

PRIVACY POLICY

Thank you for visiting the official Web site for Isuzu Motors America, Inc. ("Isuzu"). This privacy policy tells you about the information we collect online and how we use it. The terms in this online privacy policy apply unless different terms are specified in a form or contract provided to you by Isuzu.

Normal Web Site Usage

Our Web site is designed to provide you with the latest information about our products and services. Many pages of our Web site can be accessed without providing information that identifies you personally, such as your name, e-mail or postal address, or telephone number. We collect such information from our Web site only if you choose to provide it by entering it on one of our Web pages.

When you visit our site, we typically collect information such as your Internet Service Provider (ISP), the Web site that referred you to us, the pages you request, and the date and time of your visits. We use this information to generate statistics about our Web site activity. This allows us to improve our site continually and make it responsive to our visitors' needs and interests. We occasionally provide statistics about our Web site traffic patterns and related site information to partners for general marketing research purposes, but these statistics do not identify you personally.

Cookies

Some of our Web pages may use "cookie" technology to measure activity at our Web site and to customize information to your personal interests. A cookie is an element of data that a Web site can send to your browser to store on your hard drive. The use of cookies is an industry standard and you will find them at most major Web sites.

Our Web site uses cookies to collect information about your visits, including the pages you view, the time of your visits, your registration information (if you register online) and a range of other navigational information. In addition, some of our special programs such as Dealer Link use cookies to keep track of requests you send to participating dealers when you ask them for quotes on vehicle prices. This allows us to follow-up and make sure that they respond to your requests.

Cookies allow us to tailor our site to your individual preferences and permit you to navigate certain parts of our site without having to re-enter information you provided on a previous visit. If you prefer not to take advantage of these conveniences, most browsers allow you to decline cookies. You are free to decline our cookies, but if you do, you will not be able to take advantage of these conveniences.

Collection and Use of Personally Identifiable Information

In some instances, Isuzu may request or collect information online that identifies you personally, such as your name, e-mail or postal address, or telephone number. Isuzu also may request or collect information about your preferences, interests, hobbies and the like.

This may occur in a variety of circumstances, including when you register online, communicate with us by e-mail, respond to surveys or enroll in contests. Again, you are not required to provide this information, but if you choose not to, some portions of our Web site may not be accessible to you.

We use the information we collect online to provide you with the services you request and for a variety of general marketing and planning purposes. For example, we may use information that identifies you personally to communicate with you by e-mail, postal mail or telephone about special offers, promotions, products or services, or to follow up on products or services we have already provided. Isuzu currently does not rent or sell this information to other companies. However, we may allow our partners to have limited access to databases containing this information to permit them to create and administer marketing programs and promotions for Isuzu. If you do not want us or our partners to contact you about products, services or special promotions, we make it easy for you to let us know. See the "Opting Out" section below.

You should be aware that we reserve the right to disclose your personal information if required to do so by law, or in the good faith belief that such action is reasonably necessary to comply with legal process, respond to claims or to protect the rights, property or safety of Isuzu, our employees, customers or the public.

"Opting Out"

If you do not want to receive promotional material from Isuzu or our partners via e-mail, please let us know by writing us at:

Isuzu Motors America, Inc.
Owner Relations
13340 183rd Street
Cerritos, CA 90702-6007

Please note that any submissions to the unsubscribe page will only limit our contacting you over the Internet. If you submitted information to Isuzu other than by providing it on our Web site (postcard submissions, contests, test-drive incentive programs, vehicle purchases, telemarketing, etc.), that information still may be used to contact you from time to time about marketing promotions. If you would like to opt out of other marketing efforts by Isuzu or our partners, please write to us at Isuzu Motors America, Inc. Attn: Marketing Department. 13340 183rd Street Cerritos, CA 90702-6007

If you let us know that you do not want to receive promotional information, we will take steps to honor your wishes within a reasonable time after receiving your request.

Storage and Security

The information you provide on this Web site is saved indefinitely and may be stored on one or more databases directly or indirectly maintained by Isuzu or our agents. The information is stored in a manner appropriate to the nature of the data and is used for the purposes described in this online privacy policy.

Children

Isuzu does not intend to collect personal information from children. If you are 16 years old or younger, you should not provide information on this Web site and should ask a parent or legal guardian to do so for you.

Public Web Pages

A number of our Web pages, such as Owner's Stories, are available to the public. Isuzu is not responsible for the uses that may be made by the public of any information you submit to Isuzu for posting on publicly accessible Web pages.

Links to Other Web Sites

Isuzu has made an effort to include links to sites that may be of interest to you and are in good taste. Please bear in mind that a link to or from our Web site does not imply endorsement of that site. We do not control the sites to which we link and assume no responsibility for their content or their privacy policies.

Questions or Concerns

If you have any questions or concerns about this online privacy policy, or believe Isuzu has not adhered to it, please let us know by writing us at:

Isuzu Motors America, Inc.
Owner Relations
13340 183rd Street
Cerritos, CA 90702-6007

Changes to this Policy

By using this site, you agree to the terms and conditions of our online privacy policy. Please do not use this site if you do not agree to them. We reserve the right to change this policy at any time, but will post changes on our Web site if we do.

We encourage you to review the terms of this privacy policy whenever you visit this Web site.