cookies** are temporary cookies that are erased once you close your browser while **persistent or permanent cookies** stay on your device until you manually delete them or until your browser deletes them based on the duration period specified in the persistent cookie file.

More information on all aspects of cookies can be found on www.allaboutcookies.org. Please note that GVM has no affiliation with, and is not responsible for, this third party website.

Why do we use cookies?

We may use cookies to:

- improve the use and the functionality of our website;
- tailor our website and products to your needs and preferences;
- process your purchase orders; and
- analyze how our website is used and compile anonymous and aggregate statistics.

We do not use the collected information to create user profiles.

What types of cookies do we use?

An overview of the cookies used on GVM websites is set out in the tables included at Appendix 1 to this policy.

Please note that the processing of your personal data in connection with cookies, and for other purposes, is governed by our Privacy Policy <http://www.gvminc.com/privacy.html>.

In addition, we may also use web beacons (or clear GIFs) and other similar technologies in addition to, or in combination with, cookies. A web beacon is typically a transparent graphic image (usually 1-pixel x 1 pixel) that is placed on a site or in an email and it helps us to understand the behavior of

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visitors of our website. More information on web beacons can be found on <http://www.allaboutcookies.org/web-beacons/>. Please note that GVM has no affiliation with, and is not responsible for, this third-party website.

Many of GVM's websites use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use the full functionality of this website. By using any of GVM's websites, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

For more information please visit <http://www.google.com/analytics/>.

How can you control cookies and web beacons?

Most internet browsers are set to automatically accept cookies. Depending on your browser, you can set your browser to warn you before accepting cookies, or you can set it to refuse them. Please refer to the 'help' button (or similar) on your browser to learn more about how you can do this.

Disabling cookies may impact your experience on our websites.

If you use different devices to access our websites, you will need to ensure that each browser of each device is set to your cookie preference.

More information on how to manage cookies can be found on <http://www.allaboutcookies.org/manage-cookies/>. Please note that GVM has no affiliation with, and is not responsible for, this third party website.

In addition, you may opt-out from cookies by visiting the following sites and selecting which company cookies you would like to opt-out from: <http://www.aboutads.info/choices/#completed> and <http://www.youronlinechoices.com/>. Please note that GVM has no affiliation with, and is not responsible for, these third party websites.

Websites to which this Policy applies

This Policy applies to websites that are operated or controlled by GVM and listed in below to this policy.

www.gvminc.com
www.gvmparts.com
www.dealerportal.gvminc.com
www.independentag.com

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