

BRIDGESTONE
PRIVACY POLICY

We are excited to see that you are interested in our campaign.

We take the privacy rights of our visitors very seriously. That is why we do our utmost to make sure that you never need to worry about the protection of your personal data when visiting our website.

You can access our website and view most of the information about our company, products and services without being obliged to communicate your personal data. On certain pages of this website however, *e.g.* on the registration pages, we may ask or receive information about you, some of which may be considered to be personal data.

The present privacy policy describes how we will use personal data you may provide to us, for example when using our website. It may be updated from time to time. We therefore advise you to consult this page on a regular basis so that you are aware of changes, if any, and determine whether these are acceptable to you. This policy applies to all website visitors and all means of access, including, but not limited to, desktop and laptop computers, public internet consoles and mobile devices.

By submitting your personal data via this website you explicitly confirm your approval of the use thereof in accordance with this privacy policy.

In case you have any questions or remarks in this regard, please contact our customer service via the contact menu of our website.

1. Definitions

"BSEU": Bridgestone Europe NV, a company incorporated under Belgian law, having its registered offices at Kleine Kloosterstraat 10, 1932 Zaventem, Belgium and with company number 0441192820

"User(s)": (a) user(s) of the Website, jointly or individually depending on the context;

"Website": the website reachable via the following primary URL:
www.nomatterwhat.Uk.com

"Personal data": any information relating to an identified or identifiable natural person.

"Affiliated Company": a company that is part of the Bridgestone Group and connected to BSEU, for example their subsidiary companies.

2. Which personal data do we collect ?

On certain pages of this Website, BSEU will collect Personal data about you. The data which BSEU collects is data such as your name, address, telephone number, email address, financial details, username, password and gender.

3. The confidentiality of your personal data

BSEU shall handle your Personal data in accordance with the terms of this privacy policy and the legal obligations applicable to the processing of Personal data.

BSEU is committed to do its utmost to make sure that your Personal data are protected. It shall put in place reasonable procedures to secure and protect the data it collects. In this way, BSEU wishes to prevent illegal processing and unintentional loss or deletion of your Personal data.

BSEU optimizes the security of your Personal Data by:

- using encryption where appropriate;
- using password protection;
- requesting contractual guaranties from third parties; and by
- limiting the access to your Personal data (for example, only BSEU employees who need your data for the Purposes as described below shall receive permission to access them.

Where you are asked to register as a User, BSEU invites you to help securing your Personal data by avoiding the use of obvious passwords and/or user ID's, by changing your password regularly and by making sure you do not share your username, password or other details with others or store them in an insecure way.

4. How do we collect and retain your Personal data?

If you wish to use an area of the Website requiring registration, you will be asked to fill in the relevant information. In this case, BSEU makes clear that it will only give you full access to the Website area after submission of the requested information and acceptance of the relevant policies and terms and conditions.

In addition, BSEU may collect your Personal data when you:

- create an online account as a User;
- place an order;
- subscribe to a newsletter;
- participate in a competition, tombola or other promotion;
- respond to questionnaires;
- file a complaint or ask for information;
- communicate with BSEU by email, telephone or any other means.

BSEU may combine Personal data collected via the Website with Personal data provided to BSEU in another way. It may retain these data in a single combined database or in several distinct databases.

BSEU shall avoid collecting Personal data that are not relevant for the purposes as set out below and shall not retain the data longer than necessary for those purposes or, as the case may be, for the period as determined in an agreement or by law.

5. What do we do with your Personal data?

All Personal data you provide to BSEU is stored within Bridgestone CRM database (managed by SugarCRM Software) on secure servers. In addition, BSEU and its service providers will always do their utmost to protect your Personal data. However, the transmission of information via the internet can never be completely secure and the provision of Personal data remains at your own risk at all times.

BSEU is allowed to use the Personal data it collects for the following purposes (“the Purposes”):

- registering you as a User on the Website and running the Website services (including the processing of queries or requests for information concerning BSEU, its products or services) as well as to allow you to efficiently use those services (*e.g.* blogs, forums and discussion pages);
- ensuring that the Website’s content is presented to you in the most effective manner for you and your computer;
- processing orders placed via the Website;
- processing and handling complaints or requests;
- researching and analysing the market as well as BSEU’s customers, products and services (*e.g.* by asking your opinion on BSEU’s products and services or by asking you to complete a survey or questionnaire);
- helping BSEU in evaluating, correcting and improving its products and services;
- internal filing;
- marketing, including providing you with information that you requested from BSEU or which BSEU feels may interest you, where you have consented to be contacted for such purposes (see section below on **direct marketing**);
- organising contests, competitions and/or other promotional activities;
- recruitment (if you have provided information to BSEU in this regard); and
- notifying you about certain changes to BSEU’s services.

All above-mentioned considerations apply to the use of your Personal data by an Affiliated Company for the Purposes.

6. To whom do we disclose your Personal data?

BSEU will not provide your Personal data to third parties without your permission, except:

- to Affiliated Companies;
- when such disclosure is necessary to permit BSEU’s employees, agents, subcontractors, suppliers or commercial partners to provide a service or accomplish a task in the name of BSEU (including providing marketing support, accomplishing market research or providing customer services), to manage your membership, to deliver existing or future products or services or for participation in contests, competitions and/or other promotional activities;
- to BSEU’s professional advisors;

- to the buyer or potential buyer of BSEU's rights and duties related to the Website;
- if such disclosure is necessary in order to protect legitimate interests of BSEU, its customers or Affiliated Companies or if it is required or permitted by law.

As a User, you acknowledge that all information you provide using a tool that makes information visible to other persons (e.g. blogs, forums and discussion pages), will be made public by this tool. It is important to keep this in mind and use common sense and precaution when providing information via such tools.

Every disclosure by BSEU of your Personal data to a carefully selected third party or to one of the third parties mentioned in the list above is always made in accordance with applicable privacy laws. BSEU warrants that stipulations are foreseen to make sure that third parties cannot use your personal data for other purposes than and according to the Purposes, and that these third parties have taken the necessary security measures.

If BSEU discloses your Personal data to an Affiliated Company or to third parties with registered offices outside the EEA, BSEU shall not share these Personal data without measures being taken to ensure that your Personal data enjoy the same level of protection as within the EEA.

BSEU shall take all reasonable precautionary measures to ensure that its employees and associates who have access to Personal data will follow appropriate training and process Personal data exclusively in accordance with this policy and their obligations under applicable privacy laws. If said policy or obligations are not complied with, BSEU may take disciplinary measures against its employees or associates, if deemed necessary.

7. Direct Marketing

On registration pages or elsewhere on the Website, you may be asked to indicate whether you wish to receive certain information by email and/or mail. If you do so, you thereby agree that BSEU may use your Personal data to provide you with information about its products, promotional activities and special offers as well as with any other information about products or services of BSEU or Affiliated Companies that could be of interest to you according to BSEU. Even if you have not indicated such preference but you are an existing customer of BSEU, we may contact you by email with information but only about goods and services similar to those that were the subject of a previous sale to you.

In particular:

- Newsletter registered users will see Bridgestone No Matter What newsletter sent to the email address they provided
- Event registered users will receive a confirmation email to the email address they provided.
- Competition registered users will receive a confirmation email. Winners will receive an email detailing what they won and how to retrieve their prize.

At any given time, you may change your preferences regarding Direct Marketing by using the opt-out option contained in every direct marketing mailing or, if you are a User, by adapting your account. If you do this, BSEU will not delete your Personal data from their database(s), but will note your changed preferences as soon as reasonably possible.

8. User rights with regard to Personal data

By virtue of certain legal provisions concerning data protection, you may have the right to ask BSEU for certain information or actions with regard to the Personal data BSEU has obtained from you. If permitted by law, BSEU may charge a small compensation for this service.

First of all, Users whose Personal data are being processed are entitled to request access to these data and, if the data would be incorrect, incomplete, unnecessary or outdated, have these data corrected or completed. BSEU kindly asks you to help to make sure that the Personal data in its records are as accurate and up-to-date as possible. If you believe that the Personal data submitted to BSEU is incorrect or incomplete, please notify customer service as described below. BSEU will correct or adapt your Personal Data as soon as possible. Users having registered via the Website may also adapt their Personal data themselves in their accounts at all times.

Secondly, Users have the right to object to the processing of their Personal data and to have them deleted, but they should have serious reasons for such objection, i.e. the processing could have damaging consequences for them or when the data can no longer serve the purposes they were gathered for

If you wish to exercise any of the above-mentioned rights, please notify BSEU's customer service, located at BSEU's registered offices, or send an email to bseu.feedback@bridgestone.eu

9. Links

The Website may, from time to time, contain links to or from other websites which are not controlled by BSEU. Although BSEU will do their utmost to make sure that the links on the Website lead exclusively to websites which share the safety and confidentiality standards of BSEU, BSEU is not responsible for the protection or confidentiality of any data you may submit on such other websites. Before submitting information on such sites, we recommend that you read their privacy and other statements in that regard.

10. Cookies and Web Beacons

BSEU is constantly seeking to improve the experience of its Users. That is why, for certain sections of the Website, cookies are used.

Cookies are small text files that your browser installs on your computer and that enable the Website to recognize you upon your next visit. With the help of cookies, BSEU can identify the most popular sections of the Website, since they allow BSEU to know which pages Users visit and how much time they spend browsing them. On the basis of these aggregated data, BSEU can adjust the Website to better reflect User requirements and to offer a more customer-oriented experience. Thanks to cookies, BSEU can for example make sure that the information that appears on your screen during the next visit to the Website is tuned in to your preferences as a User.

The Website, as well as certain notifications such as promotional e-mail messages, may contain web beacons. These are tiny images or objects embedded in a web page or email and are usually invisible to the User, but allow BSEU to verify whether a User has viewed the page or email in question. Web beacons generally function in combination with cookies and BSEU uses the two in the same manner.

For more information in this regard, please read our cookies policy.

11. Minors

Individuals under the age of 18 should not provide us with their Personal data without the consent and supervision of their parent or guardian. Without such permission, BSEU does not wish to save Personal data from such individuals, nor process or forward such data to any third parties.

Data Controller:

Bridgestone Europe NV
Kleine Kloosterstraat 10, 1932 Zaventem, Belgium
BSEU.feedback@bridgestone.eu

12. Applicable law and jurisdiction

The law applicable to this privacy policy is the Belgian law. Any disputes arising from these Privacy Policy shall be subjected to the exclusive jurisdiction of the Belgian courts.