

Your Privacy Rights

Toyota Privacy Statement – Summary

This summary of our privacy statement applies to Web sites operated by Toyota Motor Manufacturing (“TMM”). Please read below and learn how we collect, protect, share and use your information as part of our technology platforms, including, without limitation, our websites, web pages, interactive features, applications, and mobile applications (“Platforms”).

Last Updated January 1, 2019

Information Collected

- We may collect Personal Information (information that can be used to identify you as an individual) you provide to us, such as your name, email, telephone number, home address, city, state and zip code through our “Contact Us” page.
- We collect and store "usage information" about how you use our Platforms, such as the name of your Internet service provider, the browser and type of machine you are using, the IP address and the Web site that referred you to us and the pages you visit to help manage and enhance the Platforms.
- We and other data companies use cookies and Web beacons to manage the Platforms.

Uses and Sharing

- We use the information we collect about and from you to respond to your questions and requests, provide you with access to the features of our Platforms and improve your Platforms.

We share personal information with our service providers to assist us in fulfilling your requests and providing features and services for the Platforms.

Important Information

- **Children's Privacy.** Toyota does not seek information from children under the age of 13.
- **Phishing Scams.** Toyota will never ask you to update your personal information through email.
- **Acceptance.** By using the Platforms, you signify your acceptance of this Privacy Statement.

How to Contact Us

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To contact us with a question call us at 800-866-4485 or email us at toyotavisitorcenter@tema.toyota.com

Toyota Motor Manufacturing - Online Privacy Statement

UPDATED AS OF:

Toyota Motor Manufacturing (“TMM”) is committed to maintaining your confidence and trust as it relates to the privacy of your information. Please read below and learn how we collect, protect, share and use your information as part of our technology platforms, including, without limitation, our websites, web pages, interactive features, applications, and mobile applications (“Platforms”). If you are located in the European Economic Area (“EEA”), which includes the European Union (“EU”) Member States, Lichtenstein, Iceland, Norway, and for purposes of this Privacy Statement, the United Kingdom, please visit [this link](#), as our Platforms are intended only for consumers located in the United States.

QUICK GUIDE TO CONTENTS

1. INFORMATION WE COLLECT ON OUR PLATFORMS.
2. HOW WE USE THE INFORMATION WE COLLECT
3. SHARING OF INFORMATION
4. INFORMATION WE RECEIVE FROM THIRD PARTIES
5. YOUR PRIVACY RIGHTS, CHOICE AND ACCESS.
6. ADVERTISING/BEHAVIORAL TARGETING; HOW TO OPT-OUT.
7. CHILDREN.
8. SECURITY OF YOUR INFORMATION AND PHISHING SCAMS.
9. OTHER SITES.
10. CONSENT TO PROCESSING AND TRANSFER OF INFORMATION.
11. CHANGES.
12. CONTACT US.

1. INFORMATION WE COLLECT ON OUR PLATFORMS.

Information You Provide To Us

We may collect Personal Information (information that can be used to identify you as an individual) you provide to us, such as your name, email, telephone number, home address, city, state and zip code through our “Contact Us” page.

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Information We Collect Automatically

Usage Information. Whenever you visit or interact with the Platforms, we, as well as any third-party advertisers and/or service providers, may use a variety of technologies that automatically or passively collect information about how the Platforms are 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 Platforms, such as interactions with friends and group activities. This information helps us keep our Platforms fresh and interesting to our visitors and allows us to tailor content to a visitor's interests. 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 Device (computer, mobile phone, tablet or other device) you use to access the Platforms. 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 affiliates, service providers, business partners and other third parties, including authorized dealers, may use a Device Identifier to, among other things, administer the Platforms; help diagnose problems with our servers; analyze trends; track users' web page movements over time and across different websites, Platforms, or other mobile, online, or offline services; to help identify you, and gather broad demographic information for aggregate use.

Cookies; Pixel Tags. The technologies used on the Platforms 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 Platforms), 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 indicates that a page or email has been viewed). We, or our vendors, may place cookies or similar files on your Device for security purposes and to facilitate site navigation. A pixel tag may tell your browser to get content from another server.

To learn how you may be able to reduce the number of cookies you receive from us, or delete cookies that have already been installed in your browser's cookie folder, please refer to your browser's help menu or other instructions related to your browser. If you do disable or opt out of receiving cookies, please be aware that some features and services on our Platforms may not work properly because we may not be able to recognize you. If you block or delete cookies, not all tracking that we have described in this privacy statement will stop.

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We use cookies provided by Google Analytics to collect statistical information about the use of the website. You can opt-out of Google analytics here: <http://tools.google.com/dlpage/gaoptout> (requires you to install a browser add-on).

Some browsers have a "do not track" feature that lets you tell websites that you do not want to have your online activities tracked. These features are not yet uniform, so we are not currently set up to respond to those signals.

2. HOW WE USE THE INFORMATION WE COLLECT

We use the information we collect about and from you to respond to your questions and requests, provide you with access to the features of our Platforms and improve your Platforms and for purposes disclosed at the time you provide your Personal Information or otherwise consent. Examples include using the information we collect to communicate with our registrants who return year-to-year (e.g. teachers), and with registrants who have left part of their registration form incomplete.

3. SHARING OF INFORMATION

Except as described here, we will not provide any of your Personal Information to any third parties without your specific consent. We may share non-Personal Information, such as aggregate data and Usage Information with any third parties. We may also share your information as disclosed at the time you provide your information, as set forth in this Privacy Statement and in the following circumstances:

Third Parties Providing Services On Our Behalf. We may share your Personal Information with third parties that perform functions on our behalf (or on behalf of our partners) such as service providers that host or operate our Platforms, analyze data, and provide responses to your questions or requests.

Business Transfers. We may share your Personal Information with other entities and our affiliates primarily for business and operational purposes. 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 Platforms or the public.

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4. INFORMATION WE RECEIVE FROM THIRD PARTIES

We do not receive information about you from third parties.

5. YOUR PRIVACY RIGHTS, CHOICE AND ACCESS.

[The Platforms give you choices. If you choose to receive e-mails from us about products and other information, we strive to keep your Personal Information updated and accurate. If you receive an e-mail, you may opt-out at any time by following the opt-out instructions provided in the e-mail you receive. Your opt-out request will be processed within 10 days of the date on which we receive it.

In accordance with our routine record keeping, we may delete certain records that contain Personal Information you have submitted through the Platforms. We are under no obligation to store such Personal Information indefinitely and disclaim any liability arising out of, or related to, the destruction of such Personal Information. It may not always be possible to completely remove or delete all of your information from our databases without some residual data because of backups and other reasons. We will retain your information in accordance with our retention schedules. We will retain and use your information as necessary for our legitimate business use and to comply with our legal obligations, resolve disputes, and enforce our agreements.]

6. CHILDREN.

The Platforms are not directed to children under 13. We do not knowingly collect, use or disclose personally identifiable 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 personally identifiable information from a child under the age of 13, we will make reasonable efforts to delete such information from our records.

7. SECURITY OF YOUR INFORMATION AND PHISHING SCAMS.

We take information security seriously and use certain reasonable security measures to help protect your Personal Information. However, no electronic data transmission or storage of information can be guaranteed to be 100% secure. Please note that we

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cannot ensure or warrant the security of any information you transmit to us, and you use the Platforms and provide us with your information at your own risk.

Beware of Phishing Scams: There have been noticeable increases in the number of suspicious e-mails claiming that the e-mail recipient has won a Toyota lottery or other promotion. Sometimes the e-mail claims that the recipient has won a new Toyota Prius. In order to claim the prize, the e-mail asks that Personal Information be sent to a Hotmail or Yahoo e-mail address. Samples of these hoax e-mails can be found at [this web site](#).

This type of e-mail solicitation is known commonly as a "phishing" scam, with the primary objective being to obtain one's personal information. This information can then be utilized to steal a person's identity. For example, a "Toyota Lottery" phishing scam is often sent from Chinese (.cn), German (.de) or British (.co.uk) addresses but can originate from anywhere and look very official even to the most savvy of Internet users. Toyota will never ask you to send passwords, login names, Social Security numbers, or other personal information through e-mail or U.S. mail or fax or text message. If you receive an email or letter by U.S. mail or fax or text message from Toyota asking you to update your credit card information, do not respond: this is a phishing scam. Recipients of suspicious e-mail like this should delete the message from their in-box and, if possible, update their e-mail filter settings to block e-mails from the e-mail address being used. The [Federal Trade Commission](#) and the [Antiphishing Workgroup](#) are also good sources of information about these types of security threats and how they may be reported to the authorities.

8. OTHER SITES.

The Platforms may contain links to other sites that we do not own or operate. We do not control, recommend or endorse and are not responsible for these sites or their content, or privacy policies or practices, even though they may use the Toyota name or logo on their site through an agreement with us. These other sites may send their own cookies to your Device, they may independently collect data or solicit Personal Information and may or may not have their own published privacy policies. You should also independently assess the authenticity of any site which appears or claims that it is one of our Platforms.

9. CONSENT TO PROCESSING AND TRANSFER OF INFORMATION.

The Platforms are governed by and operated in, and in accordance with the laws of, the United States, and are intended for the enjoyment of residents of the United States.

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Toyota makes no representation that the Platforms are 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 Platforms, or providing us with any information, you (a) acknowledge that the Platforms are 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.

10. CHANGES.

We may update this Privacy Notice to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on our Platforms prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

11. CONTACT US.

To contact us with a question call us at 800-866-4485 or email us at toyotavisitorcenter@tema.toyota.com

You may also obtain an update on our information practices by sending a request to:

Toyota Visitor Center
1001 Cherry Blossom Way
Georgetown, KY 40324

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