

PRIVACY POLICY

Rev. 08/12

FACTS

WHAT DOES OPEN ROAD HARLEY-DAVIDSON DO WITH YOUR PERSONAL INFORMATION?

Why?

Businesses choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

What?

The types of personal information we collect and share depends on the product or service you purchased from us. This information may include:

- Social Security Number / Drivers' License / Date of Birth
- Home Address / Email Address / Phone Number
- Credit History / Credit Scores

When you are *no longer* our customer, we continue to share your information as described in this notice.

How?

All businesses need to share customers' personal information to run their everyday business. In the section below, we list the reasons businesses can share their customers' personal information; the reasons Open Road Harley-Davidson chooses to share; and whether you can limit this sharing.

Reasons we can share your personal Information:	Does Open Road Harley-Davidson Share?	Can you limit this sharing?
For our everyday business purposes— such as to process your transactions, maintain your account(s), respond to court orders and legal investigations	YES	NO
For our marketing purposes— to offer our products and services to you	NO	NO
For joint marketing with other financial companies	NO	NO
For our affiliates' everyday business purposes— information about your transactions and experiences	NO	NO
For our affiliates' everyday business purposes— information about your creditworthiness	NO	NO
For our affiliates to market to you	NO	NO
For non-affiliates to market to you	NO	NO

Questions?

Call 1-920-921-2344 or go to WWW.OPENROADHD.COM

Who we are

Who is providing this notice?

Open Road Harley-Davidson

What we do

How does Open Road Harley-Davidson protect your personal information?

To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards, secured files, and secured buildings.

How does Open Road Harley-Davidson collect your personal information?

We collect your personal information, for example, when you:

- Fill out a Credit Application
- Put money down on a motorcycle
- Purchase a motorcycle
- Open an account

Why can't I limit all sharing?

Federal law gives you the right to limit only

- Sharing for affiliates' everyday business purposes—information about your creditworthiness
- Affiliates from using your information to market to you
- Sharing for non-affiliates to market to you

State laws and individual companies may give you additional rights to limit sharing.

Definitions

Affiliates

Companies related by common ownership or control. They can be financial and nonfinancial companies.

- **None**

Non-Affiliates

Companies not related by common ownership or control. They can be financial and nonfinancial companies.

- **None**

Joint marketing

A formal agreement between nonaffiliated businesses that together market financial products or services to you.

- **None**