

* Review w/ Mike & Shelly. Will be used in part of week 4. Not mandatory but would allow me to use my own data. Just need access for viewing, will not edit.

N361

**NADA Academy Site Interpreter
Authorization and Consent Form**

The NADA Site Interpreter tool allows for gathering and analysis of website and related data from the Sponsoring Dealership website for improvement of dealership operations. By signing below, the Sponsor of your Sponsoring Dealership authorizes and consents to the following:

- 1) Installation of the Academy "Site Interpreter" tool script on the Sponsoring Dealership website;
- 2) Providing access for NADA to the Sponsoring Dealership Google Analytics account for the Sponsoring Dealership website;
- 3) The presentation and use of the analyses from the Site Interpreter tool and Google Analytics as part of the Variable Operations I class discussion.

You and your Sponsoring Dealership understand and agree that:

- 1) You (the student) will be allowed to participate in related digital marketing discussions regardless of whether this consent is provided, but your learning experience will be enhanced by inclusion of data pertaining to your Sponsoring Dealership's website;
- 2) You have obtained permission (if needed) from your website provider for installation of the Site Interpreter script;
- 3) No personal information from your website will be shared in the Variable Operations I class;
- 4) The Site Interpreter tool will be active for six (6) months following your graduation from the NADA Academy. Following expiration of the six (6) month period, the interpreter script will be removed from the Sponsoring Dealership's website and the consent to access the Google Analytics account associated therewith will expire;
- 5) NADA will retain the data gathered by the Site Interpreter tool only for the six-month period described above.

The person signing below is the Sponsoring Dealership's authorized representative and has authority to consent to these terms on behalf of the Sponsoring Dealership.

Student Name:

Kristen Kody

Name of Sponsoring Dealership:

Waldorf Toyota

Name of Sponsoring Dealership's authorized representative:

Shelly Wagstaff

Title of Sponsoring Dealership's authorized representative:

Marketing Director

Signature of Sponsoring Dealership's authorized representative:

Shelly Wagstaff

Date of signature

(effective date of this authorization and consent):

2/3/20