

Privacy Policy

Effective as of December 23, 2019

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.

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 apply for a job through the Site. The personally identifiable information that Dealer Tire collects typically includes contact and demographic information such as your first and last name, email address, street address, and telephone number.

If you are a business contact for one of our dealer or OEM customers, you may be asked to provide certain contact information in order to register to access our business to business “dealer” site. We will ask you for your name and business information, including dealer name, business email address, and business phone number.

If you apply for a job, we will ask that you provide your information to one of our third-party service providers. The information that we ask you to provide includes information that we need to assess your application and contact you, such as:

Contact and demographic information (name, address, email address, phone number);
Work history information;
Educational information; and
Other application information.

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.

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.

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, for the following purposes:

- To provide any requested services
- To process your interest in employment opportunities
- 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, its services, and employment opportunities
to be able to keep you up to date on special offers, updated information, and other new services and employment opportunities
(<https://www.dealertire.com/>)

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

Dealer Tire has not sold any personally identifiable information in the past twelve (12) months and does not sell your personally identifiable information.

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, recruiting, responding to job applicants, answering customer questions about our services, and new services.

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 may disclose your personally identifiable information it is requested by any law enforcement officer or agency acting under color of law.

Legally Mandated Privacy Rights (including California Privacy Rights)

Depending on your state of residence, you may have the legal right to access your Personal Information (as that term is defined under applicable law(s)) which generally includes personally identifiable information collected, stored, and/or processed through this Site. You also may have the right to request that your Personal Information be deleted. In order to exercise your rights of access and deletion, you will need to contact Dealer Tire through the contact methods identified in this policy.

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 (<https://www.dealertire.com/>) 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, 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. 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 email communications from Dealer Tire, you will have the ability to unsubscribe from such communications by means of a link provided in every broadcast email 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. If you are a resident of the State of California, you also have the right in certain circumstances to opt-out (which we may sometimes refer to as “unsubscribe”) of the use of Your Personal Information by third parties (such as advertisers) for marketing purposes. If You are a California resident and wish to request information about how to exercise Your third party disclosure choices, please send a request by email to privacy@dealertire.com. Or by postal mail to: 7012 Euclid Avenue, Cleveland, Ohio 44103, Attn: Privacy Officer. All requests must be labeled “California Shine the Light” on the email subject line or envelope or post card. For all requests, please clearly state that the request is related to “California Shine the Light,” include your name, street address, city, state, zip code and e-mail address (Your street address is optional if you wish to receive a response to your request via email) and indicate your preference on how the response to your request should be sent (email or postal mail). Dealer Tire will not accept requests via the telephone or by facsimile. Dealer Tire is not responsible for notices that are not labeled or sent properly, or do not have complete information. Dealer Tire is not responsible for “Shine the Light” obligations where acting solely in the capacity as a service provider to a third party in a business transaction or in respect to a third party website that may link to this Site. Please see the linked website’s privacy policies for more details on your rights thereunder.

Access and Accuracy

(<https://www.dealertire.com/>)

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, which oversees Dealer Tire's compliance with privacy requirements at:

Dealer Tire, LLC
7012 Euclid Avenue
Cleveland, Ohio 44103
privacy@dealertire.com



CONTACT

([HTTPS://WWW.DEALERTIRE.COM/CONTACT](https://www.dealertire.com/contact))

(<https://www.dealertire.com/contact>)

Locations

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Privacy Policy (<https://www.dealertire.com/privacy-policy/>)

Terms & Conditions (<https://www.dealertire.com/terms-and-conditions/>)

Code of Conduct (<https://www.dealertire.com/code-of-conduct/>)