



PRIVACY POLICY

Effective June 15, 2026

At ReVroom, your privacy is our priority. This policy explains how we gather, utilize, store, and protect your information when interacting with or using our site. By visiting and utilizing ReVroom, our websites, web applications, mobile applications, or other services, you consent to this policy.

1. What Information Does ReVroom Collect?

When you list a vehicle with ReVroom, we will collect data about your vehicle including but not limited to its make, model, specifications, mileage, vehicle identification number, and features. At the same time, we will collect your personal information as provided to us such as your name, location, and contact information.

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This Privacy Notice ("Notice") applies to this website or mobile application and the websites or mobile applications of ReVroom and its subsidiaries and affiliates (collectively "we", "us" or "our") that display this Notice (each a "Site" and collectively, the "Sites"). By visiting the Sites, you consent to our collection, use, disclosure, retention, and protection of information about you and devices you use as described in this Notice.

This Notice only applies to the Sites and does not apply to information collected or received by other means.

Our Sites are not directed to children under the age of 18, and we do not knowingly collect personal information from children under 18. This Notice does not apply to anonymized or aggregated data that does not allow us to contact you.

1. What Information Does ReVroom Gather?

Information You Give Us. We may collect and retain any information from you or your devices provided to us when you visit a Site, including when you:

- use our service or mobile application;
- register for an account;
- communicate with us, such as to provide feedback, request support, or ask for additional information;
- subscribe to content we offer, such as newsletters, alerts, etc.;
- list or document a vehicle, including by uploading photographs and other content; and
- communicate with other users through our messaging features.

Content You Upload. When you list or document a vehicle, you may upload photographs and other content, including pre-repair and post-repair images, repair documentation, and descriptions. We may use uploaded content to operate, improve, and develop our Services, including to train machine learning and AI models, as described in Section 2.

Messages You Send Through the Platform. When you communicate with other users through our messaging features, those messages are transmitted through and stored on our systems. See Section 2 for how we handle messages.

We may collect information such as your first and last name, home or other physical address, email address, zip code, your professional title, Company, telephone number, your automobile's make, model, trim, model year, mileage, color, options, vehicle identification number ("VIN"), license plate number, or information about your interactions with us or others, and other information.

Social Media: You may use social networks or other online services to access our Sites. When you do so, information from those services may be made available to us. By associating a social network account with our Sites, you agree that we may access and retain that information per the policies of the social network or other online service and this Notice. For example, we may be able to access account or profile information that you have provided to the social network or information about your interactions with the social network to make information available to us (such as when commenting on a blog post or using a sign-on service, such as Facebook Connect).

Automatically Collected Information: We may collect information automatically when you visit our Sites or use our mobile applications, such as:

- your IP address; the type of browser, device, and operating systems you use;
- identifiers associated with the device(s) you use to access our Sites;
- the pages you visit, vehicles you view or configure, and the features you use, including dates and times;
- if you navigated from or navigate to another website, the address of that website; and
- information regarding your internet service provider.

In addition, we collect information about your activities on our Sites through first-party and third-party cookies, web beacons, session logging, heatmaps, and similar technologies (collectively, "Metrics Tools"). We currently use Google Analytics, a third-party analytics tool that acts on our behalf. We may

add additional analytics and advertising tools, including advertising pixels, as described in Sections 2 and 3.

Email: We may collect information regarding the effectiveness of our email and other communications with you. For example, we may know if you follow a link in an email we send to you.

Mobile: We may collect session and geolocation information from your mobile device. Geolocation information includes data such as your device's physical location and may include GPS-based, WiFi-based or cell-based location information.

Session Recording: We use session recording technology, provided by our analytics provider acting on our behalf, to understand how users navigate and interact with our Sites and to diagnose problems and improve the experience. We configure this technology to mask sensitive input fields, and we do not record private messaging pages. This data is processed by our service provider and is not used for advertising or sold.

Information from Other Sources: We may obtain information about you from affiliates, partners, automobile dealers, and other third parties. This information may include information about your use of this Site or our services, your use of other websites, your interactions with or purchases from automobile dealers, lending institutions, and insurance providers, your interests and preferences, and other information about you or your household. We may combine the information we obtain from third parties with information that we or our affiliates have collected about you.

2. How Does ReVroom Use Information About Me?

We and others acting on our behalf may use the information that we collect or receive to operate our business, including our Sites, as described below:

Operate and Support our Sites and Services: We use the information that we gather to operate our Sites and our services. For example, we may use the information that we collect or receive to provide support and assistance that you request or to diagnose or address technical problems in the operation of our Sites or any of our services. If you establish an account with us, we may use information about you to manage or support your account. We may identify your use of our Sites across devices, and we may use information we collect from you and receive from others to optimize your use of the Sites and our services as you use different devices.

Improve and Develop the Services, Including AI Features: We use content and information you provide to develop, train, and improve our Services and our machine learning and AI features. For example, we train models to classify vehicle damage severity and to estimate repair characteristics, using vehicle photographs that users upload, including pre-repair and post-repair images. We may also use other content and usage information to develop and improve AI features and the Services generally. We will not use your information for a materially different purpose than those described in this Notice without first providing notice and, where required by law, obtaining your consent.

Messages Sent Through the Platform: Messages you send to and receive from other users through ReVroom are stored on our systems. We may access, monitor, review (including review by our staff and service providers), store, and use these messages to operate, secure, and support the Services, to enforce our Terms, to detect and prevent fraud and abuse, and to improve the Services. We display a notice within the messaging experience so that you and the people you communicate with are aware of this. We will not use the content of your private messages to train AI models unless we provide notice within the messaging experience and, where required, obtain consent. Please do not share sensitive personal information, such as financial account numbers, through platform messages.

To Allow You to Connect with Dealers: When you create a request, we share a limited version of it (your first name, last initial, city, the request, and any notes you include) with dealers in our network so they can respond with listings or offers. We do not share your contact information with dealers unless you choose to provide it to a specific dealer. If you choose to share your contact information with a dealer, that dealer's use of your information is governed by the dealer's own policies, not this Notice.

Advertising and Promotions: We may use the information we collect to offer and personalize products, services, content, and promotions from us and, where you have not opted out, to deliver advertising. If we use advertising tools such as advertising cookies or pixels, this may involve "sharing" information for cross-context behavioral advertising under some state laws, and you may opt out as described in Section 4.

Dealers and Professional Sellers: If you register as a dealer or professional seller, we collect and use business information such as your business name, dealer license details, business contact information, and billing and subscription information to operate your account, process payments, route consumer requests to you, and provide the dealer features of the Service.

Other Contacts: We may contact you through telephone, text, or chat for other purposes, as permitted by law.

This Notice only addresses our information practices. This Notice does not apply to information you share with third parties, including but not limited to dealers, lending institutions, and insurance providers, even if we link to those third parties from a Site. These third parties may have their own privacy policies governing their use of information that you can access from their websites. Our services may be offered through third-party websites or mobile applications ("Partner Sites"). This Notice does not apply to Partner Sites unless otherwise indicated on the Partner Site.

3. When Does ReVroom Share Information?

We only share information about you as described or permitted by this Notice, unless you consent to other sharing.

Partner Sites: We may share the information we gather with Partner Sites (and the owners of those sites). For example, we may share information for determining or verifying our economic rights and obligations.

Third Parties: We may share information with third-party service providers who help us operate our business or provide services on our behalf, including third parties who help us operate our Sites. These service providers include analytics companies and communication providers that provide Metrics Tools on our Sites.

Dealers: When you create a request or indicate interest in a vehicle, we share the limited request information described in Section 2 with dealers in our network. We do not provide your contact information to dealers unless you choose to share it with a specific dealer.

Advertising and Social Media Networks. Our Sites may use advertising and social media tools provided by third parties (such as advertising pixels) that result in information being shared with those parties. When active, this may constitute a "sale" or "sharing" of personal information under some state laws, and you may opt out as described in Section 4. Those parties' use of information is governed by their own policies.

Promotional: We may share information with third parties to help us promote our products and services or to help us customize advertisements, offers, or other communications to you.

Business Transfer: We may share information we have collected from you in connection with the sale or merger of our business or the transfer of assets.

Protection of Ourselves and Others. We may use and share the information we gather to enforce our rights and protect our property and those of our affiliates, customers, and members of the public, to comply with applicable law, legal processes, and legal advice, and to prevent fraud, theft, and injury to you, us or others.

Customer Comments, Reviews, and Testimonials: We may publish or use customer comments, reviews, or testimonials on our Site or Partner Sites or in other advertising accompanied by attribution, including your name and other information that we deem relevant to the statement, such as your geographic location.

Mobile Phone Numbers: Please note that we do not share mobile phone numbers or other text messaging originator opt-in data and consent information with any third parties for their marketing or promotional purposes, or authorize any third parties to use such information for their marketing or promotional purposes. When you choose to share your contact information with dealers (i.e., providing your mobile phone for texts instead of using a text masking service), your direct interactions with those dealers will not be controlled by this Notice.

We do not sell your personal information for money. Where we use advertising tools that involve "sharing" for cross-context behavioral advertising, you have the right to opt out as described below.

4. What Choices Do I Have Regarding My Information?

You may limit and control the information provided to us in several ways. You may not be able to use all features of our Sites if you limit the information you share with us.

For example, you can choose not to access our Sites through your social media account. You may also be able to limit the information provided to us by third-party social media providers by altering your privacy settings with those providers.

Your browser and your device may provide you the option to limit the use of cookies or other Metrics Tools. You should consult the documentation for your browser or device for more information. Your mobile device may have settings that allow you to prevent sharing geolocation information with us. You should consult your mobile device's settings or help documentation for more information about exercising these options.

We use Google Analytics to understand how visitors use our Sites. Google Analytics uses cookies and similar technologies and is governed by Google's own privacy policy. If we enable additional advertising tools, such as advertising pixels or cross-context advertising features, we will do so consistent with this Notice, and you may opt out as described above. You can learn about Google's practices and opt-out options at <https://policies.google.com/privacy> and <https://tools.google.com/dlpage/gaoptout/>.

Please note that you may still receive advertising even after opting out, but that advertising may not be tailored to you or your interests.

Targeted Advertising, Sale, and Sharing. You may opt out of the sale or sharing of your personal information and of targeted advertising. To exercise these rights, use the "Your Privacy Choices" link on our Site or email us at Support@ReVroom.org.

Global Privacy Control (GPC). GPC is a signal your browser or a browser extension can send to tell websites you want to opt out of the sale or sharing of your personal information. Where required by law, we treat a GPC signal as a valid opt-out request for the browser or device that sends it. A signal from one device or browser will not automatically apply to your other devices or browsers, or to information we collect from other sources.

5. How Can I Access and Update My Information?

If you are a registered user on ReVroom.org, you may access, update, and change certain information we have collected about you by accessing the "My Account" tab after signing into your account on www.ReVroom.org

6. How Does ReVroom Address State-Specific Privacy Information and Rights?

This part of our Notice applies to consumers who reside in California and other U.S. states that have enacted comprehensive consumer data privacy laws that provide for the privacy rights described below as specified under state law.

Personal Information We Collect The information we collect includes the following:

- Identifiers such as name, address, email address, professional title, company, and phone number.
- Vehicle information, including VIN (when linked to an identified person), make, model, year, registration information, and license plate number.
- Information you provide or that we record in connection with support requests or complaints.
- Commercial information, including records of vehicles or services you have viewed, listed, requested, or expressed interest in, and information you submit in events, promotions, or surveys.
- Internet and device activity collected through Metrics Tools, including session recording data.
- Geolocation information, which may include precise location from your mobile device.
- Account credentials used to access your account.
- Inferences drawn from the above for service improvement, personalization, and AI development.

We do not collect Social Security numbers, income information, or credit scores. We do not process sensitive personal information for purposes that, under applicable law, require us to offer a "Right to Limit."

Sale and Sharing. We do not sell your personal information for monetary consideration. When we use advertising and analytics tools, our processing may constitute "sharing" for cross-context behavioral advertising under some state laws, and you may opt out as described in Section 4. We do not disclose the personal information of individuals we know to be under 18 for monetary or other valuable consideration.

Your State-Specific Rights Consumers who reside in California and other states that have enacted comprehensive consumer data privacy laws may have one or more of the following rights. We will honor requests received to the extent required by applicable law and within the time provided by law.

(a) Right to Access and Information regarding Personal Information. You have the right to request that we disclose to you the categories and specific pieces of Personal Information we have collected about you. Specifically, you have the right to request that we disclose the following to you, in each case for the twelve months preceding your request:

- Whether we are processing Personal Information about you;
- the categories of Personal Information we have collected about you;
- the categories of sources from which the Personal Information is collected;
- our business or commercial purpose for collecting or selling Personal Information;
- the categories of third parties with whom we share Personal Information;
- the specific pieces of information we have collected about you;
- the categories of Personal Information about you, if any, that we have sold or shared and the categories of third parties to whom we have sold or shared the information, by category or

categories of Personal Information for each third party to whom we sold or shared the Personal Information; and

- the categories of Personal Information about you that we disclosed for a business purpose.

We will deliver Personal Information that we are required by law to disclose to you in the manner required by law within 45 days after receipt of a verifiable request unless we notify you that we require additional time to respond, in which case we will respond within such additional period required by law. We may deliver the Personal Information to you through your account, if you maintain an account with ReVroom, or, if not, electronically. If electronically, then we will deliver the information in a portable and, to the extent technically feasible, in a readily usable format that allows you to transmit the information from one entity to another without hindrance.

(b) Right to Deletion of Personal Information: You have the right to request that we delete personal information we have collected from you. If you have requested a service that requires your personal information, we may not be able to provide that service after deletion. Information that has already been incorporated into trained AI models, or that has been de-identified or aggregated, may not be retrievable or reversible. Archiving content within your account is not the same as exercising your deletion right. To request deletion, contact us at Support@ReVroom.org.

(c) Right to Correct: You have the right to request that we correct inaccurate Personal Information that we have collected about you.

(d) Right to Opt-Out: You have the right to opt out of (1) the disclosure of Personal Information about you to third parties for monetary or other valuable consideration, (2) the sharing of Personal Information about you for cross-context behavioral or targeted advertising, and (3) targeted advertising. Please note that we do not engage in profiling in furtherance of decisions that produce legal or similarly significant effects under applicable law, so there is no need to opt out.

If we receive and can process a signal from your device indicating your preference to opt-out from sales or sharing of personal information, as defined by law, then we will apply that preference to the personal information we collect from that device, provided that we may not be able to associate the signal to the same device if:

- you use a different web browser or other tool to interact with us,
- you make changes to your browser (e.g., uninstall and reinstall or certain types of upgrades) that impact our ability to associate the device with the signal your device originally sent, or
- you clear cookies or browsing data from your browser or device in a way that impacts our ability to associate the device with the signal your device originally sent.

Please note that a signal sent from one device will not apply to other devices you use or to data that we collect from you through other sources.

(e) Right to Non-Discrimination: We may not discriminate against you because of your exercise of any of the foregoing rights, or any other rights under the California Consumer Privacy Act, including by:

- denying you goods or services;

- charging different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties;
- providing you with a different level or quality of goods or services; or
- suggesting that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

Requests to Exercise Your Rights You may request to exercise the foregoing rights by:

- Emailing us at Support@revroom.org

Data Sharing for Direct Marketing Purposes Residents of the State of California may request a list of all third parties to which we have disclosed certain personal information (as defined by California law) during the preceding year for those third parties' direct marketing purposes. If you are a California resident and want such a list, please contact us via the Contact section provided below.

Do Not Track Notice At this time, there is no worldwide uniform or consistent industry standard or definition for responding to, processing, or communicating Do Not Track signals. Thus, like many other websites and online services, our Sites are currently unable to respond to Do Not Track Signals.

7. How Does ReVroom Protect the Security of the Personal Information it Collects?

We use administrative, technical, and physical security designed to safeguard personal information in our possession. We cannot guarantee the security of the information that we collect and store. If you believe that information about you has been subject to unauthorized disclosure, please let us know by emailing support@revroom.org

8. How Long Does ReVroom Retain My Information?

We retain personal information for as long as reasonably necessary for the purposes described in this Notice, including to operate, develop, and improve our Services and AI features, and to comply with legal obligations, resolve disputes, and enforce our agreements. Content you upload, and content used to develop or train our models, may be retained for an extended period. We delete or de-identify personal information when it is no longer needed for these purposes, or upon a verified deletion request, subject to the exceptions described in Section 6.

9. How Does ReVroom Provide Updates to this Notice?

When we make material changes to this Notice, we will update this page and change the Effective Date above. For materially new uses of personal information we previously collected, we will provide notice and, where required by law, obtain your consent before applying the new use to that information. We will not apply material changes retroactively to previously collected information without appropriate notice.

10. How Can ReVroom be Contacted Regarding Privacy Issues?

You can contact us with questions or comments about our privacy practices or this Notice by emailing us at support@revroom.org

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