

TOYO TIRE CANADA INC. PRIVACY POLICY

Introduction

Toyo Tire Canada Inc. (“**Company**” or “**We**”) respects your privacy and is committed to protecting it through our compliance with this policy.

This policy governs the types of information we may collect from you or that you may provide when you visit the website www.toyotires.ca or otherwise as described in “When This Privacy Policy Applies” (“Website”) below and our practices for collecting, using, maintaining, protecting and disclosing that information.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

This Privacy Policy includes the following sections. You should read the entire policy; however, you may use the links below to be directed to the information you want:

1. **When This Privacy Policy Applies.** This policy applies to the website of Toyo Tire Canada, and to personal information we collect through other means. It does not apply to third parties or their websites.
2. **Children Under the Age of 14.** We do not knowingly collect the information of children under the age of 14.
3. **Information We Collect About You and How We Collect It.** We collect information when you provide it to us, and automatically through the use of technologies on our site.

- 3.1. **Information You Provide to Us.** We collect information you provide when you complete forms on our website, such as when you register for a warranty, respond to a promotion, make queries on the website, or post content to our website. We also collect your communications with us, and the information they contain, such as your contact information, and your responses to our surveys. Usually, our products are sold by other retailers. If you make a purchase directly from us, we collect information to complete that purchase, such as shipping and payment information, and the details of your transactions.

If you choose to post information on a public area of our website, those posts may be seen by others, and we cannot control the actions of other website users. You should always be careful about what you post.

- 3.2. **Information We Collect Through Automatic Data Collection Technologies.** We use technologies on our Website to collect information about your visits, including traffic data, general location data derived from IP address, logs and other communication data, the resources that you access and use, and information about your computer and internet connection, including your IP address, operating system and browser type. We use this information to estimate our audience size and usage, store preferences and customize the site to your interests, speed up searches, recognize return visitors, and to develop new features and enhancements. These technologies may tell us if you open email we send, and count visitors. We may use technologies including cookies, flash cookies, web beacons. You can disable cookies, but it may affect your experience on our website. We also use Google Analytics to better understand the use of our site. You can opt-out of the use of Google Analytics by clicking on the following link <https://tools.google.com/dlpage/gaoptout>.

4. **How We Use Your Information.** We use the information we collect to provide our Website, products, and services, fulfill any requests you make, obligations and enforce our rights arising from any contracts we enter with you, communicate with you, verify your identity, detect, investigate, and prevent activities that may violate our policies or be illegal, for statistical analysis, and in other ways we disclose or to which you consent.
5. **Disclosure of Your Information.** We disclose information to third parties that assist us with the purposes we describe in this policy, including our subsidiaries, affiliates and contractors. If you use a ‘refer a friend’ feature on our Website, your name and email will be included in the message we send to the referral. You must have the permission of any person you refer to us. We may also disclose information if we enter a business transaction, or in the course of an investigation or legal process such as a court order, law enforcement request, or to enforce our terms and agreements and to protect our interests.
6. **Choices About How We Use and Disclose Your Information.** You can reject the cookies we use, and opt-out of our use of Google Analytics. You may also opt-out of any promotional email we send.
7. **Your Privacy Rights.** Subject to applicable laws, you may have certain rights, and we may have certain obligations with regard to your personal information.
8. **Data Security.** While we have implemented security measures to help protect personal information we collect, no security measures can provide absolute security, and we cannot guarantee the security of your personal information.
9. **How Long Do We Keep Your Information?** We keep information for as long as needed for the purposes for which it was collected, and for a commercially reasonable time for backup, archival, and/or audit purposes.
10. **Governing Law.** This website is governed by Canadian law.
11. **How Can We Transfer Your Personal Information?** We may transfer personal information to other countries, including the United States. As a result, this information may be subject to access requests from governments, courts, or law enforcement in those jurisdictions according to their laws.
12. **Changes to Our Privacy Policy.** This Policy may change, so you should review it regularly.
13. **Contact Information.** You can contact us with questions, complaints, or comments about our privacy practices.

1. When This Privacy Policy Applies

This policy applies to your use of our Website regardless of how you access our Website and regardless of whether you register.

This policy also applies to personal information we collect:

- In e-mail, text, telephone and other electronic messages and/or communications between you and Company.
- Through mobile and desktop applications you download from this Website, which provide dedicated non-browser-based interaction between you and this Website.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy, or to the Website.
- To other information that you choose to provide to Company, including if you enter a promotion we offer, make a purchase from us (where available), or otherwise provide us with information. If you provided us with the information of another person, you must have that person’s consent to do so.

This policy does not apply to information collected by:

- any other website operated by any third party (including our parent, affiliates and subsidiaries); or
- any third party (including our parent, affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Website.

2. Children Under the Age of 14

Our Website is not intended for children under 14 years of age. No one under age 14 may provide any information to or on the Website. We do not knowingly collect personal information from children under 14. If you are under 14, do not use or provide any information on this Website or on or through any of its features, register on the Website, make any purchases through the Website, use any of the interactive or public comment features of this Website or provide any personal information to us, including your name, address, telephone number, e-mail address or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 14 without verification of parental consent, we will delete that information. If you believe we might have any information from a child under 14, please contact us at privacy@toyocanada.com.

3. Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- by which you may be personally identified, such as name, postal address, e-mail address, telephone number;
- that is about you but individually does not directly identify you, such as Device and advertising identifiers and information collected through cookies or other tracking technologies or identifiers; and/or
- about your internet connection, the equipment you use to access our Website and usage details.

We may collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses and information collected through cookies, web beacons and other tracking technologies.

3.1 Information You Provide to Us

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information you provide if you register one of our products for warranty or recall purposes, profile information, if you respond to a rebate or other promotion we offer, if you post material or upload content, submit applications to work with us, or request further services. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website.
- Registration or correspondence requesting to receive information, offers, marketing, alerts or requesting more information.
- Records and copies of your correspondence (including e-mail addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- If you make a purchase from us (where we choose to make such sale directly), we collect information needed to process the purchase, including shipping and payment information, and the

details of transactions you carry out through our Website, or by telephone or other means, and of the fulfillment of your orders. You may be required to provide financial information before placing an order. In most cases however, purchases of our products are through third party retailers.

- Your search queries on the Website.
- Any other situation where you provide personal information.

You also may provide information to be published or displayed (hereinafter, “**posted**”) on public areas of the Website or transmitted to other users of the Website or third parties (collectively, “**User Contributions**”). Your User Contributions are posted on and transmitted to others at your own risk. Please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions, or who may view your User Contributions after you post them on a public area of the Website. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

3.2 Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including:

- Details of your visits to our Website, including traffic data, general location data derived from IP address, logs and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system and browser type.

Your browser settings may allow you to automatically transmit a “Do Not Track” signal to online services you visit. Note, however, there is no consensus among industry participants as to what “Do Not Track” means in this context. Like many online services, we currently do not alter our practices when we receive a “Do Not Track” signal from a visitor’s browser. To find out more about “Do Not Track,” you can visit <http://www.allaboutdnt.com>, but we are not responsible for the completeness or accuracy of this third-party information.

We may maintain the information we collect automatically or associate it with personal information we collect in other ways or receive from third parties. We use it to help us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.
- Research our users and develop new features and enhancements that will provide a better Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies)**. A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Flash Cookies**. Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For

information on disabling Flash cookies, go to Adobe's website <http://helpx.adobe.com/flash-player/kb/disable-third-party-local-shared....>. Please be aware that if you disable or remove these technologies, some parts of the Website may not work.

- **Web Beacons.** Pages of our Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity). We may use third-party services, such as those of Google Analytics, to better understand how you are using our Website. For example, we use these services to understand how many people visit our Website, what pages are visited most often, how long you stay on our Website and if any issues are encountered, such as an error message. We then use this information to help us improve the way our Website works as well as our content. You can opt-out of the use of Google Analytics by clicking on the following link <https://tools.google.com/dlpage/gaoptout>. For more information on Google Analytics cookies, see the official Google Analytics page.

4. How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To contact you about our own and third-parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, you may adjust your user preferences in your account profile or you may also use the 'unsubscribe' tool in our commercial emails.
- To allow you to participate in interactive features on our Website.
- To verify your identity.
- To detect, investigate, and prevent activities that may violate our policies or be illegal.
- To perform statistical, demographic, and marketing analyses of users of the Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also combine and use your information collected from one portion of the Website on other portions of the Website or elsewhere in our network of websites, apps, and other interactive features, or in reports and analysis, and we may combine information gathered from multiple portions of the Website into a single customer record or analysis or report. We also use and/or combine information that we collect off-line or we collect or receive from third party sources to enhance, expand, and check the accuracy of your information.

Subject to applicable data protection laws, we may process personal information to produce aggregated, anonymized data, which does not identify you or anyone else. We may use and disclose this information for analytical purposes or any other purpose permitted by applicable law.

5. Disclosure of Your Information

Subject to applicable data protection laws, we may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates, who may assist us in processing the information for the purposes we describe in this privacy policy.
- To contractors, service providers and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of Toyo Tire Canada Inc.'s assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by Toyo Tire Canada Inc. about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Toyo Tire Canada Inc., our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

6. Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Information We Collect Through Automatic Data Collection Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player

settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

- **Promotional Offers from the Company.** If you do not wish to have your e-mail address and/or contact information used by the Company to promote our own or third parties' products or services, do not check the relevant box located on the form on which we collect your data or at any other time by sending us an e-mail stating your request to privacy@toyocanada.com. If we have sent you a promotional e-mail, you may send us a return e-mail asking to be omitted from future e-mail distributions, or you may use the 'unsubscribe' tool in such email. This opt out does not apply to transactional messages we may send as a result of a product purchase, warranty registration, product service experience or other transactions., as in such cases we may still need to send you such transaction messages.

7. Your Privacy Rights

Under certain circumstances and subject to applicable data protection laws, supported by a written request and proof of identification, you may consult your personal information that we have collected, used or shared, and/or ask that it be corrected, and/or withdraw your consent to our disclosure or use of personal information collected.

As required or permitted by law, you may be entitled to additional rights, including: (i) the right to control the dissemination of your personal information; (ii) the right to receive computerized personal information collected from you in a structured, commonly used and technological format and to have this information transferred directly to another organization; (iii) the right to be informed of and submit observations regarding automated decision-making; and (iv) the right to request information about data processing.

You can also review and change certain of your personal information by logging into the Website and visiting your account profile page.

You can request access to your personal information in our custody or control, or otherwise exercise your rights by contacting our Privacy Officer at privacy@toyocanada.com. If we are unable to grant your request in whole or in part, we will provide the reasons for denying your request.

If you delete your User Contributions from the Website, copies of your User Contributions may remain viewable in cached and archived pages or might have been copied or stored by other Website users. Proper access and use of information provided on the Website, including User Contributions, is also governed by our terms of use at <https://www.toyotires.ca/terms-of-use>.

8. Data Security

We have implemented measures designed to help secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure. Personal information may be accessed by persons within our organization, or our third party service providers, who require such access to carry out the purposes indicated in this privacy policy, or such other purposes as may be permitted or required by the applicable law.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share

your password with anyone. We urge you to be careful about giving out information in public areas of the Website like message boards. The information you share in public areas may be viewed by any user of the Website.

Unfortunately, the transmission of information via the internet is not completely secure. We cannot guarantee the security of your personal information transmitted to or through our Website or stored by us. Any provision of personal information to us is at your own risk. Except as otherwise required by law, we are not responsible for circumvention of any privacy settings or security measures contained on the Website or maintained by us.

9. How Long Do We Keep Your Information?

Following termination or deactivation of your account, Company and its service providers may retain information (including your profile information) for a commercially reasonable time for backup, archival, and/or audit purposes. If you have any questions about termination or deactivation of your account, please contact us directly at privacy@toyocanada.com.

10. Governing Law

This Website is published in Canada. Our Website is located and targeted to Canadian citizens and our policies are directed at compliance with Canadian laws. If you are uncertain whether this privacy policy conflicts with the applicable local privacy laws where you are located or you do not want your personal information governed by Canadian law, you should not submit your personal information to us.

11. How Can We Transfer Your Personal Information?

Your information collected through the Website will be managed from our offices located in, Richmond, British Columbia, Canada, however, we may also transfer personal information to other countries, including the United States. Company and its service providers may transfer information that we collect about you, including personal information across borders and from your country or jurisdiction to other countries or jurisdictions around the world. While such information is outside of your jurisdiction of residence, it is subject to the laws of the jurisdiction in which it is held, and may be subject to disclosure to the governments, courts or law enforcement or regulatory agencies of such other jurisdiction, pursuant to local laws. If you are located in Canada or other regions with laws governing data collection and use that may differ from Canadian law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction. Wherever your personal information is transferred, stored, or processed by Company, Company will take reasonable steps to safeguard the privacy of your personal information. By registering for and using the Website you consent to the transfer of information to Canada or to any other country in which Company or its service providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

12. Changes to Our Privacy Policy

We reserve the right to revise this privacy policy at any time for any reason in our sole discretion by posting an updated privacy policy without advance notice to you. Such revisions shall be effective immediately upon posting and if you use the Website after they become effective it will signify your agreement to be bound by the changes. We encourage you to check this privacy policy and terms of use often for updates.

Contact Information

If you have questions or comments about this privacy policy or if you do not understand any information about how we collect, maintain, use or share your personal information, or to submit a complaint, you may contact us directly by sending an email to privacy@toyocanada.com.

You may also contact our Privacy Officer by writing to:

ATTN Privacy Officer

Toyo Tire Canada Inc.
7791 Nelson, Road, Unit 120
Richmond, BC V6W 1G3

We are not responsible for notices that are not labeled or sent properly or may not be able to respond if you do not provide complete information.