

Bosch Privacy Notice – Highlights/Notice at Collection

[Print/Save]

Bosch Automotive Service Solutions Inc. has set out below some important highlights of the Privacy Notice for our Dealer Equipment and Services website. You can obtain more information about how we collect, use, disclose and safeguard your personal information by reviewing our full Privacy Notice below.

What personal information do we collect?

For more information see [Collection of Personal Information](#) and [Sources of Personal Information](#) sections below.

We collect various types of information about our users in connection with the services or products, including:

- Information we collect directly from you (i.e., when given by you);
- Information we collect indirectly from you (i.e., collected when you use the Dealer Equipment and Services website); and
- Information we obtain from third-party sources.

We also may collect information in ways that we describe to you at the point of collection or otherwise with your consent. The personal information we collect includes identifiers, personal information, commercial information, internet or other similar network activity, professional or employment-related information, and inferences. We do not collect sensitive person information. Therefore, we do not offer a specific right to limit. The section titled “Collection of Personal Information” contains more information on these categories.

Why do we collect personal information and how is it used?

For more information see [Collection of Personal Information](#) below.

Business Purposes:	Commercial Purposes:
<ul style="list-style-type: none">• Fulfilling or meeting the reason you provided the information.• Technical administration of Bosch and Bosch affiliate websites, mobile applications and/or services.• Maintaining the safety, security, and integrity of our websites, products and services, databases and other technology assets, and business.• Customer, vendor, licensor and/or supplier administration, review and/or reports.• Administering, maintaining, personalizing and improving Bosch and Bosch affiliates’ mobile applications, products and services, including, without limitation, to authenticate users, process payments, provide requested services, provide optional additional services and to develop new features, products and/or services.• Providing customer service.• Compliance with legal and/or regulatory requirements.	<ul style="list-style-type: none">• Responding to submitted inquiries and customer service requests and other questions and/or comments.• For the U.S., this data may be used for marketing and analytic purposes.

- | | |
|---|--|
| <ul style="list-style-type: none">• Evaluating or conducting a merger, sale of assets, consolidation or restructuring, financing or acquisition of all or a portion of any Bosch business, asset or opportunity by, with or into another business, entity or company. | |
|---|--|

Bosch will not collect or use personal information for materially different, unrelated or incompatible purposes without providing you notice (or obtaining your consent, where required by applicable laws in the relevant jurisdiction). Additionally, Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

Is personal information disclosed, sold, or shared?

For more information see [Disclosure, Sale, and Sharing of Personal Information – Past 12 months](#), [Personal Information Sales: Opt-Out and Opt-In Rights](#), and [Use of Cookies](#) below.

Bosch may disclose your information with:

- Bosch affiliated entities,
- service providers, vendors, consultants, suppliers, licensors, marketing, partners and other partners and entities performing work on Bosch’s behalf,
- relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

Bosch may sell or share the following categories of personal information:

- a. Identifiers
- b. Personal Information.
- c. Internet or other similar network activity.

We may sell or share your personal information for the business and commercial purposes listed in Section III to the following categories of third parties:

- Social Media Networks
- Advertising Networks

To exercise your right to ask that we do not sell, share, or use your personal information for targeted advertising or profiling, please click the “Do Not Sell or Share My Personal Information” link or email us directly at this [email link](#). We also recognize the Global Privacy Control opt-out preference signal in a frictionless manner. The Global Privacy Control is available [here](#).

What are the risks?

- We may transfer your personal information to states, provinces, or countries other than where you reside, including to affiliates and service providers. Therefore, your information may be accessible to courts, law enforcement and national authorities in such other jurisdictions. You can obtain information about Bosch’s

policies and practices with respect to foreign service providers, or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described in the Privacy Notice.

- Bosch security measures are being continuously improved in accordance with the state of technological developments, however, absolute protection is not possible. We cannot guarantee the security of information posted or transmitted using the Dealer Equipment and Services website.

What else should you know?

- Your personal information will be stored in the United States and accessible to authorized Bosch personnel, as well as authorized personnel of those parties with whom Bosch shares your personal information as described in the Privacy Policy, such as system administrators for the Dealer Equipment website, service providers, marketing partners, and other partners and entities performing work on our behalf.
- You may contact our Privacy Notice Administrator, as described in the Privacy Notice, with any questions about the collection of your personal information.
- In some circumstances, you also may have a right to access, update, and correct inaccuracies in your personal data (e.g., pursuant to local law).
- Any additional choices you may have are described in the full Privacy Notice below.

Notice to Canadian Users: By using the Dealer Equipment and Services website and/or voluntarily providing your personal information to us, as applicable, you are consenting to the collection, use and disclosure of your personal information as described in our Privacy Notice and summarized above.

BOSCH DEALER EQUIPMENT AND SERVICES PRIVACY NOTICE

I. Introduction

Bosch Automotive Service Solutions Inc. is pleased to have you visit our websites and welcomes your interest in the services or products provided through the Dealer Equipment and Services website. This Privacy Notice applies to all users of the Dealer Equipment and Services website and the Services, anywhere in the United States and Canada and their respective territories and possessions.

The protection of your privacy is an important concern to which we pay special attention. We process personal information collected during your visit to the Dealer Equipment and Services website and use of Services in compliance with this Privacy Notice and all applicable laws and regulations. Data protection and information security are part of Bosch corporate policy.

Notice to Canadian Users: By using the Dealer Equipment and Services website and/or voluntarily providing your personal information to us, as applicable, you are consenting to the collection, use and disclosure of your personal information as described in this Notice. If you do not consent to the processing of your personal information in accordance with this Notice, do not access or continue to use the Bosch Website/Application or otherwise provide any personal information to us.

This website is **Powered by Bosch**, which means that the information is collected, maintained, owned, controlled, and processed by Bosch Automotive Service Solutions Inc. Branding of the website for partner companies is for the purpose of providing users with the same branding experience associated with the partner's products and does not change that the website is **Powered by Bosch**, and that all information collected remains within Bosch Automotive Service Solutions Inc. The branding of the website does not mean that the brands are Bosch brands and may be from another company in agreement with Bosch to display on the website. The Mazda

Dealer Equipment names and logos, as well as any other Mazda Dealer Equipment service or product names or logos displayed on the website, are used with the permission of the trademark owner. The names and logos of third-party products and companies shown on the website and used in the materials are the property of their respective owners and may also be trademarked. For more information on how Bosch partners process your personal information, refer to the partner website.

II. Scope

This Notice covers our treatment of personally identifiable information, as defined by numerous statutes in the United States, personal information as defined by Canada’s Personal Information Protection and Electronic Documents Act and any applicable substantially similar provincial legislation, which we gather when you are accessing, viewing, completing, or using this Dealer Equipment and Services website or our Services.

III. Collection of Personal Information

The Dealer Equipment and Services website has collected the following personal information from users of the Dealer Equipment and Services website within the last twelve (12) months:

Category and Sources of Information	Examples	Business or Commercial Purpose	We disclose, share or sell this data?	Retention
Identifiers We collect this information from our users, customers, and business partners. We also generate identifiers internally.	Real name, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, telephone number, credit card number, debit card number, or any other financial information, or other similar identifiers.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites. Commercial- To improve our offerings.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information. We may sell certain examples from this data category. We may share certain examples from this data category.	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.
Personal Information We collect this information from our users, customers, and business partners	Name, address, telephone number, credit card number, debit card number, or any other financial information, Some Personal Information included in this category may overlap with other categories.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites. Commercial- To improve our offerings.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information. We may sell certain examples from this data category.	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a

Category and Sources of Information	Examples	Business or Commercial Purpose	We disclose, share or sell this data?	Retention
			We may share certain examples from this data category.	certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.
<p>Commercial information</p> <p>We collect this information from our customers, and generate it internally during transactions with our customers</p>	<p>Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p>Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.</p> <p>Commercial- To improve our offerings.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.</p> <p>We do not sell this data.</p> <p>We do not share this data.</p>	<p>We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.</p>
<p>Internet or other similar network activity</p> <p>We collect this information from our users and customers</p>	<p>Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.</p> <p>Additionally, we may use technology to monitor how you interact with our website. This may include without limitation which links you click on, information that you type into our online forms, and about your device or browser.</p>	<p>Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.</p> <p>Commercial- To improve our offerings.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.</p> <p>We may sell certain examples from this data category.</p> <p>We may share certain examples from this data category.</p>	<p>We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.</p>
<p>Professional or employment-related information</p> <p>We collect this information from our users, customers, and business partners</p>	<p>Current or past job history, or similar information.</p>	<p>Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.</p> <p>Commercial- To improve our offerings.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.</p>	<p>We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated</p>

Category and Sources of Information	Examples	Business or Commercial Purpose	We disclose, share or sell this data?	Retention
			We do not sell this data. We do not share this data.	to have documents such as contracts and invoices available for a certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.
Inferences drawn from other personal information We generate these internally	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites. Commercial- To improve our offerings.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information. We do not sell this data. We do not share this data.	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.

Bosch will continue to collect the personal information described above. If any additional personal information is collected by Bosch, we will provide any required notice(s), and where applicable obtain any required consent(s), in accordance with applicable laws in the relevant jurisdiction.

IV. Sources of Personal Information

Bosch collects personal information from the following categories of sources:

1. **Directly from You.** For example, when given by you or collected from you through your access to and/or use of the website, in context of registering an account, subscribing to or purchasing our Services, or when you contact customer support or otherwise interact or communicate with Bosch, its agents, representatives, suppliers, vendors or consultants through the website. This information may include, without limitation, your first and last name, address, phone number, address, phone number, e-mail address, employer, and position, and any other information you choose to provide us.
2. **Indirectly from You.** For example, from observing your use of the website and/or the Services, or services related thereto. The following data may be collected automatically: the website from which you visit Bosch (referrer), pages viewed, files downloaded (downloads), individual links clicked, search words or search phrases (site search), duration of visit, browser used, device data (e.g., unique device identifier, MAC address, IP address, serial number, hardware model, network information and operating system and version),

and other relevant details and/or information. If the visit is a result of online advertising such as banners, video ads, search engine advertising, etc., Bosch or its agents, representatives, suppliers, vendors or consultants may record which banner, adware, etc. motivated or assisted with the visit to websites.

Bosch will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated or incompatible purposes without providing you notice or obtaining your consent, where required by applicable laws in the relevant jurisdiction.

V. Disclosure, Sale and Sharing of Personal Information – Past 12 Months

Bosch may use, store, compile, manipulate, share and disclose your personal information with third parties for the purposes stated above. Your personal information is disclosed with the following:

- Bosch affiliated entities, including Bosch’s parent company in Germany, Robert Bosch GmbH, to leverage shared services and improve our Services;
- Bosch service providers, vendors, consultants, suppliers, licensors, marketing, partners and other partners and entities performing work on Bosch’s behalf, such as hosting vendors, advertising service providers, data analytics companies, marketing service companies, list managers and delivery companies. We also may share your information, including your payment information, as appropriate to process your payments for the Services or complete a transaction;
- Relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

By accessing and/or using the Dealer Equipment and Services website or the Services, you consent to the above uses and disclosure of your personal information in accordance with this notice.

Sale or Sharing of Personal Information. In the preceding twelve (12) months, Bosch /has shared or sold the following categories of personal information for the business and commercial purposes listed in Section III:

- a. Identifiers
- b. Personal Information.
- c. Internet or other similar network activity.

We share or sell your personal information for the business and commercial purposes listed in Section III to the following categories of third parties:

- Social Media Networks
- Advertising Networks

To exercise the right to opt-out, you may submit a request to us via the “Do Not Sell or Share My Personal Information” link or directly at this [email link](#).

VI. Use of Third-Party Web Analytics Tools

This website uses web analytics tools, such as the Google Analytics web analytics tool, to provide us with an analysis of your use of the website, overall use of and traffic on the website and other related services. Google Analytics uses cookies that enable an analysis of your use of the website. The information generated by the cookie about your use of the website (such as when you visited the website, the referrer URL, details on the configuration of your operating system, your browser and your access provider) are generally transmitted to, and

stored on, a server of Google located in the U.S.A. You are able to opt out of Google Analytics by downloading and utilizing the Google Analytics Opt-out Browser Add-on, which you can obtain at <https://tools.google.com/dlpage/gaoptout?hl=en>.

The option provided by Bosch to configure settings for cookies has no effect on third party cookies, pixels, and active components (e.g., YouTube). Refer to the respective providers' websites for information about how they handle your data.

Bosch uses any information gathered by such analytics tools to analyze your use of the website to generate reports on website activities and to perform other website related services to you. Only authorized persons have access to this anonymized data.

VII. Use of Social Plugins as Part of Social Media.

This website uses social media plugins ("Plugins") from social networks like YouTube ("Social Network"). The Plugins are identified by the respective social media logo or the respective suffix (the "Button").

If you visit a page on the website that contains Plugins, your browser will establish a direct connection to the Social Network server and load the Button from there, At the same time the Social Network will know that the respective page on the website has been visited. If you click on a Button, you establish a direct connection to the respective Social Network. By clicking the applicable Button, you accept and consent to the transmission of your data to the Social Network. If you are logged into the Social Network, it can also associate your visit to the website to your Social Network account.

If you do not wish your data to be transmitted to the applicable Social Network via the website, ensure that you are not logged into the Social Network before visiting the website, and do not click on any Plugins while on the website.

Our website uses the YouTube video platform that enables playback of audio and video files. By visiting such websites, YouTube receives information that you have accessed the corresponding page on the website/application. Such data is transmitted to YouTube whether you are logged into a YouTube user account or not.

For information about the scope and purpose of data collection by these social media companies, and your rights and the settings you can configure to protect your privacy, refer to their privacy notices.

VIII. International Data Transfer

Bosch may transfer your personal information to Bosch's parent company in Germany, Robert Bosch GmbH, and/or to any other Bosch affiliates throughout the world when processing, storing, analyzing, and otherwise using data. Bosch may also transfer your data to a service, provider, contractor, or third party outside the country of origin. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in countries other than the country in which you reside. You can obtain information about Bosch's policies and practices with respect to foreign service providers (including affiliates), or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described below.

IX. Children's Privacy

Bosch does not knowingly collector use any personal information from online visitors under the age of 16. Bosch does not knowingly allow visitors under the age of 16 to participate in any promotions or contests made available on websites from time to time.

X. California “Shine the Light” Privacy Rights

California’s “Shine The Light” law permits those Bosch customers who are residents of California to annually request a list of their personal information (if any) that Bosch disclosed to third parties for direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties. At this time, Bosch currently does not share any personal information with third parties for direct marketing purposes.

XI. Use of Links to Affiliated Sites

The website may contain links to other Bosch sites. The website provides these links only as a convenience. Your use of these Affiliated Sites and any related services are outside the scope of this Privacy Notice and is governed by the Privacy Notice and any other terms referred to or located on such Affiliated Sites.

XII. Use of External Links

The website may contain links to third-party websites or services operated by providers that are not associated with Bosch. After you click the link, Bosch no longer has any influence over the collection, storage, use or processing of any personal information transmitted by clicking the link (such as the IP address or URL of the page that contains the link), as the behavior of third parties is, by nature, beyond Bosch control. **Therefore, Bosch is not responsible for the collection, storage, use, disclosure or other processing of personal information by such third parties.** For further clarity, this Privacy Notice does not apply to any such third-party websites or services; refer to the privacy statements or policies for such third-party websites or services for information about how they collect, use, disclose and protect personal information.

XIII. Security

Bosch takes commercially reasonable efforts to ensure that your data collected by Bosch through this website is protected against tampering, loss, destruction, access by unauthorized persons or unauthorized disclosure. Bosch security measures are being continuously improved in accordance with the state of technological developments, however, absolute protection is not possible.

When you register with Bosch, you are required to create a username and password. You must not share this access information with anyone else as you are personally responsible for any information transmitted while logged in with your username and password. We disclaim any and all liability for any information transmitted due to an unauthorized log in.

XIV. Use of Cookies

1. Bosch Cookies.

Bosch uses cookies and active components (*e.g., JavaScript*) to track visitors’ preferences and customize the design of the website.

Cookies are small text files stored on your computer or device when you visit a website. If you wish, you can delete the cookies at any time from your web browser. However, this can result in some functions no longer being available. For information on deleting the cookies, consult your browser’s help function.

Bosch makes it possible to control the use of cookies. To do so, click the “Privacy settings” link in the footer. This link gives you additional information about the cookies used. In addition, you can configure which cookies you want to use there.

2. **Third-Party Cookies.**

Bosch’s websites may incorporate content and services from other providers (e.g., YouTube and Google) who, in turn, may use cookies and active components. Bosch has no influence on the processing of personal information by these providers. The option provided by Bosch to configure settings for cookies used has no effect on cookies and active components from other providers (e.g. YouTube and Google). Refer to the respective provider’s websites for information about how your data is handled.

Name: Google Ads Remarketing Tag

Provider: Google plex

1600 Amphitheatre Parkway

Mountain View, CA 94043

Function: Google processes your personal data on the basis of your consent through “Google Ads Remarketing Tag” Pixel for the generation of campaign reports, conversion tracking, click events and targeted advertising outside our website (retargeting) on the basis of URL, referrer URL or inclusion on remarketing lists defined through us, for example. Using the above information, it is also possible for you to be associated with your Google account and included in remarketing lists. We do not receive any personal data concerning you from Google, but rather receive anonymised campaign reports about the target audience and ad performance.

You can stop getting interest-based ads from Google by changing your advertising preferences on the Google website at https://www.google.com/settings/ads/onweb#display_optout. Alternatively, you can deactivate the use of third-party cookies by visiting the Network Advertising Initiative opt-out page at http://www.networkadvertising.org/managing/opt_out.asp or managing the use of device identification in the device settings. You can find instructions at <https://support.google.com/ads/ans-wer/1660762#mob>.

You can find more information at: <https://policies.google.com/privacy>

XV. **How We Respond to Do Not Track Signals**

The “Do Not Track” (“DNT”) privacy preference is an option that may be made in some web browsers allowing you to opt-out of tracking by websites and online services. At this time, global standard DNT technology is not yet finalized and not all browsers support DNT. We therefore do not recognize and/or respond to all DNT signals. However, we recognize the GPC.

XVI. **International Users**

This is a U.S. website and service targeted to users in the U.S. and Canada and the Dealer Equipment and Services website and Services are subject to U.S. and Canadian laws, as applicable, including, without limitation, those governing the privacy and security of your information. If you use Bosch Services, you are transferring your information to Bosch in the United States. By using the Bosch Services or providing your information to Bosch through the Services you consent to the transfer of your personal information to the United States, and Bosch handling of your information in accordance with applicable U.S. requirements and this Privacy Notice.

Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in the United States. You can obtain information about Bosch's policies and practices with respect to service providers (including affiliates) outside the country where you reside, or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described below.

XVII. Your Rights - US

State specific privacy laws within the United States provide data subjects certain rights regarding the personal information that businesses collect and how the collected personal information is used. If you would like to exercise data subject right available to you, find the "Exercise your Rights" section below. Our privacy team will examine your request and respond to you as quickly as possible.

We may still use any aggregated and de-identified Personal Information that does not identify any individual and may also retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our Agreements. We maintain and use all de-identified information in de-identified form. We do not attempt to reidentify it except to ensure our de-identification processes are in compliance with applicable law.

Dependent on the state of your residence, you may be provided the following rights:

- Right to know or confirm what personal information is collected
- Right to access your personal information
- Right to correct inaccurate personal information
- Right to delete personal information
- Right to know what personal information is sold or shared and to whom.
- Right to opt-out of sale of personal information
- Right to opt-out of or sharing of personal information for cross-context behavioral advertising
- Right to opt-out of processing for the purpose of profiling or targeted advertising
- Right to data portability
- Right to limit the use and disclosure of Sensitive Personal Information
- Right of no retaliation following opt-out or exercise of other rights
- Right to appeal
- Right to non-discrimination

XVIII. Your Rights – Canada

Individuals located in Canada have certain rights pursuant to Canadian Privacy Laws. Subject to certain exceptions and limitations, and depending upon the jurisdiction where you reside, such rights may include:

- a. The right to withdraw your consent to the collection, use or disclosure of your personal information.

- b. The right to be informed of the existence, use, and disclosure of your personal information, and to be provided with an account of the use that has been made or is being made of this information as well as the third parties to which it has been disclosed (including a list of organizations to which your information may have disclosed).
- c. The right to challenge the accuracy and completeness of your personal information, and have it amended, updated, or rectified as appropriate.
- d. The right to acquire information about Bosch's policies and practices with respect to personal information, including: a description of the type of personal information held by Bosch and a general account of its use; a copy of any brochures or other information that explain our policies, standards, or codes; and information about what personal information is shared with or accessible to our service providers or affiliates, including outside of Canada.
- e. The right to data portability.
- f. The right to challenge Bosch's compliance with the applicable Canadian Privacy Laws.

XIX. How to Exercise Your Rights

To exercise your rights, submit a verifiable consumer request or access request, as applicable, to us by either:

Calling us at (888-43-BOSCH (888-432-6724)).

Sending an email to: privacy.policy@us.bosch.com

You can also ask us not to sell or share your personal information via the "Do Not Sell or Share My Personal Information" link at the footer of our website.

To assist Bosch in processing your request when exercising your rights, supply the following information:

- Full name
- Phone number
- Address
- Any information you can provide about your previous contact with Bosch (e.g. contact point / touchpoint with Bosch, screenshots, reference to a specific product/newsletter)

Only you (or based on your state of residence, an authorized agent authorized by you to act on your behalf – *see Section Authorized Agent* below for more information) may make a verifiable consumer request or access request, as applicable related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. Your verifiable consumer request or access request, as applicable, must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request or access request does not require you to create an account with us, but if you already have an account with us, you may be required to make your request through that account.

We will only use personal information provided in a verifiable consumer request or access request, as applicable, to verify the requestor's identity or authority to make the request.

XX. Response Timing and Format

We endeavor to respond to a verifiable consumer request or access request, as applicable, within forty-five (45) days of its receipt, or sooner where required by applicable law (including Canadian Privacy Laws [thirty days]). If we require more time (up 90 days in total), where permitted by applicable law, we will inform you of the reason and extension period in writing. Opt-out request will be honored as soon as feasibly possible, but no later than 15 days from the date we receive the request.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide in response to a verifiable consumer request will only cover the 12-month period preceding the verifiable consumer request's receipt, unless otherwise required by applicable law. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

For data portability requests, where applicable, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request or access request, as applicable, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

XXI. Personal Information Sales: Opt-Out and Opt-In Rights

Based on your state of residence and if you are 16 years of age or older, you may have the right to direct us to not sell your personal information at any time (the "right to opt-out"). Furthermore, where required by applicable law in the relevant jurisdiction, we will obtain your consent prior to selling your personal information. We do not sell the personal information of consumers we actually know are less than 16 years of age, unless we receive affirmative authorization (the "right to opt-in") from either the consumer who is between 13 and 16 years of age, or the parent or guardian of a consumer less than 13 years of age. Consumers who opt-in to personal information sales may opt-out of future sales at any time. Once you make an opt-out request, we will wait at least twelve (12) months before asking you to reauthorize personal information sales. However, you may change your mind and opt back in to personal information sales at any time by submitting a request to us via this [email link](#).

To exercise the right to opt-out, you may submit a request to us via this [email link](#).

To disable sharing through cookies set by third parties that may be considered "sales" or "sharing" under the CPRA, VCDPA, and other relevant U.S. state laws, please refer to the "Manage Cookies" link in the cookie banner of the website.

XXII. Authorized Agent

I. California

As a California resident you may also exercise your request to know or request to delete through an authorized agent. When you submit your request through an authorized agent, we require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.

The foregoing does not apply when you have provided your authorized agent with a power of attorney pursuant to California Probate Code sections 4000 to 4465; provided, that we may require a copy of such power of attorney before fulfilling any request.

II. Colorado

As a Colorado resident you may also exercise your request to opt-out through an authorized agent. When you submit your request through an authorized agent, we require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.

XXIII. Non-Discrimination; Financial Incentives

We will not discriminate against you for exercising any of your rights. Unless permitted by applicable law, we will not: (a) deny you goods or services; (b) charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; (c) provide you a different level or quality of goods or services; or (d) suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by applicable law that can result in different prices, rates, or quality levels. Any permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. When we offer financial incentives, we request identifiers and contact information, though we may also request additional personal information. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time. We calculate the value of the financial incentive by using the expense related to the offer, and the value of your personal information is the value of the offer presented to you.

XXIV. Filing a Complaint

Regulatory authorities that oversee the privacy laws and regulations, including the Office of the Privacy Commissioner of Canada, advise individuals to file an objection or challenge with the relevant company before lodging a formal complaint with a regulatory authority. If you are dissatisfied with Bosch's response to an objection or challenge filed under Article XX above, or you wish to file a complaint with a regulatory authority first, you may do so as follows:

Under PIPEDA: You may file a complaint with the [Office of the Privacy Commissioner of Canada](#). Depending upon the province where you live, you may also (or instead) have the right to file a complaint with the applicable provincial privacy commissioner/regulator.

Under US state laws: You may file a complaint with the applicable state Attorneys General Office or regulatory agency.

XXV. Changes to Privacy Notice

Due to the constantly changing nature of Bosch business, Bosch reserves the right to change, update, revise and/or modify this Privacy Notice at any time at Bosch's sole discretion, and Bosch will post any new or revised Privacy Notice here. Any such change, update, revision and/or modification will be effective immediately upon posting on this website, unless we are required to provide direct notice or obtain your consent pursuant to applicable laws. Use of information that Bosch gathers now will be subject to the Privacy Notice in effect at the time of use. By using or navigating around the website or utilizing any of the Services, you acknowledge that you have read and understood and agree to be bound by this Privacy Notice in and the applicable Terms of Use. If you do not agree to be so bound, do not remain on the website. You are responsible for checking the website frequently to keep apprised of recent changes.

The effective date of this Privacy Notice is 07/11/2022.

This Privacy Notice was updated on 06/05/2024. The following information was updated:

- How We Respond to Do Not Track Signals
- Your Rights - US
- Personal Information Sales: Opt-Out and Opt-In Rights
- Authorized Agent

XXVI. Contact

To obtain more information or to submit suggestions or complaints regarding the processing of your personal information, you can contact the Bosch Privacy Notice Administrator.

If incorrect information has been stored despite Bosch efforts to maintain correct and up-to-date data, Bosch will correct this upon your written request, sent to:

Email: privacy.policy@us.bosch.com

Postal Address:

Robert Bosch LLC
Privacy Policy Administrator
38000 Hills Tech Drive
Farmington Hills, MI 48331

You may also contact as follows:

Phone:(888-43-BOSCH (888-432-6724)).

© Copyright 2024 Bosch Automotive Service Solutions, Inc. All rights reserved.