

Privacy Policy

Effective Date: Nov 1st, 2025

Website: <https://www.gorevauto.com/privacy-policy>

1. Introduction

Rev Auto (“we,” “us,” or “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and share your information when you visit our website, submit forms, contact us, or interact with our services, including by phone, email, or text message.

By using our website or providing your information to us, you agree to the terms of this Privacy Policy.

2. Information We Collect

We may collect the following types of personal information:

- Contact Information: such as your name, phone number, email address, and mailing address.
- Vehicle and Purchase Information: including details about vehicles you are interested in, trade-in details, and financing preferences.
- Financial Information: such as employment and income details, when applying for financing.
- Communications: including emails, text messages, and call recordings (when applicable).
- Website Usage Information: including cookies, IP addresses, and browsing behavior to improve our website experience.

3. How We Use Personal Information

We use the personal information we collect to:

- Respond to your inquiries and provide customer service
- Process vehicle sales, trade-ins, and financing applications
- Send you appointment reminders, updates, and promotional offers (when consented)
- Improve our website, products, and services
- Comply with legal and regulatory requirements

We will only use your information for the purposes described above or as otherwise disclosed at the time of collection.

4. How We Share Personal Information

We may share your personal information with:

- Service Providers and Business Partners: such as lenders, credit institutions, and marketing partners that help us process transactions or manage communications.
- Legal Authorities: when required by law or to protect our legal rights.

We do not sell personal information to third parties.

SMS consent is not shared with third parties or affiliates.

5. SMS Communications

By providing your mobile number, you may choose to receive text messages from Rev Auto regarding vehicle updates, appointments, and promotions.

- Message and data rates may apply.
- You may opt out of receiving texts at any time by replying STOP.
- SMS consent is not shared with third parties.

6. Cookies and Tracking

Our website uses cookies and similar technologies to enhance your browsing experience and analyze website traffic. You can adjust your browser settings to refuse cookies, but this may affect website functionality.

7. Data Security

We implement reasonable physical, technical, and administrative safeguards to protect your personal information against unauthorized access, use, or disclosure. However, no online system can be guaranteed 100% secure.

8. Your Privacy Rights

If you are an Illinois resident, you have the right to:

- Access the personal information we maintain about you
- Request corrections or updates
- Withdraw consent to communications

To exercise your rights, please contact us using the information below.

9. Contact Information

If you have questions about this Privacy Policy or our data practices, please contact us at:

Rev Auto
10051 Bode St.
Plainfield, IL 60585
Email: info@gorevauto.com
Phone: (630)800-9523
Website: <https://www.gorevauto.com>

10. Updates to This Policy

We may update this Privacy Policy periodically. Any changes will be posted on this page with an updated effective date. We encourage you to review it regularly.