

Webinar
February 21, 2012
10:00-11:30 a.m.

Protecting your Customer and the Dealership

Presented by:
Paul Gillrie
The Paul Gillrie Institute

As we all know the gathering of data from the dealership's DMS and its use by vendors has been in the news lately. Did you know the average dealership has between 15-20 third party entities extracting information from their dealership's DMS? Many times the extraction of information by these third parties is necessary to provide various services for the customer or the dealership. However, how much of this information is really needed? How much information are these third parties extracting? How are they using it and who are they giving it to? Do you even know who these third parties are?

- Do you know who is extracting information from your DMS
- How can you confirm who has access
- How do you "cut off" access
- Can your system limit or verify who has access to information
- DMS indemnification
- How do federal or state privacy laws affect these relationships
- What are a dealership's potential liabilities

The Paul Gillrie Institute is uniquely positioned as North America's leading consultant and advocate on technology issues that face dealerships!

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February 21—10:00 a.m.

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**Dealers, General
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