

COUNTRYWIDE TIRE AND RUBBER, INC.

PRIVACY POLICY

Introduction

Thank you for visiting Countrywide Tire and Rubber, Inc. (“**Company**,” “**we**,” “**us**” or “**our**”). This Privacy Policy describes the types of information we may collect from you or that you may provide when you visit or use our website at www.countrywidetire.com (“**Website**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information. References to “**you**” or “**your**” are references to you, a natural person, from whom we are collecting personal information.

This Privacy Policy, along with our **Terms of Use**, <https://www.countrywidetire.com/terms-of-use.pdf> governs your use of the Website. **By using our Website and/or providing your information to us, you consent to the collection and use of your information as specified in this Privacy Policy and you agree to the terms of our Terms of Use.**

Our Website is offered and available to users in the United States who are of legal age where they live and you represent that you are a resident of the United States and are of legal age. Please read this Privacy 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.

How this Privacy Policy Applies

This Privacy Policy applies to information we collect from you on our Website, in email, text, and other electronic messages between you and this Website. Our Privacy Policy may be supplemented with additional privacy notices in certain pages or areas of our Website which are also part of our Privacy Policy. By providing your information to us, you consent to the collection and use of your information as specified in this Privacy Policy.

This Privacy Policy doesn’t apply to any other websites, applications or services maintained or operated by other third parties such as our third party service providers or to third party sites which may be linked to our Website. Our Website may also contain certain social media icons or widgets. Although you can view the material we have linked to, you may have to create an individual account or register to use these third-party social media sites to use interactive features. Any interaction on social media websites is governed by the terms of use and privacy policy of the particular platform. We are not responsible for the privacy practices or the content of these other websites. Please read the privacy policies of the other websites to learn how such third parties collect, use, share, and secure information about you.

Changes to Our Privacy Policy

We reserve the right, at our discretion, to change, modify, add or remove portions of our Privacy Policy at any time. All changes are effective when we post the updated Privacy Policy. The date at the bottom of this Privacy Policy indicates the date this Privacy Policy was last updated. Your use of our Website following the posting of such changes means that you accept and agree to the changes for all previously collected information and information collected from you in the future. Please refer to this Privacy Policy regularly.

Information We Collect 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, or any other identifier by which you may individually be contacted online or offline (“**Personal Information**”).
- That is about you but individually does not identify you and is generated as a result of your activity or use of our Website such as your internet connection, the equipment you use to access our Website and other usage details (“**Usage Information**”).

We collect this information:

- Voluntarily and directly from you when you provide it to us.
- Automatically as you navigate through the Website. Information collected automatically may include Usage Information such as your Internet Protocol (“**IP**”) address, and information collected through cookies, web beacons, and other tracking technologies.
- From third parties, for example, our business partners who provide services to us to support our business.

Information You Voluntarily Provide to Us

Generally, we collect and process only information you voluntarily provide to us other than Usage Information (See “**Information We Collect Through Automatic Data Collection Technologies**” below). For some areas of our Website, however, we require you to provide Personal Information to engage in certain activities with us. If you choose not to provide us with the Personal Information that we legitimately require on our Website, we may be unable to provide you with the information, products or services requested. The Personal Information we may collect on or through our Website may include:

- Contact information to interact with us including information provided at the time of registering on our Website and placing an order to purchase our products or services through our Website including your first and last name, e-mail address, mailing address, shipping address and telephone or mobile number when you place orders.
- Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
- Your name and email address when you sign up to receive our newsletters, email updates, other marketing communications, to access a blog we may provide, or receive an offered discount or coupon, register/participate for an event, sweepstake, promotion, or survey.
- Information you may send in emails to us with a request for information, to report a problem, request customer support or use any chat function and when you respond to our inquiry for information to help us answer your request.
- Information when you submit comments, reviews, feedback, testimonials, or submit, upload or send to us other user-generated content through our Website.
- Information when you connect or interact with us through our social media pages we may maintain (e.g., Facebook, Twitter, Instagram, LinkedIn, YouTube etc.).
- Information when you submit or request career / employment information.
- Other relevant data which may be deemed Personal Information under applicable law.

We may use third party service providers (which are third parties we work on our behalf to provide and enhance our Website) to collect this information.

Please note you are not required to enter any payment or financial information until you are ready to purchase a product with us. If you pay for a product or service with your credit or debit card through our

Website, your payment card information is processed by our third party payment provider. We do not have access to your payment card information you provide to facilitate a payment by credit or debit card which is processed and stored by our payment processor.

We may receive additional Personal Information about you, such as demographic information, from third parties, such as public databases, social media platforms, and other third party service providers or partners that we may use to supplement the information that we collect directly from you.

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 Usage Information about your equipment, browsing actions and patterns such as:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Browser and device information, such as your Internet Protocol (“IP”) address, the type of device you are using, its operating system and browser.
- Information about your browsing activities (pages you visit, features you use, emails and ads that you view, etc.).
- Physical location of your device.
- Aggregated de-identified data that is non-personal, statistical information.

The information we collect automatically may include Personal Information or we may maintain it or associate it with Personal Information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Help our Website function correctly.
- Estimate our audience size and usage patterns.
- Better understand the needs of our customers and users.
- Speed up your searches.
- Recognize you when you return to our Website.
- Identify new visitors to our Website.
- Monitor and analyze the effectiveness of our advertisements and marketing.
- Determine whether you might be interested in new products or services.
- Perform analytics.
- Assist with security and administrative functions.
- Target advertising to you on the Website or elsewhere online if we engage third party ad networks, ad servers or advertisers in the future.

The standard technologies we and our service providers use to automatically collect Usage Information may include:

- Server log files and your IP Address. When you access our Website, our server logs automatically record certain usage and activity and information from the device that you are using such as your IP Address. Your IP address is a number that is automatically assigned to your computer by your internet service provider and may be identified and logged automatically in our server logs whenever a user of that device accesses our Website, along with the time of the visit and the pages visited. We use IP addresses to administer our Website, track users’ movements, determine use levels, analyze trends, diagnose server problems and gather broad demographic information for aggregate use.

- Through your browser or device. When you access our Website, certain information is collected by the browser you are using or automatically through the device you are using, such as the type of device you are using, its operating system, and the browser the device is using.
- Cookies (or browser cookies). A cookie is a small text file that a website or email may send to your browser and which is generally stored by your computer or device. Using cookies allows us to collect information about how many people have visited our Website, the time spent on our Website, what web pages were viewed, other usage or traffic data. We use this information to better serve all of our online visitors and improve the content and design of 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.
- Web Beacons/Pixel Tags. Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us or our service providers, for example, to count users who have visited those pages, or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- By using analytics providers. We may in the future use Google Analytics to provide third party web analytics services on our Website to collect and store non-individually identifiable information about visitors to our Website and may use others. The information collected by various tracking technologies described above including cookies, tracking pixels/web beacons and flash-cookies may be used by these third party service providers to evaluate your usages of the Website, including the website from which you arrive, analyzing usage trends of our Website, and report on activities and trends. This is generally done in the aggregate to capture usage and volume statistics and through statistical reports. We do not gain access to this data. We are provided with statistical and analytics only.
- Through the use of advertising activities online. We may advertise in a number of ways, including in our emails to you and in the future through third party services we engage such as through our managed social media presences or third party ad network or ad server providers (e.g., Google Ads). Certain information about your use of our Website and these third party services may be collected by us or the third party service provider using the tracking technologies described above across time and across websites or services. The information collected may include information about your online activities such as IP addresses, pages viewed and visited, search engine referrals, and browsing activities across time and across other websites and is used by us and them for purposes such as to associate different devices you use, deliver targeted or relevant ads and/or other content to you on our Website or elsewhere online, and to understand how our advertising campaigns are performing. See “**Use of Interest Based Advertising**” below.

For further information on the tracking technologies used by third party services we may use, please see “**Third Party Services**” and “**Use of Interest-Based Advertising**” below. For further information on the how you may be able to control the above tracking technologies, see “**How You Can Limit Information Collected**” below.

How We Use Your Information

We may use Personal Information and Usage Information we collect about you or that you provide to us to:

- Present the Website and its contents to you.
- Provide you with information that you request from us.
- Fulfill requests for products, services or information.
- Carry out our obligations arising from any contracts entered into between you and us, including for the sale of our products or services.
- For marketing purposes in accordance with applicable law.
- Provide notices about your account or your purchases.
- Notify you about technical information, updates, security alerts and changes to our Website, our policies or the products and services we offer or provide to you.
- Customize the advertising and content you see.
- Help us better understand your interests and needs, and improve our Website.
- Synthesize and derive insights from your use of the Website.
- Fulfill our business purposes including data analysis to develop improved Website, products and services and to expand our business activities.
- Protect our Website and our users through audits, fraud monitoring, prevention.
- Share the information as described below.
- For any other purpose with your consent, or if lawful, without your consent.

Aggregate/De-Identified Data. We may aggregate and/or de-identify information collected through our Website so that such information can no longer be linked to you or your device (“**Aggregate/De-Identified Information**”). We may use Aggregate/De-Identified Information for any purpose, including without limitation for research and marketing purposes, and may also share such data with any third parties, including advertisers, promotional partners, sponsors, event promoters, and/or others. By using our Website and Website, you consent to such use.

How We Disclose and Share Your Information

We may disclose or share your information that we collect or you provide as follows:

- To any of our affiliates in furtherance of our business.
- To contractors and service providers that we use to support our business and the Website, such as fulfilling information requests and orders, processing payments, delivering orders, sending our marketing communications, marketing and analytics, and hosting our Website.
- To providers of third party services for the purposes of facilitating your requests (such as when you choose to connect to and/or share information with a social network from our Website) and in connection with tailoring advertisements, measuring and improving our Website and advertising effectiveness and enabling other enhancements.
- 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 our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Information held by us about the users of our Website is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose with your consent, or if lawful, without your consent.
- To comply with any court order, law, or legal process, including responding to any government or regulatory request.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of us, our customers, or others.

When we share your Personal Information with our service providers or external third parties – these parties only receive your information if such information is needed to perform their function(s), and they are not authorized to use such Personal Information for any other purpose(s). We only provide these parties with the minimum amount of information necessary to complete the requested service, product or transaction.

We may in the future share your Personal Information with our service providers or unaffiliated third parties for their own direct marketing purposes and their privacy policy shall govern the use and disclosure of such information.

We may also use what we know about you to offer you other products and services. We may combine your online information with information collected from offline or online sources, or information we already have.

We may disclose Aggregate/De-Identified Information as discussed above.

Links to Third Party Websites

Our Website may provide links to other third party websites, locations, platforms, and sites operated and owned by third parties (“**Third Party Websites**”) which are outside our control and not covered by this Privacy Policy. We encourage you to review the privacy policies posted on these Third Party Websites. These Third Party Websites may use tracking technologies (like the cookies and pixels/web beacons described in Usage Information above) to independently collect information about you and may solicit information from you. The information collected by these third parties whether through our Website or the Third Party Website remain subject to their own policies and practices, including what information they collect, how they use it, and how they share it (including with us) and your rights and choices regarding your information on the Third Party Website. Please read the privacy policies of these Third Party Websites.

Third Party Services

Our Website may allow you to interface with one or more third party services, such as connecting to third party applications and/or platforms (“**Third Party Services**”). If you use Third Party Services, both we and the applicable Third Party Service may have access to and use information associated with your use of such Third Party Service. You consent to us receiving information and data regarding you and your use of any Third Party Services and such data we receive from any Third Party Services (the “**Third Party Data**”). This Privacy Policy governs the collection, ownership, storage, and use of Third Party Data by us. The Third Party Service’s privacy notice or privacy policy governs the collection, ownership, storage, and use of Third Party Data by such Third Party Service. You are responsible for reading and understanding the terms, conditions, and privacy notice or privacy policy that applies to your use of any Third Party Service and you should contact the third party with any questions about such Third Party Service. You acknowledge and agree that we are not responsible for your use or the performance of the Third Party Services, and we make no representation or guarantee about any aspect of any Third Party Service, including, but not limited to, the accuracy, quality, or security of the Third Party Data accessed or made available by or through the any Third Party Service.

Use of Interest-Based Advertising

We currently do not use but may in the future use third party ad-serving companies (such as Google Ads) or ad networks to serve and display interest-based advertising (“**Interest-Based Ads**”) on our Website and/or on other third party sites. Interest-Based Ads, or personalized or targeted ads, are

displayed to you based on information gathered from your interaction with our Website and/or on third party sites. These third party ad-serving companies use tracking technologies described above on our Website and third party sites to track your activities across time and on websites or services for purposes of associating the different devices you use, and delivering relevant ads and/or other content to you on our Website and third party websites. Tracking technologies enable these ad providers to learn about what ads you see, what ads you click, and other actions you take on our Website and other sites. This allows the ad-serving companies to provide you with more useful and relevant ads.

Controlling and Opt-out of Interest-Based Ads. If we use Interest Based Ads, you generally can choose not to receive these by adjusting your advertising preferences to opt-out of Interest-Based Ads. You should also have the ability to visit an opt-out page directly from any of the Interest-Based Ads displayed in your browser. If you choose to opt-out of receiving Interest-Based Ads, you will still see ads but they will not be personalized.

Additionally, Google and many other third party ad servers participate in the Digital Advertising Alliance (“DAA”) Self-Regulatory Program for Online Behavioral Advertising. This program offers a centralized location where users can make choices about the use of their information for online behavioral advertising. To learn more about the DAA and your opt-out options for their members, please visit the opt-out page on the DAA’s website at aboutads.info/choices. In addition, some of these third parties may be members of the Network Advertising Initiative (“NAI”). To learn more about the NAI and your opt-out options for their members, please visit the opt-out page on the NAI’s website at networkadvertising.org/choices/.

Any opt-out will only apply to the specific browser or device from which you opt-out and you may have to opt-out for each of your devices. Further, opting-out only means that the selected members should no longer deliver certain Interest-Based Ads to you, but does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad servers/networks). We are not responsible for effectiveness of, or compliance with, any third-parties’ opt-out options or programs or the accuracy of their statements regarding their programs.

How You Can Limit Information Collected

While we use and disclose our users’ Personal Information only for the purposes identified above, you can choose not to provide or limit the Personal Information obtained by us as follows:

- **E-Mail Opt Out Rights.** If you do not wish to have your email address or contact information used by us for our promotional or marketing purposes, you can opt-out at any time by clicking the unsubscribe link at the bottom of our email communication. You can also opt-out by sending us an email as set forth in “**Contacting Us**” below with your opt-out request. Even after you opt-out or update your marketing preferences, please allow us sufficient time to process your marketing preferences. It may take up to 30 days to process your e-mail related requests. Please note that after you opt-out of receiving marketing communications from us, we may still contact you for transactional or informational purposes. These include, for example, customer service issues or questions regarding our products and services.
- **Cookies.** You may limit the collection of “cookies” through your browser settings. How you do so, however, depends on your browser and the type of cookie. Certain browsers can be set to reject all browser cookies (but not essential cookies needed to operate our Website). If you configure your computer to block all cookies or choose when requested to not accept any cookies, you may not be able to access all or certain parts or functions of our Website. If you block or delete cookies, not all of the tracking that we have described in this Privacy Policy will stop. If you continue without changing your settings, we will assume that you are happy to receive all

cookies used. You can change your cookie settings at any time. For more information about cookies, including how to set your internet browser to reject cookies please visit www.consumer.ftc.gov/articles/0042-online-tracking or go to the help menu within the internet browser on your device.

- **Flash Cookies.** Flash cookies are not managed by the same browser settings as are used for browser cookies. If you want to manage or control flash technologies, generally you can manage and control these through the settings of the flash player you are using. Limiting the acceptance of flash cookies may reduce or impede the functionality of some flash applications and parts of our Sites. To learn more about how to manage Adobe Flash, you can visit the Adobe Site and follow the directions provided by Adobe with respect to the Adobe Flash settings and make changes as directed therein.
- **Web Beacons.** In some cases, web beacons can generally be disabled by setting your browser to be in text mode only. There are also browser add-ons and extensions that specifically block web beacons. If you object to web beacons in emails, we recommend that you follow the instructions for disabling cookies above. We will still know how many of our emails are opened and we will automatically receive your IP address or other unique device identifier but we will not identify you as an individual.
- **Google Analytics.** To prevent Google Analytics from collecting data generated by your use of the Website (including your IP address for analytics), you may install the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout>.
- **Interested Based Ads.** Please see the information under the caption “**Use of Interest based Ads**” above.

Changing or Correcting Your Account Information

You can review and change your Personal Information in your account by logging into your account on our Website. You may also send us an email as set forth in “**Contacting Us**” below to request access to, change, correct, or delete information that you have provided to us. In some instances, we may not be able to delete information except by also deleting your user account, and in such instances, we will delete your user account. Deleting your user account may result in the loss of other information that you have not requested to be deleted, and you assume the risk of such loss. We in our discretion may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Information Security and Retainage

We have implemented reasonable technical, administrative and physical security measures that are designed to protect Personal Information from unauthorized access, disclosure, use and modification. Please be aware though that, despite our efforts, no internet security measures are perfect or impenetrable. We will retain your Personal Information for the length of time needed to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. Where we have given you or you have created a password for access to our Website, you are responsible for keeping the password confidential. Please do not share your password.

Do Not Track Signals

Some browsers have incorporated a Do Not Track (DNT) feature. These features, when turned on, send a signal that you prefer that the website you are visiting not collect and use data regarding your online searching and browsing activities. As there is not yet a common understanding on how to interpret the DNT signal, we currently do not respond to DNT signals on our Website.

Children Under 13 Collected

We do not knowingly collect personal information from children under 13. If you are under 13, do not provide any information about yourself. If we learn we have collected or received personal information from a child under 13, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us as set forth in “**Contacting Us**” below.

California Residents Additional Privacy Rights

Under California’s Shine the Light Law (Civil Code 1798), California residents with an established business relationship with us can request and obtain from us annually information about their personal information we share with third parties for the third parties’ direct marketing purposes. To obtain this information, please make a request by sending us an email as set forth in “**Contacting Us**” below. We will respond and provide the information as required by the Shine the Light Law by reply email.

Contacting Us

We are always happy to hear from you and please feel free to contact us. If you wish to update your personal information, have any questions, have a complaint, or wish to send us comments about this Privacy Policy or exercise any rights, contact us at, and we will respond as possible or as otherwise required by applicable law:

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