

D N A Motors™

Privacy Policy

Last updated: September 27, 2025

1. Introduction & Scope

Summary: This policy explains how D N A Motors™ collects, uses, and protects your personal information.

This Privacy Policy applies to D N A Motors™, a DBA of Beast Holdings LLC, covering vehicle sales, financing, leasing, imports/exports, and related services.

2. Information Collected

Summary: We collect data needed to process sales and financing.

This includes driver's license details, contact information, financial and credit application data, trade-in information, VIN/vehicle data, and online cookies.

3. How Information is Used

Summary: Your data is used to complete sales and comply with law.

Information is used for processing sales, financing/leasing applications, DMV and titling requirements, fraud prevention, and customer communications.

4. Sharing & Disclosure

Summary: We share data with trusted third parties to deliver services.

Information may be disclosed to service providers including auction platforms, DMV, insurers, financing partners, and legal authorities where required.

5. Cookies & Tracking

Summary: Our website uses cookies to improve your experience.

Cookies and similar technologies are used for analytics, fraud prevention, and to enhance dealership portal functionality. See [Beast_Holdings_Cookie_Policy.pdf](#).

6. User Rights

Summary: You have rights under state and global privacy laws.

Rights include access, deletion, correction, portability, and opt-out of sale/sharing of personal data. See [Beast_Holdings_US_State_Privacy_Addendum.pdf](#).

7. Data Security

Summary: We use strict safeguards to protect sensitive information.

Financial and license data is encrypted and access is restricted. Security reviews and breach response protocols are in place.

8. Data Retention

Summary: We keep records only as long as needed.

Sales and financing records are retained in accordance with law and [Beast_Holdings_Data_Retention_Schedule.pdf](#), typically seven (7) years for financial and titling documents.

9. Children's Privacy

Summary: We do not serve customers under 18.

D N A Motors™ does not knowingly collect or process personal data from individuals under the age of 18.

10. International Transfers

Summary: Cross-border vehicle and data transfers follow safeguards.

If data or vehicles cross borders, appropriate legal mechanisms, such as standard contractual clauses, are applied.

11. Financial Privacy Notice (GLBA/Regulation P)

Summary: As an auto dealer offering financing, we follow U.S. financial privacy law.

In compliance with the Gramm-Leach-Bliley Act (GLBA) and Regulation P, financial information collected for credit and leasing applications is protected, shared only with financing partners, and not sold. Customers may request details of financial data handling by contacting dnamotors@beast-llc.com.

12. Governing Law

Summary: California law applies to this Privacy Policy.

This Privacy Policy is governed by the laws of the State of California, with venue in Alameda County courts.

13. Contact Information

Summary: For questions, email us at dnamotors@beast-llc.com.

Dealership privacy inquiries: dnamotors@beast-llc.com | Legal:
legal@beast-llc.com | Operations: operations@beast-llc.com

D N A Motors™ Privacy Policy. Hybrid style with plain-English and legal clauses.