

Kawasaki Privacy Policy

NEW PRIVACY POLICY

Effective Date: January 29, 2021

Introduction and Privacy Policy Scope

Welcome! An overview of this **Kawasaki Motors Corp., U.S.A.** (“KMC,” “we,” “us,” or “our”) Privacy Policy is provided below. To see the full text, click on the links. This Privacy Policy applies to your use of any online Service (e.g., website, software, or mobile app, kiosk services, and certain e-mails we send) that posts a link to this Privacy Policy, regardless of how you access or use it. Click [here](#) to view our Terms of Use.

Your California Privacy Rights

As of January 1, 2020, California residents have certain privacy rights detailed in our California Privacy Notice [here](#). If there is a conflict between this Privacy Policy and the California Privacy Notice, the California Privacy Notice will control.

Quick Links

We have summarized some (but not all) of the main topics of this Privacy Policy below. The complete provisions, and not the headings or summaries, govern.

- **Your Choices and Your CA and NV Privacy Rights**
You have certain choices regarding information collection and communications options explained [here](#), including:
 - California residents have certain privacy rights detailed [here](#);
 - Nevada residents have certain privacy rights detailed [here](#);
 - Although KMC does not look for or respond to “do not track” signals, you can find information on tracking technologies [here](#)
 - *About Ads and Tracking*: Learn about certain choice options regarding Tracking Technologies, including certain sharing of activities and location and/or cross-device data for interest-based advertising [here](#);
 - Your options regarding accessing and changing certain of your Personally Identifiable Information are available [here](#);
 - Your options regarding promotional communications are explained [here](#);
 - Children’s and minors’ privacy rights, and notice to parents of these rights, are explained [here](#).
- **Use of Information**
The information KMC collects is used for a variety of purposes as detailed in this Privacy Policy. For example, your information helps KMC provide and improve the Service, communicate with you, serve advertising and offers to you, and operate KMC’s business. [More](#)
- **Sharing of Information**
 - KMC may share the information KMC receives from or about you via the Service (or give others access to it), including your Personally Identifiable Information, for a variety of purposes, as detailed in this Privacy Policy. [More](#).
 - These include, without limitation:
 - to deliver and improve KMC’s services;
 - for KMC and its Affiliates’ (defined below) marketing and other purposes;
 - in connection with corporate transactions (e.g., merger or sale);
 - to display your posts or send your messages; [More](#)
 - in connection with your use of third-party services; [More](#) and
 - in connection with sweepstakes, contests and promotions. [More](#)

- **Collection of Information**

- KMC may ask you to provide Personally Identifiable Information (e.g., name, address, e-mail, phone number, etc.), as well as other information (e.g., gender, interests, etc.), which may be required to access certain content, features, and functionality. [More](#)
- KMC and third parties may collect information from you automatically as you access the Service (e.g., information about the devices you use to access the Service and your usage activities). [More](#)
- This may include use of cookies and other technologies to keep track of your interactions with the Service, to serve you with ads on third-party services, and to offer you a more personalized and relevant experience. [More](#)
- The information KMC receives via the Service may be combined with information KMC receives from third parties and sources outside of the Service. [More](#)

- KMC obtains your consent (e.g., opt-in, opt-out) before knowingly sharing Personally Identifiable Information with third parties (other than Affiliates) for their own direct marketing purposes.
- KMC may share your non-Personally Identifiable Information, aggregate, and/or de-identified information about you except as prohibited by applicable law.

- **Questions and How to Contact KMC**

For more information about KMC’s privacy practices regarding the Service, read the full Privacy Policy. You can also contact KMC [here](#) if you have questions or concerns.

- **Table of Contents**

For a clickable table of contents that will help you find and navigate to all the sections of the full Privacy Policy click [here](#).

- **Full Privacy Policy**

You can otherwise obtain disability access assistance by calling our toll-free line at (866) 802-9381.

FULL KMC PRIVACY POLICY

Thank you for visiting an online service (e.g., website, software, mobile app, kiosk services, and certain e-mails we send) that posts a link to this Privacy Policy (“**Service**”) owned or operated by KMC (“**KMC**,” “**we**,” “**us**,” or “**our**”). This Privacy Policy will provide you with information on how KMC collects, uses, and shares information about you, including the choices KMC offers with respect to that information, and applies to your use of any Service, regardless of how you access or use it. It does not apply to KMC’s data collection activities offline or otherwise outside of the Service (unless otherwise stated below or at the time of collection). For certain Services, there may be additional notices about information practices and choices. Please read those additional privacy disclosures to understand how they apply to you.

By visiting or otherwise using the Service, you agree to the Service’s [Terms of Use](#) and consent to KMC’s data collection, use, and disclosure practices, other activities as described in this Privacy Policy, and any additional privacy statements that may be posted on an applicable part of the Service (including any Children’s Privacy Policy). If you do not agree and consent, please discontinue use of the Service, and uninstall any Service downloads and applications.

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1. INFORMATION WE COLLECT.

A. Information about You that You Provide.

KMC, and/or its Service Providers (defined below), may collect information you provide directly to KMC and/or its Service Providers via the Service. For example, KMC collects information when you use or register for the Service, subscribe to notifications, post on the Service, participate in promotional activities, or communicate or transact through the Service. In addition, when you interact with Third-Party Services (defined below), you may be able to provide information to those third parties. For more information on Third-Party Services' data collection and practices click [here](#). For more information on Service Provider data collection and practices click [here](#).

Information KMC, its Service Providers, and/or Third-Party Services may collect may include: (1) personally identifiable information, which is information that identifies you personally, such as your first and last name, e-mail address, phone number, shipping address, subscriber or user name and password, and full payment account number (“**Personally Identifiable Information**” or “**PII**”); and (2) demographic information, such as your gender, age, zip code, interests, and recent and upcoming purchases (“**Demographic Information**”). If you participate in the Kawasaki Sales Rewards or Contingency Rewards Programs, Social Security Number (a type of PII) may also be collected to comply with applicable law. Except to the extent required by applicable law, Demographic Information is “**non-Personally Identifiable Information**” or “**non-PII**” (i.e., data that is not Personally Identifiable Information under this Privacy Policy). In addition, Personally Identifiable Information, including, without limitation, KMC-Collected PII (defined below), once “**De-identified**” (i.e., the removal or modification of the personally identifiable elements, or the extraction of non-personally identifiable elements including through anonymization, pseudonymization, and/or hashing) is also non-Personally Identifiable Information and may be used and shared without obligation to you, except as prohibited by applicable law. However, we do not make assurances that De-identified data is not capable of re-identification. To the extent any non-Personally Identifiable Information, or PII collected outside of the Service, is combined by or on behalf of KMC with Personally Identifiable Information KMC itself

collects directly from you on the Service (“**KMC-Collected PII**”), KMC will treat the combined data as KMC-Collected PII under this Privacy Policy. The definition of “personal information” under certain California laws differs from the definition of PII used in this Privacy Policy. California residents can learn more about Californians’ privacy rights [here](#).

- B. Information Collected Automatically.** KMC, its Service Providers, and/or Third-Party Services may also automatically collect certain information about you when you access or use the Service (“**Usage Information**”). Usage Information may include IP addresses, device identifiers, browser type and plug-ins, operating systems, JavaScript enabling, domain registration and configuration, geographic location, information about your use of the Service, and data regarding network connected hardware (e.g., computer or mobile device). Except to the extent required by applicable law, or to the extent Usage Information is combined by or on behalf of KMC with KMC-Collected PII, KMC does not consider Usage Information (including, without limitation, unique device identifiers) to be Personally Identifiable Information or KMC-Collected PII. For more information on Third-Party Services’ data collection and practices click [here](#). For more information on Service Provider data collection and practices click [here](#). For information on choices some of these third parties may offer you regarding automated data collection click [here](#).

The methods that may be used on the Service to collect Usage Information include:

- **Log Information:** Log information is data about your use of the Service, such as IP address, browser type, Internet service provider, referring/exit pages, operating system, date/time stamps, and related data, and may be stored in log files.
- **Information Collected by Cookies and Other Tracking Technologies:** [Cookies](#), [web beacons](#) (also known as “tracking pixels”), [embedded scripts](#), [location-identifying technologies](#), [device recognition technologies](#), [in-app tracking methods](#), [device and activity monitoring](#), and other tracking technologies now and hereafter developed (“**Tracking Technologies**”) may be used to collect information about interactions with the Service or e-mails, including information about your browsing and purchasing behavior.

- **Cookies**

A cookie is a small text file that is stored on a user’s device, which may function as session ID or tracking cookies. Session cookies make it easier for you to navigate the Service and expire when you close your browser. Tracking cookies remain longer and help in understanding how you use the Service and enhance your user experience. Cookies may remain on your hard drive for an extended period of time. If you use your browser’s method of blocking or removing cookies, some but not all types of cookies may be deleted and/or blocked, and as a result some features and functionalities of the Service may not work. A Flash cookie (or locally shared object) is a data file which may be placed on a device via the Adobe Flash plug-in that may be built-in to or downloaded by you to your device. HTML5 cookies can be programmed through HTML5 local storage. Flash cookies and HTML5 cookies are locally stored on your device other than in the browser and browser settings won’t control them. To identify certain types of local shared objects on your device and adjust your settings, please visit: www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html. The Service may associate some or all of these types of cookies with your devices.

- **Web Beacons (“Tracking Pixels”)**

Web beacons are small graphic images, also known as “Internet tags” or “clear gifs,” embedded in web pages and e-mail messages. Web beacons may be used, without limitation, to count the number of visitors to the Service, to monitor how users navigate the Service, and to count content views.

- **Embedded Scripts**

An embedded script is programming code designed to collect information about your interactions with the Service. It is temporarily downloaded onto your computer from KMC’s web server, or from a third party with whom KMC works, and is active only while you are connected to the Service and deleted or deactivated thereafter.

- **Location-identifying Technologies**

GPS (Global Positioning System) software, geo-filtering, and other location-aware technologies locate you (sometimes precisely), or make assumptions about your location, for purposes such as verifying your location and delivering or restricting content based on your location. If you have enabled GPS or use other location-based features on the Service, your device location may be tracked by us and third parties. Our store finder feature may access and use information about your device location (such as based on IP address or GPS, as applicable), or your account information, to suggest appropriate store locations. Our Service content may be personalized based on various information we may have about you to try to provide you with more location-relevant content.

- **Device Recognition Technologies**

Technologies, including application of statistical probability to data sets, as well as linking a common unique identifier to different device use (e.g., a Facebook ID), which attempt to recognize or make assumptions about users and devices (e.g., that a user of multiple devices is the same user or household) (“**Cross-device Data**”).

- **In-App Tracking Methods**

There are a variety of Tracking Technologies that may be included in mobile applications, and unlike cookies, these are not browser-based and cannot be controlled by browser settings. Some use device identifiers or other identifiers such as “Ad IDs,” or may use “SDKs” to associate app user activity to a particular app and to track user activity across apps. SDKs are blocks of code that may be installed in our mobile application by third-party companies with whom we work. SDKs help us understand how you interact with our mobile applications and collect certain information about the device and network you use to access our applications, such as the advertising identifier associated with your device and information about how you interact with our application.

- **Device and Activity Monitoring**

Technologies that monitor and may record certain of your interactions with the Service, and/or collect and analyze information from your device, such as, without limitation, your operating system, plug-ins, system fonts, and other data, for purposes such as identification, security, fraud prevention, troubleshooting, tracking and/or improving the Services and customizing or optimizing your experience on the Services.

Some information about your use of the Service and certain third-party services may be collected using Tracking Technologies across time and services and used by KMC and third parties for purposes that include delivering relevant ads and/or other content to you on the Service and certain third-party services. See [Section 11](#) regarding certain choices regarding these activities.

KMC is giving you notice of the Tracking Technologies and your choices regarding them explained in [Section 11](#) so that your consent to encountering them is meaningfully informed.

- C. Information KMC Collects From Other Sources.** KMC may also obtain information about you from other sources, including Service Providers and Third-Party Services, and combine that with KMC-Collected PII. Notwithstanding anything to the contrary, except to the extent such data is combined by or on behalf of KMC with KMC-Collected PII, this Privacy Policy is not intended to limit KMC's activities regarding such third-party-sourced, or non-Service-sourced, information (including Personally Identifiable Information), and such data will only be treated as KMC-Collected PII to the extent it is combined with KMC-collected PII. KMC is not responsible or liable for the accuracy of the information provided by third parties or for third party policies or practices.
- D. Co-Branded Areas.** Certain areas of the Service may be provided to you in association with third parties (“Co-Branded Areas”) and may require you to disclose Personally Identifiable Information to them. Such Co-Branded Areas will identify the third party and indicate if they have a privacy policy that applies to their collection and use of your information. If you elect to register for products and/or services, communicate with such third parties, or download their content or applications at Co-Branded Areas, you may be providing your information to both us and the third party. Further, if you sign-in to a Co-Branded Area with a username and password obtained on the Service, your Personally Identifiable Information may be disclosed to the identified third parties for that Co-Branded Area. We are not responsible for such third party's data collection or practices and you should look to such third-party privacy policies for more information.
- E. EEOC / Affirmative Action Reporting.** In conjunction with laws and regulations enforced by the Equal Employment Opportunity Commission (“EEOC”), the Office of Federal Contract Compliance Programs (“OFCCP”), and similar state and local regulatory agencies, we may ask you to provide us with self-identifying information (such as veteran status, gender and ethnicity). Providing such self-identifying information is voluntary, but if you do provide us with such information, we may submit that information to the EEOC, the OFCCP, and similar state and local regulatory agencies or otherwise use or disclose it for business-related purposes, including, without limitation, responding to information requests, fulfilling regulatory reporting requirements, and defending against employment related complaints.

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2. HOW WE USE THE INFORMATION WE OBTAIN.

KMC may use information about you, including KMC-Collected PII and other Personally Identifiable Information, for any purposes not inconsistent with KMC's statements under this Privacy Policy, or otherwise made by us in writing at the point of collection, and not prohibited by applicable law, including, without limitation, the following, to:

- Providing Services to you and contacting you with information about our products and services, including reports and customer notifications;
- For editorial and feedback purposes, for marketing and promotional purposes, for a statistical analysis of your behavior while using the Services, for product development, for content improvement, to

inform advertisers as to how many visitors have seen or clicked on their advertisements, and to customize content and layout of the Services;

- To provide communications and mailings regarding Services updates, consumer surveys, new products and services, upcoming events, and status of orders placed online;
- To structure content for you to view, for marketing purposes, to improve the performance and availability of our Services, and to provide customer support;
- To market to you, better target your interests, analyze Services usage, improve our content, and customize the Services' content and layout;
- To help analyze our web page flow, measure promotional effectiveness and store your user preferences;
- To contact you and deliver information to you that you have requested and that is targeted to your interests;
- Process your registration, manage your account and/or handle your User Generated Content ("UGC"). (For more information on how UGC is treated under the Service's Terms of Use click [here](#). For more on the public nature of UGC, see [Section 5](#). Fulfill other purposes disclosed at the time you provide Personally Identifiable Information or otherwise where we are legally permitted or are required to do so;
- Determine your location and manage digital content rights (e.g., territory restrictions); and
- Prevent and address fraud, breach of policies or terms, and threats or harm.

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3. INFORMATION WE SHARE WITH THIRD PARTIES.

KMC may share non-Personally Identifiable Information, and Personally Identifiable Information that is not deemed KMC-Collected PII hereunder (provided that KMC is aware of no restrictions of KMC's use, if any), with third parties or KMC's affiliates ("Affiliates") for any purpose. Without limiting the generality of the foregoing, we and third parties may convert your Personally Identifiable Information, including KMC-Collected PII, to non-Personally Identifiable Information, including without limitation through aggregating it, hashing it or substituting a unique identifier for the Personally Identifiable Information and we and third parties may use and share that data as permitted by applicable law, including to match data attributes to and from other sources. Any such third-party activities are subject to their privacy policies and practices. KMC's sharing of KMC-Collected PII is, however, subject to the following:

- **Marketing:** Subject to your communications choices explained in [Section 11.D](#), and the rights of California residents explained [here](#), we may use your Personally Identifiable Information to send you marketing communications. Absent your consent, however, KMC will not share your KMC-Collected PII with third parties, other than Affiliates, for their own direct marketing purposes, except in connection with Corporate Transactions (defined below).
- **Your Disclosure or Consent:** As more fully described in [Section 5](#) (Information You Disclose Publicly or to Others) and [Section 6](#) (Third-Party Content, Third-Party Services, Social Features, Advertising and Analytics), your activities on the Service may, by their nature, result in the sharing of your Personally Identifiable Information and your non-Personally Identifiable Information with third parties and by engaging in these activities you consent to that and further sharing and disclosure to third parties. Such third-party data receipt and collection is subject to the privacy and business practices of that third party, not KMC.

KMC may also share any information about you (including, without limitation, KMC-Collected PII) for any purposes not inconsistent with this Privacy Policy, or our written statements at the point of collection, and otherwise not prohibited by applicable law, including, without limitation:

- KMC’s agents, vendors, consultants, and other service providers (collectively “**Service Providers**”) may receive, or be given access to, your information, including, without limitation, Personally Identifiable Information, Demographic Information, and Usage Information, in connection with their work on KMC’s behalf, provided however, KMC does not authorize its Service Providers to use KMC-Collected PII provided by KMC to the Service Providers to send you direct marketing messages other than related to KMC and Affiliates absent your consent. For more information on choices Service Providers may offer you click [here](#).
- To comply with the law, law enforcement or other legal process, and, where permitted, in response to a government request such as a search warrant, subpoena or court order.
- If KMC believes your actions are inconsistent with KMC’s terms of use, user agreements, applicable terms or policies, or to protect the rights, property, life, health, security and safety of KMC, the Service or its users, or any third party.

In addition, KMC may share your KMC-Collected Personally Identifiable Information (as well as your other Personally Identifiable Information and your non-Personally Identifiable Information), in connection with or during negotiations of any proposed or actual financing of our business, or merger, purchase, sale, joint venture, or any other type of acquisition or business combination of all or any portion of KMC assets, or transfer of all or a portion of KMC’s business to another company, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding (“**Corporate Transactions**”).

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4. SWEEPSTAKES, CONTESTS, AND PROMOTIONS.

KMC may offer sweepstakes, contests, and other promotions (each, a “**Promotion**”), including Promotions jointly sponsored or offered by third parties, which may require submitting Personally Identifiable Information. If you voluntarily choose to enter a Promotion, your information, including Personally Identifiable Information, may be disclosed to KMC, co-sponsors, Service Providers, and other third parties, including for administrative purposes and as required by law (e.g., on a winners list). By entering, you are agreeing to the official rules that govern that Promotion, which may include consent to additional or differing data practices from those contained in this Privacy Policy. Please review those rules carefully.

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5. INFORMATION YOU DISCLOSE PUBLICLY OR TO OTHERS.

The Service may permit you to post or submit UGC including, without limitation, written content, user profiles, audio or visual recordings, computer graphics, pictures, data, or other content, including Personally Identifiable Information. If you choose to submit UGC to any public area of the Service, your UGC will be considered “public” and will be accessible by anyone, including KMC. Notwithstanding anything to the contrary, unless otherwise explicitly agreed by us, Personally Identifiable Information included in UGC is not subject to KMC’s usage or sharing limitations, or other obligations, regarding KMC-Collected PII or other Personally Identifiable Information under this Privacy Policy or otherwise, and may be used and shared by KMC and third parties to the fullest extent not prohibited by applicable law. KMC encourages you to exercise caution when making decisions about what you disclose in such public areas. For more information on how UGC is treated under the Service’s Terms of Use click [here](#). California minors should see [Section 9](#) regarding potential removal of certain UGC they have posted on the Service.

Additionally, the Service may offer you the option to send a communication to a friend or other contact. If so, KMC relies on you to only send to people that have given you permission to do so. The recipient's Personally Identifiable Information you provide (e.g., name, e-mail address) will be used to facilitate the communication, but not used by KMC for any other marketing purpose unless KMC obtains consent from that person. Your contact information and message may be included in the communication.

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6. **THIRD-PARTY CONTENT, THIRD-PARTY SERVICES, SOCIAL FEATURES, ADVERTISING AND ANALYTICS.**

The Service may include hyperlinks to, or include on or in connection with, the Service (e.g., apps, plug-ins, application programming interfaces (“**API**”), and software development kits (“**SDK**”)), websites, locations, platforms, applications or services operated by third parties (“**Third-Party Service(s)**”). These Third-Party Services may use their own cookies, web beacons, and other Tracking Technology to independently collect information about you and may solicit Personally Identifiable Information from you.

Certain functionalities on the Service permit interactions that you initiate between the Service and certain Third-Party Services, such as third-party social networks (“**Social Features**”). Examples of Social Features include: enabling you to send content such as contacts and photos between the Service and a Third-Party Service; “liking” or “sharing” KMC's content. If you use Social Features, and potentially other Third-Party Services, information you post or provide access to may be publicly displayed on the Service (*see* [Section 5](#)) or by the Third-Party Service that you use. Similarly, if you post information on a third-party service that references the Service (e.g., by using a hashtag associated with KMC or Affiliates in a tweet or status update), your post may be used on or in connection with the Service or otherwise by KMC and Affiliates. Also, both KMC and the third party may have access to certain information about you and your use of the Service and any Third-Party Service.

KMC may engage and work with Service Providers and other third parties to serve advertisements on the Service and/or on third-party services. Some of these ads may be tailored to your interest based on your browsing of the Service and elsewhere on the Internet, which may include use of precise location and/or Cross-device Data, sometimes referred to as “interest-based advertising” and “online behavioral advertising” (“**Interest-based Advertising**”), which may include sending you an ad on a third-party service after you have left the Service (i.e., “retargeting”).

KMC may use Google Analytics, Adobe Analytics or other Service Providers for analytics services. These analytics services may use cookies and other Tracking Technologies to help KMC analyze Service users and how they use the Service. Information generated by these services (e.g., your IP address and other Usage Information) may be transmitted to and stored by these Service Providers on servers in the U.S. (or elsewhere) and these Service Providers may use this information for purposes such as evaluating your use of the Service, compiling statistic reports on the Service's activity, and providing other services relating to Service activity and other Internet usage.

KMC is not responsible for, and makes no representations regarding, the policies or business practices of any third parties, including, without limitation, analytics Service Providers and Third-Party Services associated with the Service, and encourages you to familiarize yourself with and consult their privacy policies and terms of use. *See* [Section 11](#) for more on certain choices offered by some third parties regarding their data collection and use, including regarding Interest-based Advertising and analytics.

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7. DATA SECURITY AND MONITORING.

KMC takes reasonable measures to protect KMC-Collected PII (excluding public UGC) from loss, theft, misuse and unauthorized access, disclosure, alteration, and destruction. Nevertheless, transmission via the Internet and online digital storage are not completely secure and KMC does not guarantee the security of your information collected through the Service.

To help protect you and others, KMC and its Service Providers may (but make no commitment to) monitor use of the Service, and may collect and use related information including KMC-Collected PII and other Personally Identifiable Information for all purposes not prohibited by applicable law or inconsistent with this Privacy Policy, including, without limitation, to identify fraudulent activities and transactions; prevent abuse of, and investigate and/or seek prosecution for, any potential threats to or misuse of the Service; ensure compliance with the [Terms of Use](#) and this Privacy Policy; investigate violations of or enforce these documents; improve the Services and your Services experiences, and to protect the rights and property of KMC and Affiliates, third parties, and other users. Monitoring may result in the collection, recording, and analysis of online activity or communications through our Service. If you do not consent to these conditions, you must discontinue your use of the Service.

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8. INTERNATIONAL TRANSFER.

The Services are operated in the United States. Given that KMC is part of an international family of businesses, our use of your information may involve the transmission of data on an international basis. This Service is not intended to collect Personal Information from, and is not intended for use by, residents of the European Union, EEA, and Switzerland, and KMC's data collection processes are not designed to facilitate the use or storage of such information. Accordingly, the information KMC and its Service Providers collect is governed by U.S. law. If you are accessing the Service from outside of the U.S., please be aware that information collected through the Service may be transferred to, processed, stored, and used in the U.S. Data protection laws in the U.S. may be different from those of your country of residence. Your use of the Service or provision of any information therefore constitutes your consent to the transfer to and from, processing, usage, sharing, and storage of your information, including Personally Identifiable Information, in the U.S. as set forth in this Privacy Policy.

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9. CHILDREN'S PRIVACY.

The Service is intended for a general audience and not directed to children less than 13 years of age. Some portions of the Service, however, may be intended as appropriate for a mixed audience of users under and over 13 years of age, or for users under 13 years of age (e.g., a separate 'Kids' section). For further information on how KMC treats Children's Personal Information (defined below) in connection with any children's or mixed-use portions of the Service (if any), please see the Children's Privacy Policy posted thereon, which will be deemed incorporated herein for purposes of that part of the Service.

KMC does not intend to collect personal information as defined by the U.S. Children's Online Privacy Protection Act ("COPPA") ("**Children's Personal Information**") in a manner that is not permitted by COPPA, and for any children's or mixed-use portions of the Service (if any) KMC will comply with COPPA. If we obtain knowledge that we have collected Children's Personal Information in a manner not permitted by COPPA, we will remove such data to the extent required by COPPA.

Any California residents under the age of eighteen (18) who have registered to use the Service, and who posted content or information on the Service, can request removal by contacting KMC [here](#), detailing

where the content or information is posted and attesting that they posted it. KMC will then make reasonable, good faith efforts to remove the post from prospective public view or anonymize it so the minor cannot be individually identified to the extent required by applicable law. This removal process cannot ensure complete or comprehensive removal. For instance, third parties may have republished or archived content by search engines and others that KMC does not control.

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10. ACCESSING AND CHANGING INFORMATION.

KMC may provide web pages or other mechanisms allowing you to delete, correct, or update some of the KMC-Collected PII, and potentially certain other information about you (e.g., profile and account information). KMC will make good faith efforts to make requested changes in KMC's then-active databases as soon as practicable, but it is not always possible to completely change, remove, or delete all of your information or public postings from KMC's databases (California minors *see* [Section 9](#)) and residual and/or cached data may remain archived thereafter. Further, we reserve the right to retain data (a) as required by applicable law; and (b) for so long as reasonably necessary to fulfill the purposes for which the data is retained except to the extent prohibited by applicable law.

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11. CHOICES: TRACKING AND COMMUNICATIONS OPTIONS.

A. Tracking Technologies Generally. Regular cookies may generally be disabled or removed by tools available as part of most commercial browsers, and in some instances blocked in the future by selecting certain settings. Browsers offer different functionalities and options, so you may need to set them separately. Also, tools from commercial browsers may not be effective with regard to Flash cookies (also known as locally shared objects), HTML5 cookies, or other Tracking Technologies. For information on disabling Flash cookies, go to Adobe's website <http://helpx.adobe.com/flash-player/kb/disable-third-party-local-shared.html>. Please be aware that if you disable or remove these technologies, some parts of the Service may not work and that when you revisit the Service your ability to limit browser-based Tracking Technologies is subject to your browser settings and limitations.

Some App-related Tracking Technologies in connection with non-browser usage (e.g., most functionality of a mobile app) can only be disabled by uninstalling the app. To uninstall an app, follow the instructions from your operating system or handset manufacturer. Apple and Google mobile device settings have settings to limit ad tracking, and other tracking, but these may not be completely effective.

Your browser settings may allow you to automatically transmit a "Do Not Track" signal to online services you visit. Note, however, there is no consensus among industry participants as to what "Do Not Track" means in this context. Like many online services, KMC currently does not alter KMC's practices when KMC receives a "Do Not Track" signal from a visitor's browser. To find out more about "Do Not Track," you can visit <http://www.allaboutdnt.com>, but KMC is not responsible for the completeness or accuracy of this third-party information. Some third parties, however, may offer you choices regarding their Tracking Technologies. One way to potentially identify cookies on our web site is to add the free Ghostery plug-in to your browser (www.ghostery.com), which according to Ghostery will display traditional, browser-based cookies associated with the web sites (but not mobile apps) you visit and privacy and opt-out policies and options of the parties operating those cookies. KMC is not responsible for the completeness or accuracy of this tool or third-party choice notices or mechanisms. For specific

information on some of the choice options offered by third-party analytics and advertising providers, see the next section.

- B. Analytics and Advertising Tracking Technologies.** You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on. You may exercise choices regarding the use of cookies from Adobe Analytics by going to <http://www.adobe.com/privacy/opt-out.html> under the section labeled “Tell our customers not to measure your use of their web sites or tailor their online ads for you.”

You may choose whether to receive some Interest-based Advertising by submitting opt-outs. Some of the advertisers and Service Providers that perform advertising-related services for us and third parties may participate in the Digital Advertising Alliance’s (“DAA”) Self-Regulatory Program for Online Behavioral Advertising. To learn more about how you can exercise certain choices regarding Interest-based Advertising, including use of Cross-device Data for serving ads, visit <http://www.aboutads.info/choices/>, and <http://www.aboutads.info/appchoices> for information on the DAA’s opt-out program specifically for mobile apps (including use of precise location for third party ads). Some of these companies may also be members of the Network Advertising Initiative (“NAI”). To learn more about the NAI and your opt-out options for their members, see <http://www.networkadvertising.org/choices/>. Please be aware that, even if you are able to opt out of certain kinds of Interest-based Advertising, you may continue to receive other types of ads. Opting out only means that those selected members should no longer deliver certain Interest-based Advertising to you but does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks). Also, if your browsers are configured to reject cookies when you visit these opt-out webpages, or you subsequently erase your cookies, use a different device or web browser or use a non-browser-based method of access (e.g., mobile apps), your NAI / DAA browser-based opt-out may not, or may no longer, be effective. KMC supports the ad industry’s [Self-regulatory Principles for Online Behavioral Advertising](#) and expects that ad networks KMC directly engages to serve you Interest-based Advertising will do so as well, though KMC cannot guaranty their compliance. KMC is 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.

In addition, we may serve ads on third-party services that are targeted to reach people on those services that are also identified on one of more of our databases (“**Matched List Ads**”). This is done by using Tracking Technologies or by matching common factors between our databases and the databases of the third-party services. For instance, we may use such ad services offered by Facebook or Twitter and other Third-Party Services. We are not responsible for these Third-Party Services, including without limitation their security of the data. If we use Facebook to serve Matched List Ads on Facebook services, you should be able to hover over the box in the right corner of such a Facebook ad, or go to your account settings, and find out what options Facebook offers you to control such ads. If we use Twitter Matched List Ads, you should be able to review your ad options in account settings on Twitter. We are not responsible for such third parties’ failure to comply with your or our opt-out instructions, they may not give us notice of opt-outs to our ads that you give to them, and they may change their options without notice to us or you.

- C. Mobile Apps.** With respect to KMC’s mobile applications (“apps”), you can stop all collection of data generated by use of the app by uninstalling the app. Also, you may exercise specific privacy choices, such as enabling or disabling certain features (e.g., location-based services, push notifications, etc.), by adjusting the permissions in your mobile device and/or the app’s settings. Beware that if GPS precise location services are disabled, other means of establishing or estimating location (e.g., connecting to or proximity to WiFi, Bluetooth, beacons, or our

networks) may persist. To learn more about how you can control location permissions using your mobile device's operating system settings, please visit the following links depending on which device you use:

Android:

For Android 6.0 and above:

- <https://support.google.com/googleplay/answer/6270602?hl=en>

For earlier versions of Android:

- <https://support.google.com/googleplay/answer/6014972>

iOS:

- <https://support.apple.com/en-us/HT207056>

- D. Communications.** You can opt out of receiving certain promotional communications (emails or text messaging) from KMC at any time by (i) for promotional e-mails, following the instructions provided in emails to click on the unsubscribe link, or if available, by changing your communication preferences by logging onto your account; and (ii) for app push notifications, turning off push notifications on the settings of your device and/or the app, as applicable. Please note that your opt-out is limited to the e-mail address or phone number used and will not affect subsequent subscriptions. If you opt-out of only certain communications, other subscription communications may continue. Even if you opt out of receiving promotional communications, KMC may, subject to applicable law, continue to send you non-promotional communications, such as those about your account, transactions, servicing, or KMC's ongoing business relations.
- E. Cross-Device Data.** To learn more about how you can exercise certain choices regarding Cross-device data for Interest-based Advertising, see the prior section regarding the DAA's Interest-based Advertising choices.

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12. STATE NOTICES.

- A. Nevada Residents.** Nevada "consumers" have the right to instruct us not to "sell" "covered information" as those terms are defined by Chapter 603A of the Nevada Revised Statutes. Although we do not currently "sell" "covered information" of Nevada "consumers" as those terms are defined under that law, you may contact us [here](#) and provide your name, Nevada resident address, and email address to be verified and exercise your opt-out rights in the event we do sell covered information under that law in the future. If you change your email address or other contact information, contact us in the same manner to update your contact information to help facilitate your opt-out. Changing your contact information elsewhere (e.g., informational requests, account information, etc.) will not update your Nevada opt-out information and we will only use the information provided to our opt-out program for managing opt-outs. It is your responsibility to keep your opt-out information current. If after opting-out you direct us to share your covered information with others, we will do so regardless of your prior opt-out.
- B. Your California Privacy Rights.** Residents of California have additional rights explained [here](#).
- C. Connecticut Privacy Notice.** Connecticut law requires any person or entity that collects Social Security numbers from Connecticut residents in the course of business to create a privacy protection policy and to publish or display it publicly. It is our policy to protect the confidentiality of Social Security numbers in our possession from misuse and improper disclosure by maintaining and enforcing policies and physical and electronic safeguards against misuse and improper

disclosure. Unlawful disclosure of Social Security numbers is prohibited, and access to them is limited to personnel who need access to such information in order to perform their job functions.

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13. CHANGES TO THIS PRIVACY POLICY.

We reserve the right to change this Privacy Policy prospectively, effective upon the posting of the revised Privacy Policy, and your use of our Service indicates your consent to the privacy policy posted at the time of use. However, we will not treat your previously collected KMC-Collected PII, to the extent it is not collected under the new privacy policy, in a manner materially different than represented at the time it was collected without your consent. If you have a subscription to a Service, material changes to the Privacy Policy will only become effective with respect to the aspect of that subscription Service at the end of the then current term unless you otherwise consent. To the extent any provision of this Privacy Policy is found by a competent tribunal to be invalid or unenforceable, such provision(s) shall be severed to the extent necessary for the remainder to be valid and enforceable.

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14. CONTACT KMC.

If you have any questions about this Privacy Policy, please contact KMC [here](#) or at Kawasaki Motors Corp., U.S.A., P.O. Box 25252, Santa Ana, California 92799-5252 (Attention: General Counsel).

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