

YOKOHAMA OFF-HIGHWAY TIRES AMERICA, INC. PRIVACY POLICY

YOKOHAMA OFF-HIGHWAY TIRES AMERICA, INC. (YOHTA) is committed to protecting your privacy and the information you share with us. The Privacy Policy is intended to provide you with information about how we use, store and protect the personal data you share with us. It explains what types of information we collect through our website, www.yokohama-oh.com (the “Website”), how we use that information, to whom we may disclose it and how you can contact us if you have any questions about this policy.

HOW YOHTA COLLECTS, USES, AND SHARES PERSONAL INFORMATION

YOHTA collects information, including “Personal Information”, that you provide to us through our Website, blog and other points of contact, so that YOHTA may perform the services you request and other business purposes. Personal Information means information that identifies you as an individual or may reasonably be linked to you.

We do not sell your Personal Information. As described below, we may share or disclose some of your Personal Information with our third-party vendors, but only for our operational purposes.

YOHT/YOHTA Website

If you submit your email address or contact information through our Website in order to “Stay in Touch” YOHTA will use that information to distribute Yokohama Off-Highway Tire news and product information to you.

If you submit information in response to the “Send an Inquiry” option on the Website, your name, email, location address, contact number and the nature of your inquiry will be internally forwarded to the applicable department at the appropriate ATG entity to respond. The information you submit will be used to respond to your inquiry.

Blog Responses to yohta.yokohama-oh.com

Our blog site is hosted by HubSpot. If you post or comment on the blog, the information you provide is publicly available, including to any viewer of the blog and subscribers of blog updates. For that reason, you should think carefully about what you post. If you are receiving blog updates by email and no longer wish to receive them, click the “unsubscribe” link at the bottom of the email.

Warranty Wizard Application

If you download the Warranty Wizard App to submit a warranty claim to YOHTA, you are requested to provide your name and contact details and the name and address of the dealer from whom you purchased the product(s), the date of purchase, the amount paid for the product(s) and identifying information about the product(s). We use this information to process your claim and provide you with information on the status of your claim as well as next steps.

Employment Applications

When you inquire about or apply for a job with YOHTA, you may share certain Personal Information, such as your contact information, employment history or education details. We use the submitted information to evaluate the qualifications of the applicant, and depending upon the results of that evaluation, to contact the applicant during the recruitment and hiring process.

Online ATG

YOHTA business customers may register to use our Online ATG site and provide the following information in order to effectively utilize the www.onlineatg.com site: business name, address, names of authorized users for the business, their business phone numbers and business email address, name of user with administrative authority for the business customer and shipping addresses. Business customers must also specifically authorize YOHTA to use the provided information to give the business customer direct access to information on products, the ordering process and order history.

Geolocation

YOHTA uses a third-party service provider to display YOHTA advertisements on mobile devices that were active within a specific geographic region at a particular time, for example, devices that were present at a particular tradeshow or industry event. You can opt-out of this advertising by turning off location services on your device, or by not using the event Wi-Fi.

Social Media Platforms

YOHTA has several social media profiles and enables “social sharing” from the Website, for instance by “liking” an article, or sharing an YOHTA blog post to your social network. Any information that you post, submit or share with us via social media is done at your own risk with no expectation of privacy. These sites and services have their own respective privacy policies which you should review.

Technical Information

When you visit our Website, we may automatically collect certain technical data including your internet protocol (IP) address or other identifiers, mobile carrier and device information, time zone setting, operating system and platform. In particular, the Website uses website analytics, including but without limitation, Google Analytics. Google Analytics uses “cookies”, which are text files placed on your computer, to help us understand and analyze how users use the Website, and to help us improve your experience on our Website. We do not use this information to identify or contact you.

OTHER REASONS WE MAY DISCLOSE INFORMATION

In addition to the uses and sharing noted above, we may also disclose Personal Information to the following categories of third parties:

Any competent law enforcement body, regulatory, government agency, court or other third party where we believe disclosure is reasonably necessary (i) as a matter of applicable law or regulation, (ii) to exercise, establish or defend our legal rights, or (iii) to protect your vital interests or those of any other person.

Our auditors, advisors, legal representatives and similar agents in connection with the advisory services they provide.

A potential buyer (and its agents and advisers) in connection with any proposed purchase, merger or acquisition, assignment, transfer, or other disposition of any part of our business or assets (including in connection with any bankruptcy or similar proceedings).

YOUR CHOICES AND RIGHTS

Turning Off Cookies

If you do not wish to have cookies stored on your computer, you can modify your browser to reject all cookies, or to notify you when a cookie is set. The “help” portion of the toolbar on most browsers will tell you how to do this. If you choose to reject all cookies, however, you will be unable to use those Website services that require submission of information by you in order to participate.

You can opt-out from being tracked by Google Analytics by downloading and installing the Google Analytics Opt-out Browser App on your current web browser: <http://tools.google.com>

"Do Not Track" Settings

Your Internet browser may contain tools to request that web sites not track your online activities. Industry standards for this technology are evolving and we currently do not respond to or take any action with respect to the "do not track" settings in your Internet browser.

Opting Out of Physical and Electronic Mailings

If you don't want to receive our physical mailings and offers anymore, just let us know. You can contact us by phone at 866-697-7577 or by email at YOHTAprivacy@yokohama-oht.com. Please include any contact information that you want removed from our promotional contacts list. If you receive our blog or other promotional emails from YOHTA, you are given the option to “unsubscribe” and discontinue future electronic communications from YOHTA.

Updating Your Dealer Account Information

If you would like to change, modify, or update any information you provided in connection with your Online ATG account, please call us at 800-343-3276 or contact us by email at onlineatg@yokohama-oht.com

Canceling Your Dealer Account

If you are a business customer and have registered to use Online ATG to create and track orders as well as monitor invoice status, you can terminate your Online ATG account by having your authorized corporate administrator for your company's Online ATG account send us an email. Once the account is terminated your company will no longer be able to access the site. If you have any questions about this process, email us at: onlineatg@yokohama-oht.com

California Privacy Rights

Under the California Consumer Protection Act (CCPA), certain California residents have additional privacy rights with respect to their Personal Information. These include:

Request access to your Personal Information. You may request the following information from YOHTA for the 12-month period preceding your request:

- The categories of Personal Information that we collect, use, disclose, and sell, as applicable;
- The categories of sources from which Personal Information is collected;
- The business or commercial purpose for collecting or selling (if applicable) the Personal Information;
- The categories of third parties with whom we share Personal Information; and
- The specific pieces of Personal Information that we have collected about you.

Request deletion of your Personal Information. You may ask us to delete Personal Information we hold about you. Please note that deletion requests are subject to a number of exceptions, such as if you have an open account or order, or where we are required to maintain information for certain legal purposes. If we cannot fulfill your deletion request, we will let you know why.

Submitting a request. If you wish to exercise any of the rights set out above, please contact us by email at YOHTAprivacy@yokohama-oht.com or by phone at 866-697-7577. To confirm your identity and validate your request, we will need you to provide name, email, address and business name. You have the right not to be discriminated against if you exercise your California privacy rights.

We try to respond to validated requests within forty-five days. Occasionally it may take us a bit longer, in which case we will let you know.

Authorized agent. You may also authorize another person (your “agent”) to submit a request on your behalf. Please note that we are required to verify that your agent has been properly authorized to request information on your behalf and this may take additional time to fulfill your request.

OTHER THINGS TO KNOW

Links to Third-Party Websites

The Website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share about you. We do not control these third-party websites and are not responsible for their privacy statements or procedures.

Children’s Privacy

We do not knowingly collect any Personal Information from children under the age of 16. If we learn that a child under the age of 16 has provided us with Personal Information, we will delete it in accordance with applicable law.

Data Security

We use standard physical, technical and administrative measures designed to reduce the risk of loss, misuse, unauthorized access, disclosure or modification of your Personal Information. Unfortunately, no system or network can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us immediately.

Data Retention

We will only retain your Personal Information for as long as reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any operational, legal, regulatory, tax, accounting or reporting requirements. We may retain your Personal Information for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect of our relationship with you.

To determine the appropriate retention period for Personal Information, we consider the amount, nature and sensitivity of the Personal Information, the potential risk of harm from unauthorized use or disclosure of your Personal Information, the purposes for which we process your Personal

Information personal data and whether we can achieve those purposes through other means, and the applicable legal, tax, accounting or other requirements.

Updates to this Policy

We may update or change this Privacy Policy from time to time. You can see when we last updated the Policy by checking in the “Last Updated” date at the top of this page. All changes to the Policy are effective as of the date it is posted.

Contact Us

If you have any questions regarding this Privacy Policy, you can contact us at YOHTAprivacy@yokohama-ohi.com or call 866-697-7577.

Last Updated: 3/25/21