

Toyota Events Cookie & Privacy Policy

As of 12/19/22

Toyota Motor North America, Inc. ("Toyota" or "we" or "us") is committed to protecting the privacy of Personal Information (as defined below) we collect in connection with events we sponsor or organize ("Toyota Event"). This Toyota Events privacy notice ("Privacy Notice") describes the types of Personal Information Toyota may collect about you when you visit a Toyota Event website (the "Website") or that you otherwise provide in connection with a Toyota Event and why and how we may use and disclose your Personal Information. The Website and the Toyota Events are intended for Toyota employees and Toyota affiliate employees and is not intended for Toyota consumers or other third parties. By using the Website, you signify your assent to this Privacy Notice. If you do not agree to this Privacy Notice, please do not use the Website.

Please read this Privacy Notice carefully. If you have any questions regarding its terms or anything else about Toyota's handling of your Personal Information, you can contact Toyota's Privacy Office at Office.of.Privacy@toyota.com.

1. INFORMATION WE COLLECT

We may collect certain types of "**Personal Information**" (i.e., information that can be used to identify you as an individual) about you in a variety of ways, depending on your interactions with us, as described below:

- **Contact Information:** Contact Information includes information you provide when you register to attend a Toyota Event so that we may contact you, arrange your reservations, and otherwise work with you for purposes of attendance. Examples include your Name, business address, email address, and phone number.
- **Travel Registration Information:** Travel Registration Information includes information you provide when you complete a travel registration form for a Toyota Event. Examples include your passport number, any allergies or other physical limitations or conditions you may have that may be relevant for our catering and logistical planning purposes, and your clothing size as relevant to any gear we may provide to you in connection with the Toyota Event.
- **Payment Information:** Payment Information includes payment-related information you provide in order to process your payment for attendance at a Toyota Event. Examples include your credit or debit card number.
- **Online Activity Data:** Online Activity Data includes information regarding your online interactions with the Website. Examples include your browsing history on the Website, information collected from Toyota's cookies on the Website, and IP addresses.
- **Legal Activity Data:** Legal Activity Data includes information collected in connection with legal claims. Examples include information relating to disputes and claims.

2. HOW WE COLLECT INFORMATION

We may collect Personal Information about you in a variety of ways, depending on your interaction with us.

Directly from You: We may collect Personal Information directly from you. This may happen in a variety of ways, including but not limited to when you use the Website and when you register for a Toyota Event.

Automatically from Your Devices: We may also collect the following types of Online Activity Data automatically when you use the Website:

Usage Information. Whenever you visit or interact with the Website, we, as well as any third-party service providers, may use a variety of technologies that automatically or passively collect information about how the Website is accessed and used ("**Usage Information**"). Usage Information may include browser type, device type, operating system, application version, the page served, the time, the preceding page views, and your use of features or applications on the Website. This information helps us maintain and improve our Website. Usage Information is generally non-identifying, but if Toyota associates it with you as a specific and identifiable person, Toyota treats it as Personal Information.

Device Identifier. We automatically collect your IP address or other unique identifier ("**Device Identifier**") for the computer, mobile phone, tablet or other device ("**Device**") you use to access the Website. A Device Identifier is a number that is assigned to your Device when you access a website or its servers, and our computers identify your Device by its Device Identifier. We, and our third-party service providers and business partners may use a Device Identifier to, among other things, administer the Website; help diagnose problems with our servers; analyze trends; and track users' web page movements over time.

Cookies; Pixel Tags. The technologies used on the Website to collect Usage Information, including Device Identifiers, include but are not limited to: cookies (data files placed on a Device when it is used to visit the Website), mobile analytics software and pixel tags (transparent graphic images, sometimes called web beacons or tracking beacons, placed on a web page or in an email, which indicate that a page or email has been viewed). We, or our third-party service providers, may place cookies or similar files on your Device for security purposes, and to facilitate Website navigation. A pixel tag may tell your browser to get content from another server.

Most browsers allow you to control cookies, including whether or not to accept them and how to remove them. You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser. However, please be aware that some features of the Website may not function properly or may be slower if you refuse cookies. If you block or delete cookies, not all tracking that we have described in this Privacy Policy will stop.

We use cookies provided by Google Analytics to collect statistical information about the use of the Website. We use Google Analytics to learn more about the types of users that visit the Website, their activities on the Website, and to help improve the Website. To provide this service, Google Analytics may collect certain information about you from your computer, including but not limited to: information regarding your visit (such as the pages you visit and the length of your visit), information about your device (such as your IP address), how you got to the website, and other information about you. You can learn more about Google Analytics and how it collects and processes data (including how to control the information sent to Google) by visiting: www.google.com/policies/privacy/partners/. You can opt-out of Google analytics, here: <https://tools.google.com/dlpage/gaoptout> (requires you to install a browser add-on).

Certain web browsers may provide an option by which you may request your browser to inform websites you visit that you do not wish your activities to be tracked by cookies or

other persistent identifiers, commonly called "Do Not Track Signals". The Website currently do not respond to Do Not Track Signals.

3. HOW WE USE THE INFORMATION WE COLLECT

We will use the Personal Information we collect from you for a variety of business purposes, such as to:

- Make arrangements for your attendance at Toyota Events;
- Accommodate your needs and preferences related to the Toyota Events you choose to attend;
- Contact you in relation to your attendance at the Toyota Event and for purposes of follow-up evaluations and surveys/comments;
- Send you certificates or any other information related to the Toyota Events you choose to attend and other events in which you might be interested;
- Conduct internal analyses of attendance at various Toyota Events and any emerging trends with respect to participation and interest in certain types of events;
- Improve the Website and Toyota Events; and
- For purposes disclosed at the time you provide your Personal Information or otherwise with your consent.

4. HOW WE DISCLOSE THE INFORMATION

We may also disclose your Personal Information as disclosed at the time you provide your information, as set forth in this Privacy Notice and in the following circumstances:

Third Parties Providing Services On Our Behalf: Toyota may disclose your Personal Information collected in connection with your attendance at Toyota Events to our service providers and Toyota Event sponsors or partners who assist us in planning and organizing events. When we disclose your Personal Information to service providers, sponsors or partners, we require them to agree in writing to maintain the confidentiality and security of that Personal Information and not to use it for any purpose other than to fulfill their obligations to Toyota and for the purposes outlined in this Privacy Notice. We do not disclose your Personal Information to unaffiliated third parties for their own marketing purposes.

Our Affiliates: We may disclose your Personal Information to other entities and our affiliates primarily for business and operational purposes.

Business Transfers: In the event that Toyota is involved in a bankruptcy, merger, acquisition, reorganization or sale of assets, your information may be sold or transferred as part of that transaction.

Legal Disclosure: We may transfer and disclose your information to third parties to comply with a legal obligation; when we believe in good faith that the law or a governmental authority requires it; to verify or enforce our Terms of Use or other applicable policies; to address fraud, security or technical issues; to respond to an emergency; or otherwise to protect our rights or property or security of third parties, visitors to our Website or a Toyota Event or the public.

5. YOUR PRIVACY RIGHTS

For more information about your privacy rights and/or to review the applicable Toyota employee privacy notice, please contact your Human Resources representative or the Office of Privacy at Office.of.Privacy@toyota.com or [855-226-4048](tel:855-226-4048).

6. CHILDREN

The Website is not directed to children under 13. We do not knowingly collect, use or disclose Personal Information from anyone under 13 years of age. If we determine upon collection that a user is under this age, we will not use or maintain his/her Personal Information without the parent/guardian's consent. If we become aware that we have unknowingly collected Personal Information from a child under the age of 13, we will make reasonable efforts to delete such information from our records.

7. DATA RETENTION AND SECURITY

Toyota retains the Personal Information we collect for Toyota Event purposes for as long as necessary to fulfill those purposes and purposes of resolving any disputes, enforcing our agreements, conducting audits, and pursuing legitimate business objectives such as compliance with all applicable laws.

For as long as Toyota retains the Personal Information we collect for Toyota Event purposes, we take reasonable steps to protect the information. Toyota maintains administrative, technical and physical safeguards designed to protect Personal Information against accidental, unlawful, or unauthorized destruction, loss, alteration, access, disclosure, or use. You should be aware, however, that no data security system can ever be guaranteed with 100% certainty to protect the confidentiality and integrity of the information. We cannot ensure or warrant the security of any information you provide or transmit to us, and you use the Website and provide us with your information at your own risk.

8. CONSENT TO PROCESSING AND TRANSFERRING PERSONAL INFORMATION

The Website is governed by and operated in, and in accordance with the laws of, the United States, and is intended for the enjoyment of residents of the United States. Toyota makes no representation that the Website is governed by or operated in accordance with the laws of any other nation. Given that we are an international business, our use of your information necessarily involves the transmission of data on an international basis. If you are located in the European Union, Canada or elsewhere outside of the United States, please be aware that information we collect may be transferred to and processed in the United States. By using the Website, or providing us with any information, you (a) acknowledge that the Website is subject to the laws of the United States, (b) consent to the collection, processing, maintenance and transfer of such information in and to the United States and other applicable territories in which the privacy laws may not be as comprehensive as or equivalent to those in the country where you reside and/or are a citizen, and (c) waive any claims that may arise under those laws.

9. CHANGES

Toyota may update this Privacy Notice from time to time as it deems necessary or appropriate in its sole discretion. If there are any material changes to this Privacy

Notice, Toyota will post an announcement on this webpage stating that such changes have been made. Any changes to this Privacy Notice take effect immediately after the revised Privacy Notice is posted or otherwise provided by Toyota, so we encourage you to check back on this webpage periodically to be informed whether the Privacy Notice has been changed in any material way.

10. CONTACTING US

If you have any questions regarding this privacy notice or questions regarding your Personal Information, please contact our Privacy Office at Office.of.Privacy@toyota.com.