



ZION HARLEY-DAVIDSON PRIVACY NOTICE

Washington, UT

In accordance with federal regulations, we are giving you this notice to tell you how we may use non-public personal information ("Private Information") about you. This notice applies to both current and former customers of the dealership referenced above.

Collection and Use of Private Information

We collect Private Information about you from the following sources:

- Information we receive from you, such as information on applications or other forms, which may include your name, address, social security number and income.
- Information about your transactions with us, our affiliates, or others, such as your account balance and payment history.
- Information we receive from consumer reporting agencies, such as your credit card history and creditworthiness.

Disclosure of Private Information.

We may disclose Private Information (described above) under the following circumstances:

1) To Market Service Providers

We may disclose all Private Information to companies that perform marketing services for us or to other financial institutions with which we may enter into joint marketing agreements. We may make such disclosures about you as a consumer, customer, or former customer.

2) Among Affiliates

Some of the Private Information described above may consist of information about your credit history of dealing with us or Affiliates, such as identification information, account history and balances and payment history (which we refer to as "Transaction Information"). We may share Private Information that consists of Transaction Information with our affiliates. Our affiliates include other motorcycle dealerships and financial companies. We do this to provide you with the products and services we and our affiliates offer.

3) With Other Third Parties

In addition, we may share all Private Information about you as a consumer, customer, or former customer with other non-affiliated third parties, as permitted by law.

Protection of Information

We restrict access to non-public personal information about you to our employees who need this information to provide financial products or services to you. We will strive to maintain physical, electronic, and procedural safeguards that are consistent with federal standards to guard your Private Information.

CUSTOMER ACKNOWLEDGEMENT: I (we) acknowledge that I (we) received a copy of this notice on the date indicated below.

Customer's Signature

Date

Customer's Signature (printed)

Co-customer's signature

Date

Co-customer's Signature (printed)