



Online Privacy Policy for Ally Financial

Overview of Online Privacy Policy for Ally Financial

You take online privacy seriously and so does Ally Financial. We are a group of companies committed to protecting the personal information of visitors to our web sites and web pages. This policy is one way of sustaining your trust in our companies, our products and our services.

This Online Privacy Policy applies only to the Ally Financial web sites and web pages from which you directly linked to this policy. This Policy applies only to the collection, use and sharing of information you provide online.

Our Online Privacy Policy describes the information we collect from and about you during your visit to our web sites and web pages. Our privacy policy also describes how we use information about you, whom we share it with, and how we protect it.

Our web sites and web pages may contain links to third party sites not controlled by Ally Financial or covered by this Online Privacy Policy. We recommend that you check the privacy statement of other sites you visit before providing any personal information.

Ally Financial Customers: Once you become a customer of Ally Financial, and annually thereafter while you remain a customer of Ally Financial, we will provide you a Privacy Notice describing our privacy practices related to the collection and sharing of personal information about our customers, as required by law.

What Personal Information does Ally Financial Collect Online?

We collect personal information about you from the information you provide to us when you visit our web sites and web pages.

The information will depend on the Ally Financial web site or web page you visit. This information may include, but is not limited to:

- name,
- address,
- social security number in whole or in part,
- phone numbers (including mobile),
- account number,
- account number at a bank or other financial institution, type of bank account, and the name of the bank or other financial institution,
- demand note number,



- email address,
- email referral information,
- date of birth,
- current residential information including mortgage or rent payments,
- employment information, and
- income information.

How Do You Use the Personal Information You Collect About Me Online?

We use the personal information we collect online to process your request for services, products or information, to improve our customer service and products, and to facilitate your participation in online activities. For example, we may use the information you provide when you complete an online application for a product or service in order to process and evaluate your application. If you request product information, we may use the information you provide to mail you information you request.

We may also use the information we collect for analytic purposes, market research or for marketing purposes, as allowed by law.

Do You Share the Personal Information You Collect About Me Online?

We may share some of the information we collect about you to third parties, such as companies performing services on our behalf, to provide the products or services you have requested.

As permitted by law, we may share information we collect about you with companies with whom we have formal agreements to offer you financial products and services.

We may also share information about you with our affiliates (other companies in the Ally Financial family) and with non-affiliates for analysis, market research and marketing purposes, as allowed by law.

We may disclose your personal information as otherwise permitted or required by law.

Do You Use Cookies or Other Online Technologies to Collect Information About Me?

When you browse or visit one of our web sites, we may store certain information on your computer. This information may be in the form of a small text file called a "cookie" and can help us to tailor our sites to your individual preferences and save you time if you visit the site again. For example, cookies may include the country webpage you prefer or your language preference. Where specific programs



associated with our web sites require a user ID and password, you have the option of requesting that we save your user ID and password so that you will not have to re-enter that information the next time you access the web site. This is accomplished by the placement of a cookie on your computer.

We may also use cookie technology or other online tracking technologies, like web beacons, to gather anonymous, aggregate information about your visit to our web sites. This information allows us to measure site activity and to create ideas for improving our sites and may include the time and length of your visit, the web pages you look at on our sites, the web site you visited just before coming to ours and your internet service provider. If we provide you a link from an Ally Financial site to another site, we may track the fact that you navigated to that other site from ours, and we may track your activity while on that site. This will help us understand which links are helpful to you when you visit our site, and will help us provide you with links that may be of interest to you, when you visit our site again.

You can disallow cookies by making the appropriate selection from your browser options to inform you when cookies are set or to prevent cookies from being set. However, if you set your browser options to disallow cookies, you may limit the functionality we can provide when you visit our site.

How Can I Change or Update the Personal Information You Collected About Me Online?

If you have questions about information you provided on an Ally Financial web site or web page, call the phone number or select the "Contact Us" link provided on the specific web page, so that we may assist you.

What Steps Do You Take to Protect Personal Information About Me?

We restrict access to the information obtained from our web sites and web pages to our employees, agents and contractors. We maintain physical, electronic and procedural safeguards designed to protect your personal information.

Companies that provide online services on our behalf are required by contract to protect customer information, and are only allowed to use the information for the purpose of providing the services we have contracted with them to provide.

Do You Collect Information About Children?

We do not knowingly collect or maintain information provided on our websites by children under the age of 13. Our web sites are not intended to attract children under 13.



Do You Make Public Forums Available on Your Web Sites?

We make public forums available on our web sites, which may include the ability to upload text, photographs and videos, that are accessible to the general public. Unless we tell you otherwise, any information you disclose in these areas may become public information. You should use caution when deciding to disclose personal information in these areas.

Will You Make Changes to this Privacy Policy?

This policy is effective May 10th, 2010. We reserve the right to alter this privacy policy at our discretion. Any change to this policy will be posted on our web sites in a timely manner.