Your Choice

You can choose whether you want to receive marketing communications from us. If you would like to continue to receive information about special offers and discounts, there is no need to do anything. If you do not wish to receive phone and mail marketing communications from us, please write to us (including your name, address and Membership number):

Attn: Membership Dept. DN, Mail Stop B06W
California State Automobile Association
PO Box 429186
San Francisco, CA 94142-9186

If you have already sent in a request, there is no need to send us another—we will honor your choice until you change it. If you do not wish to receive email marketing communications from us, complete the online form at AAA.com/newsletter. Please note that you will continue to receive important notices about Membership and insurance (if applicable), as well as *VIA* magazine and promotional offers with your bills and renewal notices. You may also receive courtesy email reminders about your Membership renewal. Please allow at least 60 days for your request to take effect. Since some marketing programs may already be in progress, it may take longer for your preferences to be fully effective.

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Important Information for Members Regarding Your Privacy

OUR PRIVACY POLICY

Effective as of July 1, 2008

This policy is given by the California State Automobile Association (CSAA). It applies to the information we collect from individuals who are Members of the California State Automobile Association. It does not apply to the information we may collect on our Web site at AAA.com, or to the information we may collect through our insurance services. Other privacy policies apply.

What Data We Collect

We get personal data—such as your name, address and telephone number—when you fill out a form to apply for Membership. We also collect information about you when you use our Member services, such as our road or travel services.

What Data We Share

We share common systems and employees within our family of companies and so share the data gathered with each other. We may use this data to offer you products and services. We share Member data with companies we have retained to provide services for us. Other than that, we share personal data about you only as required or authorized by law. This also applies to former Members.

California Notice of Information-Sharing Disclosure

Our policy is to share personal information with a third party for that third party's direct marketing purposes only with the informed consent of our Members. If we decide that we wish to provide business partners with contact details for direct marketing of relevant services, products and programs, we will provide a method for you to opt out of having your information shared. If you have further inquiries regarding our information-sharing practices, please write to us:

Privacy Office
California State Automobile Association
100 Van Ness Avenue, Suite 1600
San Francisco, CA 94102

Protecting Your Personal Data

We use physical, electronic and procedural safeguards to protect your personal data. We review the data-security practices of companies with whom we do business or share information. We require our employees to keep personal data confidential. We authorize only those employees who need personal data to perform their duties to access such information.

Web Site Users

Members visiting our Web site at AAA.com should check the posted privacy policy for special terms that apply to your use of our Web site.

AAA Insurance Services

Members who are policyholders of AAA Insurance will be mailed a copy of our privacy policy with their insurance policy, and annually thereafter, which specifically applies to our insurance services.

OUR SOLICITATION POLICY

Protecting Your Privacy

Our Privacy Policy gives consumers information concerning the sharing of their personal information. While the policy is a step in the right direction, we think our Members deserve a choice in stopping unwanted marketing communications.

The Benefits of Membership

CSAA is here to serve you. For more than 100 years, we've done just that. Among our current services are the following:

- Emergency Road Service
- Auto, Home, Life and Motorcycle Insurance
- Travel Agency
- AAA Maps and TourBook® guides
- Discounts on hotels, rental cars and more
- Auto purchase and repair

We provide some of these products and services ourselves, and we also work with other companies to bring you special offers—it's one of the benefits of Membership. Information about the benefits and services offered to Members is included in *VIA* magazine, on our Web site (AAA.com), in mail inserts, and in other promotional mailings. Some of these materials come from us and some from the companies we work with.

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