

# GuelphToyota.com Privacy Policy

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## Definitions

When you read this Privacy Policy, the following words have the following meanings:

"CAPTIN" means Canadian Autoparts Toyota Inc.

"Dealer" means Guelph Toyota.

"our", "us" and "we" mean Guelph Toyota or TCI, Toyota Credit Canada Inc. (operating as Toyota Financial Services) or TFS, Toyota Motor Manufacturing Canada Inc. or TMMC, Canadian Autoparts Toyota Inc. or CAPTIN.

"Privacy Policy" means this Privacy Policy.

"Site" means the GuelphToyota.com Internet web site.

"TCI" means Toyota Canada Inc.

"TFS" means Toyota Credit Canada Inc. (operating as Toyota Financial Services).

"TMMC" means Toyota Motor Manufacturing Canada Inc.

"you" and "your" means the user of the GuelphToyota.com Internet web site.

## Information regarding guelphToyota.com's Privacy Practices

This Privacy Policy is designed to protect your personally identifiable information and describes our privacy practises regarding the personally identifiable information we receive from you during your visits to this Site. By providing us with personally identifiable information you accept the terms of this Privacy Policy and consent to allow us to collect, use, disclose and dispose of your personally identifiable information in accordance with the terms of this Privacy Policy. If you do not accept the terms of this Privacy Policy, please do not provide us with any personally identifiable information.

## Normal Site usage

You can visit this Site to read product and company information or to use our on-line tools (e.g. vehicle configurator) without telling us who you are or revealing any other personally identifiable information. During normal Site usage, unless you tell us who you are or reveal any other personally identifiable information, we do not collect or store any personally

identifiable information about you such as your name, mailing address, email address or phone number. The only information we collect and store during normal Site usage is non-personally identifiable information such as the name of your Internet service provider, the type of the Internet browser you used, the referring web site, the pages you request and the date and time of those requests. We use this non-personally identifiable information to generate aggregate statistics regarding this Site's activity.

## **Collection of personally identifiable information**

The amount and type of personally identifiable information which you may be asked to provide during visits to this Site depend on how you use this Site. You will only be asked to provide personally identifiable information in order to enable us to provide you with a service (such as sending you a new vehicle brochure, assisting you in contacting a dealer, or enabling you to complete online credit or job applications).

## **Your Consent to the Disclosure and Use of Personally Identifiable Information**

By providing personally identifiable information in your request for a brochure or assistance in contacting a dealer or in your online credit application or online job application you consent to the collection of this personally identifiable information by us.

By providing any personally identifiable information, such as your name, mailing address, email address, vehicle identification number and telephone number and any other personally identifiable information in the contents of any email request you make of us, or in the context of participating in any interactive activities on this Site (such as setting up a personal homepage or completing customer satisfaction surveys) you consent to the collection of this personally identifiable information by us.

By clicking "I Agree" you are giving us permission to collect, disclose to each other and to your Dealer and use all of your personally identifiable information, including information provided to us by third parties in connection with your online credit or job application, for the purposes of completing sales, service and credit transactions with you, responding to your requests for products, services and information, improving our products and services and better understanding your automotive needs, all as described in more detail as follows.

At any time, subject to legal and contractual restrictions, you may withdraw or change your consent to our use of your personally identifiable information or request us to delete it from our files by contacting us at 1-800-265-3057.

Unless you request us not to do so, you agree that we may use and disclose to each other your personally identifiable information for the purposes of selectively including you in those advertising and marketing campaigns designed to increase the awareness of Toyota, Lexus or Scion brand products and services and those advertising and marketing campaigns designed to promote the goodwill associated with our businesses which we believe will be of interest to you. Some of our advertising and marketing campaigns include sending out

Toyota, Lexus or Scion newsletters, service reminders and promotional offers. **If you would prefer that we do not use your personally identifiable information for such advertising or marketing campaigns, please call 1-800-265-3057.**

By clicking "I Agree", you agree that we may use, share among us and disclose to the third parties described below, any or all of the personally identifiable information we have collected to the extent that its use and disclosure are necessary for us and the third parties described to accomplish the following purposes:

- a. If applicable, TCI and your Dealer will use your personally identifiable information to administer your new vehicle warranty coverage, and/or your Extra Care Protection coverage; and as required by law.
- b. TFS may disclose your personally identifiable information to third parties such as credit reporting agencies to assess your application for credit and obtain a credit report about you;
- c. TFS may verify your personally identifiable information with third parties such as your bank and employer, credit reporting agencies and other credit providers to confirm the personally identifiable information you provided to us in support of your application for credit, including employment and banking information, or to update such personally identifiable information;
- d. TFS may exchange your personally identifiable information with credit reporting agencies and other credit providers for the purpose of providing them with information regarding your lease or loan contract;
- e. TFS may disclose your personally identifiable information to third parties such as collection agencies to monitor, service and collect any amounts owed by you to TFS;
- f. TFS may disclose your personally identifiable information to third parties such as banks and brokerage firms to effect a transfer or assignment of TFS's interest in any lease or loan contract entered into with you, and for the subsequent collection, use and disclosure of your personally identifiable information by such third parties to manage or otherwise deal with your lease or loan contract;
- g. We may use and share your personally identifiable information among us and with your Dealer to respond to your request for products, services or information, improve the quality and efficiency of the services, information and products we provide to you, including asking you, directly or indirectly, through marketing information firms such as J.D. Power and Associates and Maritz Research, to reply to customer satisfaction surveys.

We will share aggregated demographic information about our Site visitors' traffic patterns, and related information with reputable third-party vendors including our partners and advertisers. This information is not linked to any personally identifiable information of an identifiable individual. Examples include reports on how many times a certain page was viewed, or how many distinct users used this Site.

## **Cookies**

Cookies are files that your web browser places on your computer's hard drive that permit us to tell whether, and if so, how many times, you have accessed this Site previously, your language of choice and your computer system's flash preference.

## **Links**

This Privacy Policy applies solely to information collected by this Site. This Site contains links to other sites. When you click on links that take you to third party web sites, you will be subject to the third parties' privacy policies. While we support the protection of privacy on the Internet, we are not responsible for the actions of third parties or for their privacy practises. We encourage the users of this Site to be aware when they leave this Site and to read the privacy policies of each and every web site with which they interact.

## **Security**

This Site is a member of the VeriSign Secure Site Program which involves applying security sockets layer software encryption technology to all information that you submit to us through this Site. Except as required for compliance with the VeriSign Secure Site Program, we do not make any representations, warranties or conditions of any kind, express or implied, as to the security of any information (including, without limitation, credit card and other personally identifiable information) you may provide to us in the course of using this Site. You are solely responsible for maintaining the confidentiality of your password(s).

## **Retention of Personally Identifiable Information**

We retain personally identifiable information for the period of time required to fulfil the purpose for which it was collected and for a period of time thereafter.

## **Contact Us to Review, Update or Delete Collected Information or Change or Withdraw Your Consent**

You may review and update or correct the personally identifiable information that you provide to us through this Site, request it be deleted, or change or withdraw your consent to its use and disclosure, by contacting us as described below:

TCI – Privacy Directors at 1-888-Toyota 8

TFS – Privacy Officer at 1-888-Toyota 8

TMMC – Privacy Officer at 1-888-Toyota 8

Your personal information will be kept in files stored on our databases located in Guelph, Ontario, and if you choose to apply for online credit your file will also be kept by TFS at its head office in Markham, Ontario.

## **Questions or Concerns**

If you have any questions or concerns about our privacy policies and procedures or about your personally identifiable information, or if you want further information about our privacy policies and procedures, please contact us as indicated above.

## **Children**

We do not use this Site to knowingly solicit personally identifiable information from or to market to persons under the age of majority.

## **Changes to our Privacy Policy**

We reserve the right, at any time, to modify this Privacy Policy at our sole discretion, and you agree to be bound by any such modifications. Such modifications shall be effective immediately upon our giving notice, which may be given by any means, including, but not limited to, posting on this Site. You agree to regularly review the Privacy Policy posted at this Site and to be aware of such modifications. Your use of this Site following any such modification constitutes your acceptance of the modified Privacy Policy. If at any time, this Privacy Policy is no longer acceptable to you, you should immediately cease to submit any personally identifiable information to this Site.

## **Information about Phishing Scams**

There have been noticeable increases in the number of suspicious e-mails claiming that the e-mail recipient has won a Toyota lottery or other promotion. Sometimes the e-mail claims that the recipient has won a new Toyota Prius. In order to claim the prize, the e-mail asks that personal information (i.e. Full Name, Address, Nationality, Age, Gender, Occupation, Phone/Fax, and/or Country of Residence) be sent to a Hotmail or Yahoo e-mail address. Samples of these hoax e-mails can be found at the following web site: <http://www.hoax-slayer.com/toyota-car-promotions-scam.shtml>. Note that these examples of the "phishing" hoax e-mails were not prepared by Toyota, all information and names contained in the hoax e-mails are fictitious, and any similarity to the names of actual people, including Toyota personnel, is entirely coincidental. This type of e-mail solicitation is known commonly as a "phishing" scam, with the primary objective being to obtain one's personal information. This information can then be utilized to steal a person's identity. For example, a "Toyota Lottery" phishing scam is often sent from Chinese (.cn), German (.de) or British (.co.uk) addresses but can originate from anywhere and look very official even to the most savvy of Internet users. Neither Toyota nor any other reputable business will ever ask you for personal information through an unsolicited e-mail. Recipients of suspicious e-mail like this should delete the message from their in-box and, if possible, update their e-mail filter settings to block e-mails from the e-mail address being used.