

## Summary - Membership List Policy

WATDA regular membership is available to Wisconsin licensed automobile and truck dealers. Associate membership is extended to motorcycle dealers as well as dealership suppliers such as WATDA Endorsed Services. Associate membership provides a financial benefit to regular members by helping fund the activities of the association.

Associate members derive benefits from WATDA in two key ways. First, they have access to information WATDA distributes to its members. Secondly, they have access to WATDA's membership list. The first benefit alone is not sufficient to justify the cost of associate membership.

Recently, some dealers have begun requesting that WATDA not distribute their contact information. This request jeopardizes the value of associate membership.

This issue was discussed by the Membership Committee and, based on their comments, WATDA has adopted the following membership privacy policy:

## Membership List Policy

The Wisconsin Automobile & Truck Dealers Association will provide an electronic list of active automobile and truck members, franchised and independent, upon the request of any of the following entities:

Associate Members

Regular Members

Endorsed Services

Political Campaigns

WATDA members do not have the option to "opt-out" of any data list distributed according to the WATDA policy.

The individual requesting the list will sign a statement acknowledging that the list may not be used by or sold to any unauthorized party.

This list will be provided to any regular or Associate Member, currently in good standing, one time per WATDA dues cycle. It will be provided to Endorsed Services and political campaigns upon request. It may contain the following parameters:

Dealership name

Dealership address (street or PO)

Dealership contact (as per WATDA iMIS record)

Dealership phone number

Dealership County  
Vehicle makes

Other data collected and maintained by WATDA, such as owner information, home addresses, giving history, staff names, staff email address and other non-corporate information will not be made available to any entity outside of WATDA, WATDA Services, WATD Insurance Corporation and The Foundation of WATDA.

The Systems Administrator, handles requests for lists and is responsible for list tracking.

The WATDA President retains the right to refuse the list to any party that may be inappropriate or harmful to WATDA members.