

# CONTINUOUS CUSTOMER CARE

## Website Privacy Policy

Effective February 11, 2022

Last Updated December 20, 2022

### 1. SCOPE AND APPLICATION

This Privacy Policy describes what information Continuous Customer Care collects about you during visits to the website, why we collect it, how we use it, and under what circumstances we may share it. This Privacy Policy applies to individuals who access this website ("Website") and the services provided through our Website (collectively, "Services").

Please note that Continuous Customer Care is a brand operated by Toyota Motor Insurance Services, Inc. ("TMIS"), but this Privacy Policy pertains only to website Services provided by Continuous Customer Care; for information about the privacy practices of other Toyota affiliates, please visit the privacy disclosures posted at <https://www.toyotafinancial.com/> or such other affiliates.

Please read this Privacy Policy carefully before you use our Website.

### 2. HOW WE COLLECT INFORMATION

We may collect information about you directly or indirectly from you, through our Services online.

### 3. THE TYPES OF INFORMATION WE COLLECT

We automatically collect certain information when you use this Website and Services, such as the following:

- *Usage Details* about your interaction with our Services (such as the date, time, and length of visits, and specific pages or content accessed during the visits, search terms, frequency of the visits, referring website addresses)
- *Device information and online identifiers* including the IP address and other details of a device that you use to connect with our Services (such as device type and unique device identifier, operating system, browser type, mobile network information, the device's telephone number and your choice of communication settings such as Wi-Fi, Bluetooth, and Global Positioning System ("GPS"))

## 4. HOW WE USE THE INFORMATION THAT WE COLLECT

Except where otherwise noted, we may use the personal information that we obtain about you for the following business and commercial purposes as allowed by applicable laws:

- *Engage in customer satisfaction and marketing activities*, and tailor the content that we display to you in our Services and communications, including data analytics, industry and market research, and offer services and information that we believe may be of interest to you;
- *Inform you about changes* to this Privacy Policy, our Terms and other administrative developments;
- *Comply with and enforce as needed applicable legal requirements, industry standards, our policies, and our contractual rights*, which includes, for example, for audit, compliance, policy, procedures, or regulation needs, to maintain the security our systems and services, and to investigate customer and insurance claims, and fraudulent activities; and
- *Engage in data analytics to operate, evaluate, and improve our Services*, including for customer analysis and modeling, to monitor the performance of our Services through metrics such as total number of visitors, traffic, and demographic patterns, as well as optimize, diagnose or fix issues with the Services.

We may also use or share information in an anonymized or aggregate manner for many purposes such as research, analysis, modeling, as well as improvement of our Services.

## 5. HOW WE SHARE YOUR INFORMATION

We will not disclose your personal information to third parties without your consent, except in the following circumstances.

- We may share your information as permitted by law, including, for example, with our corporate affiliates, and with service providers that we believe need the information to perform a technology, business, or other professional function for us (examples include IT and cloud services, maintenance and hosting of our Services, data analytics providers, and other service providers). We only provide such vendors with information so they can perform their required functions on our behalf.
- We also may disclose information about you (i) if we are required to do so by law or legal process such as a subpoena, when we believe in good faith that disclosure is necessary or proper; (ii) when we believe disclosure is necessary to prevent harm or financial loss; (iii) in connection with an investigation of suspected or actual fraudulent or illegal activity, including a violation of our Terms; or (iv) under exigent circumstances to protect the personal safety of our staff, users or the public.

- We reserve the right to transfer the information we maintain in the event we sell or transfer all or a portion of our business or assets. If we engage in such a sale or transfer, we will make reasonable efforts to direct the recipient to use your personal information in a manner that is consistent with this Privacy Policy.
- Where appropriate, we will limit sharing of your information in accordance with the choices you have provided us and applicable law.

## 6. COOKIES

Like many other companies, we use cookies and other tracking technologies (such as pixels and web beacons) (collectively, "Cookies"). Cookies are small files of information that are stored by your web browser software on your computer hard drive, mobile or other devices (e.g., smartphones or tablets).

You can block Cookies by changing your Internet browser settings to refuse all or some Cookies. If you choose to block all Cookies (including essential Cookies) you may not be able to access all or parts of the Website.

You can find out more about Cookies and how to manage them by visiting [www.AboutCookies.org](http://www.AboutCookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

You can opt out of Cookies set by Adobe by following instructions at: <https://www.adobe.com/privacy/opt-out.html>.

You can understand which entities have currently enabled Cookies for your browser or mobile device and how to opt out of some of those Cookies by accessing the [Network Advertising Initiative's website](#) or the [Digital Advertising Alliance's website](#). For more information on mobile specific opt-out choices, visit the [Network Advertising Initiative's Mobile Choices website](#).

Please note these opt-out mechanisms are specific to the device or browser on which they are exercised. Therefore, you will need to opt out on every browser and device that you use.

## 7. DO NOT TRACK SIGNALS

Some internet browsers offer a "do not track" feature. When, enabled, your browser sends a signal to the sites you visit directing the sites not to track your activity. There is no common understanding of how to respond to these signals. Therefore, currently our Website does not respond to "do not track" signals.

## 8. CONFIDENTIALITY AND SECURITY

We endeavor to maintain reasonable administrative, technical and physical safeguards designed to protect the personal information we maintain against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. However, we

cannot ensure the security of any information you transmit to us, or guarantee that this information will not be accessed, disclosed, altered, or destroyed.

## 9. CHILDREN'S PRIVACY

Our Services are not directed to children under the age of sixteen (16) nor do we market our products or services to such children. We do not knowingly collect any data from or about children under the age of 16. If you believe that we might have any information from or about a child under 16, please contact us as directed below.

## 10. NOTICE TO CALIFORNIA RESIDENTS

The California Consumer Privacy Act, as amended by the California Privacy Rights Act of 2020 ("CCPA"), requires that we provide California residents with a privacy policy that contains a comprehensive description of our online and offline practices regarding the collection, use, disclosure, sale, sharing, and retention of personal information and of the rights of California residents regarding their personal information. This section of the Privacy Policy is intended solely for, and is applicable only as to, California residents. If you are not a California resident, this section does not apply to you and you should not rely on it.

The CCPA defines "personal information" to mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California resident or household. Personal information does not include publicly available, deidentified or aggregated information or lawfully obtained, truthful information that is a matter of public concern. For purposes of this "**NOTICE TO CALIFORNIA RESIDENTS**" section we will refer to this information as "Personal Information."

### Notice at Collection of Personal Information

We currently collect and, in the 12 months prior to the Last Updated date of this Privacy Policy, have collected the following categories of Personal Information:

- Identifiers (name, postal address, Internet Protocol address, email address, driver's license number)
- Unique personal identifiers (device identifier; cookies, beacons, pixel tags, mobile ad identifiers, or other similar technology)
- Telephone number
- Internet or other electronic network activity information (browsing history; search history; and information regarding consumer's interaction with website, application or advertisement)
- Commercial information (records of personal property, products or services purchased, obtained, or considered, or other commercial information including product protection policy number and vehicle identification number)

- Inferences drawn from above information to create a profile about a consumer reflecting the consumers' preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes

We collect Personal Information directly from California residents. We do not collect all categories of Personal Information from each source.

In addition to the purposes stated above in the Section **“HOW WE USE THE INFORMATION WE COLLECT”** we currently collect and have collected the above categories of Personal Information for the following business or commercial purposes:

- Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, or providing other services
- Undertaking activities to verify or maintain the quality or safety of a service, and to improve, upgrade, or enhance the service
- Advancing our commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction

### Disclosure of Personal Information

The following table identifies the categories of Personal Information that we disclosed for a business purpose in the 12 months preceding the Last Updated date of this Privacy Policy and, for each category, the categories of recipients to whom we disclosed Personal Information:

Category of Personal Information	Categories of Recipients
Identifiers (name, postal address, Internet Protocol address, email address, driver's license number)	Business partners; IT and cloud service providers; maintenance and hosting providers; data analytics providers
Unique personal identifiers (device identifier; cookies, beacons, pixel tags, mobile ad identifiers, or other similar technology)	Business partners; IT and cloud service providers; maintenance and hosting providers
Telephone number	Business partners; IT and cloud service providers; maintenance and hosting providers
Insurance policy number	Business partners; IT and cloud service providers; maintenance and hosting providers
Commercial information (records of personal property, products or services)	Business partners; IT and cloud service providers; maintenance and hosting providers

purchased, obtained, or considered, or other commercial information including product protection policy number and vehicle identification number)	
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We disclosed Personal Information for the following business or commercial purposes:

- Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, or providing other services
- Undertaking activities to verify or maintain the quality or safety of a service, and to improve, upgrade, or enhance the service
- Advancing our commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction

We have not sold or shared Personal Information in the twelve (12) months preceding the Last Updated date of this Privacy Policy. We do not knowingly collect, sell, or share the Personal Information of consumers under 16 years of age. We do not collect or process sensitive personal information for the purpose of inferring characteristics about individuals.

## **Retention of Personal Information**

We retain your Personal Information for as long as necessary to fulfill the purposes for which we collect it, such as to provide you with the service you have requested, and for the purpose of satisfying any legal, accounting, contractual, or reporting requirements that apply to us.

## **Your Rights**

If you are a California resident, you have the following rights with respect to your Personal Information:

- (1) The right to know what Personal Information we have collected about you, including the categories of Personal Information, the categories of sources from which we collected Personal Information, the business or commercial purpose for collecting, selling or sharing Personal Information (if applicable), the categories of third parties to whom we disclose Personal Information (if applicable), and the specific pieces of Personal Information we collected about you;
- (2) The right to delete Personal Information that we collected from you, subject to certain exceptions;
- (3) The right to correct inaccurate Personal Information that we maintain about you;

- (4) If we sell or share Personal Information, the right to opt out of the sale or sharing;
- (5) If we use or disclose sensitive Personal Information for purposes other than those allowed by the CCPA and its regulations, the right to limit our use or disclosure; and
- (6) The right not to receive discriminatory treatment by us for the exercise of privacy rights the CCPA confers.

## **How to Submit a Request to Know, Delete, and/or Correct**

You may submit a request to know, delete, and/or correct by calling us at 1-866-422-7220 or through our interactive webform available [here](#).

If you submit a request to delete online, you may be asked to confirm separately that you want your Personal Information deleted.

If you are submitting a request on behalf of a California resident, please submit the request through one of the designated methods discussed above. After submitting the request, and if the request is not subject to an exemption or exception, we will require additional information to verify your authority to act on behalf of the California resident.

### *Our Process for Verifying a Request to Know, Delete, and/or Correct*

We will comply with your request upon verification of your identity and, to the extent applicable, the identity of the California resident on whose behalf you are making such request.

We will verify your identity either to a “reasonable degree of certainty” or a “reasonably high degree of certainty” depending on the sensitivity of the Personal Information and the risk of harm to you by unauthorized disclosure, deletion, or correction as applicable.

For requests to access categories of Personal Information and for requests to delete or correct Personal Information that is not sensitive and does not pose a risk of harm by unauthorized deletion or correction, we will verify your identity to a “reasonable degree of certainty” by verifying at least two data points that you previously provided to us and which we have determined to be reliable for the purpose of verifying identities.

For requests to access specific pieces of Personal Information or for requests to delete or correct Personal Information that is sensitive and poses a risk of harm by unauthorized deletion or correction, we will verify your identity to a “reasonably high degree of certainty” by verifying at least three pieces of Personal Information you previously provided to us and which we have determined to be reliable for the purpose of verifying identities. In addition, you must submit a signed declaration under penalty of perjury stating that you are the individual whose Personal Information is being requested.

## **Shine the Light Law**

We do not disclose personal information obtained through our Website or Services to third parties for their direct marketing purposes. Accordingly, we have no obligations under California Civil Code § 1798.83.

## **11. CHANGES TO OUR PRIVACY POLICY**

As permitted by law, we may change this Privacy Policy by posting a revised version of the policy to our website. We encourage you to periodically review the Privacy Policy posted on the website for information about our privacy practices.

## **12. CONTACT US**

If you have any questions, concerns or comments about this Privacy Policy, our privacy practices, or if you would like us to update information or preferences you provided to us, please contact us at **1-800-228-8559**.