

# Privacy Policy

Effective as of 02/22/2010 (MM/DD/YYYY)

## **Your Privacy: Overview**

This Privacy Policy (the "Privacy Policy") tells you about the information that Dealer Tire collects in connection with the operation of this Website, including all applications and portals accessed through this Website (collectively, the "Site"), how the information is used and disclosed, and how you can access and correct certain information that we may collect. By using the Site and providing us with your information, you agree to the provisions of this Privacy Policy. If you do not agree to any provision of this Privacy Policy, you may not use the Site.

Dealer Tire reserves the right, at our discretion, to modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. All revisions will be posted to the Site and you will be asked to confirm your acceptance of the modification, addition, or removal when first accessing the Site after any such change. We urge you to carefully review such changes to this Privacy Policy when they are posted. Your continued ability to use the Site will depend on your acceptance of those changes.

Please note that this Privacy Policy applies only to information collected from you by Dealer Tire via the Site, and does not apply to information obtained or disclosed through offline correspondence or personal contacts with Dealer Tire representatives.

Additionally, the Site contains links to other entities' websites that are not controlled or operated by Dealer Tire. This Privacy Policy does not apply to such third party websites, and Dealer Tire is not responsible for the content of such third party websites or the privacy practices of such third parties. Therefore, we encourage you to request and review the privacy policies of any third parties upon disclosing your information to such parties or visiting such third party websites.

## **Collection of Your Personal Information**

You can access certain areas of the Site without submitting any personally identifiable information. Dealer Tire collects personally identifiable information only if you choose to complete online forms, for example, to request information or if you register for our programs and/or contests through the Site. The personally identifiable information that Dealer Tire collects typically includes information such as your first and last name, e-mail address, address and telephone number. Under some circumstances, we may also request and collect additional information, such as vehicle information or information in connection with our Points Plus or other promotional programs.

All of the information that you provide on the Site is collected and maintained by Dealer Tire or service providers acting on behalf of Dealer Tire. Dealer Tire may also collect certain non-personally identifiable information in connection with the operation of the Site, including, but not limited to, Internet Protocol ("IP") addresses, browser or operating system information, data on buying, selling and web pages viewed or links clicked, and the websites that you visit before or after you visit the Site. Such information is also collected and maintained by Dealer Tire or service providers acting on behalf of Dealer Tire.

## **Do We Employ "Cookies" Or Other Similar Technologies?**

Dealer Tire may use "cookies," log files, clear gifs and similar programs on certain portions of the Site. Dealer Tire does not use cookies or similar programs to retrieve information that is unrelated to your visit or your interaction with the Site.

"Cookies" are small text files stored on your computer's hard drive. "Clear gifs" are small graphics files stored on your computer's hard drive that are similar in function to cookies. They allow Dealer Tire to personalize your experience, provide specialized content and support to customers, record session information, compile data regarding use of the Site, recall visitor preferences and/or simplify the completion of online forms. Most browsers automatically accept cookies, but you can use settings on your browser to disable or turn off cookies. If you choose to reject the cookies used by the Site, you may be unable to access certain areas of the Site, or your use of the Site may be degraded. "Log files"

are files that store information such as internet protocol addresses, browser type, internet service provider, pages visited before or after the Site and similar demographic information for aggregate use to determine how the Site is used.

### **How We Protect Your Information**

To prevent unauthorized access or disclosure, maintain data accuracy and facilitate the appropriate use of information, Dealer Tire uses physical, technological and administrative procedures to attempt to protect the personally identifiable information we collect through the Site. Nevertheless, Internet transmissions are never completely private or secure. You understand that any messages or information you send to the Site, including, without limitation, personally identifiable information, may be read or intercepted by others. If you have any questions about the security of personally identifiable information collected by Dealer Tire, please contact us at: [privacy@dealertire.com](mailto:privacy@dealertire.com).

### **Use of Your Personally Identifiable Information**

Dealer Tire uses the personally identifiable information we collect about you to provide services that may be requested by you. Upon our collection of your personally identifiable information, Dealer Tire may use such personally identifiable information internally, separately, or in combination with pre-existing information, the following purposes:

- To provide any requested services;
- To troubleshoot problems with the Site or any services;
- To bill you for and collect fees owed;
- To customize your experience or homepage on the Site;
- To enforce our Terms of Use;
- To detect and protect against error, fraud and any other unauthorized or illegal activities;
- To provide contact and billing information to vendors, providers or dealers;
- To contact you with more information about Dealer Tire and its services; or
- To alert you to upgrades, special offers, updated information and other new services.

Personally identifiable information collected on the Site may be stored and processed in the United States or abroad.

### **Disclosure of Your Personally Identifiable Information**

In providing our services, we may disclose personally identifiable information that we collect to our subsidiaries, affiliates or service providers or agents who perform various functions for us. Such disclosure will be made for the purposes indicated in this policy and on this site which will include, without limitation, support services, website services, packaging, mailing and delivering promotional materials, shipping, answering customer questions about our services, and new services.

In addition, your username or user identification ("ID"), may be displayed throughout certain portions of the Site.

In the event that Dealer Tire is involved in a transaction such as a merger, stock purchase or sale, or sale of substantially all of Dealer Tire's assets, your personal information may be disclosed or transferred to the other party in such transaction either prior to the closing as part of the due diligence process or after the transaction is completed.

Further, from time to time, we may also disclose aggregate de-identified information about users of the Site to service providers, partners, advertisers or others.

We may collect feedback from you about the performance of vendors, providers and dealers in connection with the Site, or about our services or the Site. By providing such feedback to us, you consent to our use, modification, copying, publication, display and/or distribution of such feedback at no compensation or other obligation to you. You acknowledge that all such feedback is owned by

Dealer Tire and is subject to our Terms of Use, and you consent to the publication, display or distribution of feedback, ratings or reviews about you.

Dealer Tire reserves the right to disclose your personally identifiable information if permitted or required to do so by law, or if it is otherwise requested by any law enforcement officer or agency acting under color of law.

### **Identification and Passwords**

In connection with your use of the Site, participation in Points Plus or other promotional programs, or services, you may choose, or Dealer Tire or authorized parties may issue to you, a username, access code, identifier or password (each, a "Password"). In order to protect the privacy of your personally identifiable information and to comply with the Terms of Use, you must agree to keep any such Password confidential. You may not disclose your Password to any third party, or allow any third party to access your account. You may not use any Password that is not issued to you or approved by Dealer Tire or authorized dealer personnel.

You acknowledge and agree that you are responsible for all actions taken using any Password selected by, or issued to, you in connection with the Site, including, without limitation, any fees charged to your account. You agree to notify Dealer Tire immediately of any unauthorized use of any Password or any other breach of security of which you are aware by contacting [privacy@dealertire.com](mailto:privacy@dealertire.com), and you should immediately change your Password.

In order to protect the privacy of the personally identifiable information of others, you may not collect, use, disclose, publish, display, link to, or otherwise provide access to the personally identifiable information of any other person via the Site, except as expressly requested by Dealer Tire and solely to the extent that you have obtained all necessary and appropriate authorizations, consents or other rights to use and disclose such personally identifiable information.

### **Children's Privacy**

The Site is not intended for use by any person who is under the age of 18 and is not of likely interest to children. Dealer Tire does not intend to collect any personally identifiable information from children under the age of 13; however, the forms on the Site are capable of collecting online contact information from children who furnish it without parental consent or notification. We ask that children do not submit any personally identifiable information to us. If you believe that we have collected personally identifiable information from a child, please notify us, and we will take appropriate actions.

### **Choice**

Dealer Tire does not collect your personally identifiable information unless you choose to provide it. You may "opt-out" of receiving further information about Dealer Tire (other than support or other information that you specifically request by filling out the online forms) by checking the appropriate boxes on the online forms. If, at any time, you prefer not to receive further e-mail communications from Dealer Tire, you will have the ability to unsubscribe from such communications by means of a link provided in every broadcast e-mail that is sent to you by Dealer Tire. If, at any time, you prefer not to receive any other form of communication from Dealer Tire, you will have the ability to unsubscribe from such communications by contacting us at: [privacy@dealertire.com](mailto:privacy@dealertire.com).

### **Access and Accuracy**

Dealer Tire aims to keep your personally identifiable information as accurate as possible. You will have the opportunity to update and correct any of your personally identifiable information by logging into the Site and entering any new information about yourself. You must promptly update your personally identifiable information if it changes or it is not accurate. Dealer Tire reserves the right to access, remove or modify such information in its sole discretion. Dealer Tire further reserves the right to deny access to your personally identifiable information: (a) when such denial of access is required by law, (b) when granting you access is reasonably likely to negatively impact other people's privacy, (c) to protect Dealer Tire's rights and property, and (d) when such requests are frivolous or made in bad faith.

## **Questions or Comments**

Dealer Tire welcomes questions and comments about this Privacy Policy. Questions or comments should be directed to Information Technology, who oversees Dealer Tire's compliance with privacy requirements at:

Dealer Tire LLC

7012 Euclid Avenue

Cleveland, Ohio 44103

[privacy@dealertire.com](mailto:privacy@dealertire.com)