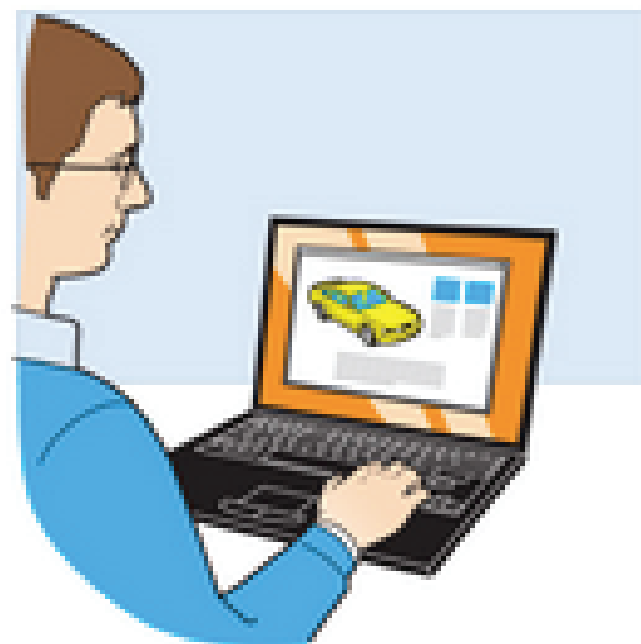
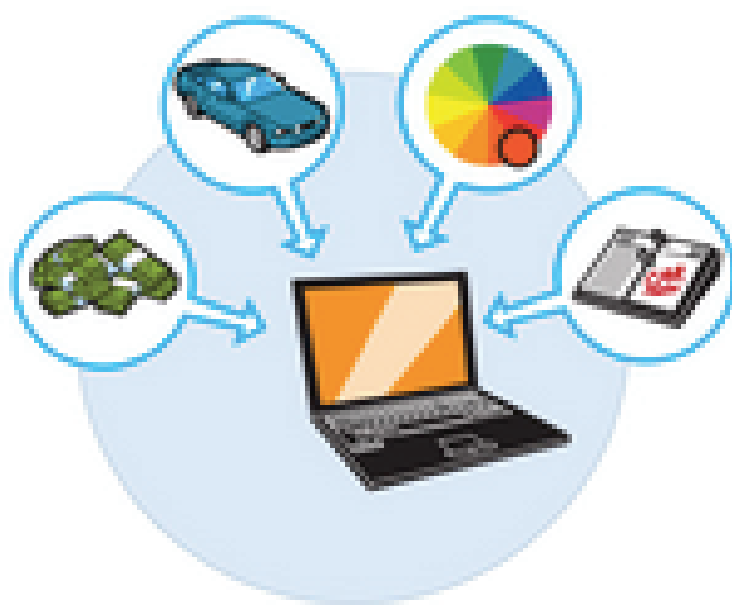


HOW THEY KNOW

Dataium, which tracks more than 10,000 car websites, can tie an analysis of online browsing to people's names. Here's how it works.

1 When you visit certain car-selling websites, Dataium places a tracking file on your computer, called a 'cookie,' that contains a unique ID number.



2 As you visit more sites, Dataium builds a profile of your shopping behavior.

This is possible because Dataium has computer code on car sites across the Web.

3 If you have provided your name or email to a car dealer, Dataium can sometimes link its analysis of your Web-surfing to your identity.

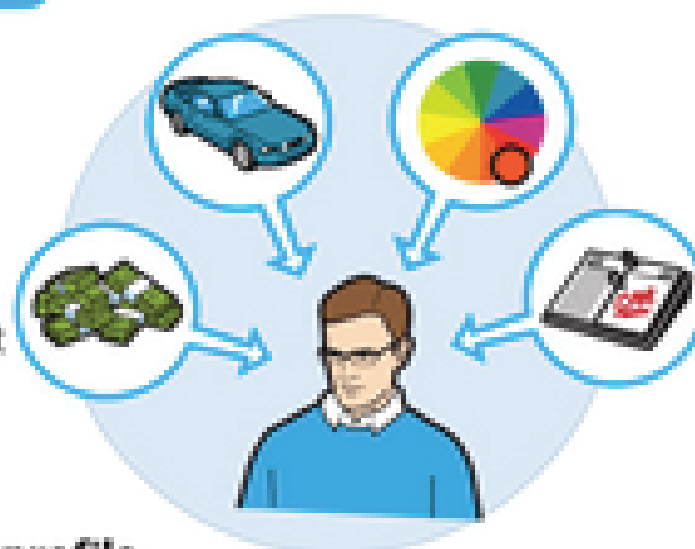
If you click on a link in certain emails from the car dealer ...

... or if you fill out a form on a dealership site to inquire about a car or get a coupon



4 When you fill out the form or click the link, Dataium can see that the cookie on your machine is actually tied to you.

The profile that Dataium builds of your online car-shopping might specify, for instance, what cars you have looked at, or whether you are a serious buyer or just window-shopping.



5 Dataium can provide that car dealership with an analysis of your profile, based on your Web-surfing behavior.



6 Armed with this information on you, the dealer can know what emails to send you, or how to approach you if you come to the dealership.