



\$120,000 Fine Without a Breach? It Happened

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A Midwest dealership learned the hard way that **compliance failures** can be costly.

- No hack.
- No stolen data.
- No cyberattack.

Yet, they were fined **\$120,000** for:

- Storing customer data without consent
- Having no visible privacy policy
- Failing to offer data management options for customers

The message is clear: **Compliance is no longer optional.**


3 Common Data Privacy Pitfalls for Dealerships

1. Failing to Get Proper Consent

Dealerships often collect sensitive customer data—driver's licenses, phone numbers, credit reports—without explicit permission.

What's at Risk?

- Legal violations (GDPR, CCPA, DPDP)
- Costly fines and lawsuits
- Loss of customer trust

 **Fix It:** Implement consent-based workflows where customers are fully informed about data usage and provide clear approval.

2. Missing or Misleading Privacy Policy

A transparent privacy policy is a legal requirement. Customers deserve to know:

- **What** data is collected
- **Why** it's stored

- **Who** has access
- **How** to opt out or request deletion

Yet, many dealerships lack one—or fail to follow their own policy.

✅ **Fix It:** Publish an easy-to-understand privacy policy and ensure all departments follow it.

3. No Data Access or Deletion Options

Would you be able to provide a customer with their personal data—or delete it—on request?

If not, you're non-compliant with laws like:

- **GDPR** (EU)
- **CCPA/CPRA** (California)
- **DPDP** (India)

✅ **Fix It:** Leverage tools that allow customers to access, correct, or delete their data effortlessly.

The Real Cost of Compliance Failure

🔍 **Fines:** Up to **\$250,000+** depending on the violation.

🚫 **Reputation Damage:** Customers lose trust.

📉 **Lost Sales:** Privacy missteps lead to long-term business loss.

Stay Compliant with DealerPlus

Avoid costly mistakes with [DealerPlus](#). Our platform offers:

- ✅ **Consent-based data collection**
- ✅ **Automated privacy policy management**
- ✅ **Easy customer data access and deletion requests**
- ✅ **Audit-ready compliance logs**

Compliance isn't just legal protection—it's a competitive advantage.

🚀 **Book a Free Consultation** to safeguard your dealership's future with DealerPlus.

#DataPrivacy #AutoDealers #ComplianceMatters #CyberSecurity #ConsumerProtection
#DataSecurity #PrivacyPolicy #CCPA #GDPR #DataProtection #AutoIndustry
#DealerCompliance #DataManagement #TechForDealers #BusinessRisk #DataConsent
#CustomerTrust #DigitalPrivacy #CarDealership #SecureBusiness #DataSafety



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