

CONTINENTAL EVENT PRIVACY NOTICE (“NOTICE”)

This Notice informs you of Continental’s practices regarding the collection, use, and disclosure of the personal information collected from and about you in relation to the Program. As used in this Notice, “Continental”, “us”, or “we” refers to Continental Tire the Americas, LLC, and its affiliates and subsidiaries. You must be over 18 to participate in the Program.

CATEGORIES OF PERSONAL INFORMATION THAT WE COLLECT

In the course of the Program, Continental may collect, process, transfer, or otherwise have access to various information and data, including your personal information. As used in this Notice, “personal information” refers to any information relating to an identified or identifiable natural person and includes but is not limited to “personal data”, “personal information”, and such other substantially equivalent terms defined in applicable data protection laws.

The types of personal information that we may collect about you during the Program includes:

- **Identifiers**, such as real name, alias, postal address, unique personal identifier, online identifier, phone number, email address, or other similar identifying information.
- **Records About You**, such as signatures.
- **Professional, employment, or education information**, such as job title, business address, employment history, or other professional information.
- **Audio, video, electronic, visual, or other sensory information**, such as audio recordings, photographs, videos and video recordings captured during the Program.
- **Inferences** drawn from any of the above information to create a profile about you reflecting your preferences, characteristics, and habits.

SOURCES OF PERSONAL INFORMATION

- **Information You Provide to Us Directly**. We collect the personal information you provide to us directly.
- **Information Collected During Your Participation in the Program**. We may collect your personal information or inferences about you during your participation in the Program. This may include capturing photographs, videos, audio recordings, interviews, and other records.

HOW WE USE YOUR PERSONAL INFORMATION

As described in the We will use your personal information for the Permitted Purposes. Without limiting the foregoing, your personal information may be used as follows:

- **For Marketing Purposes.**
- **To Evaluate and Improve our Products and Services and Develop New Products and Services.**
- **To Enable Interactions with You.**
- **For Our Internal Business Purposes.** We may use your personal information for our internal business purposes. This includes, but is not limited to, maintaining internal business records and other relevant records; enforcing internal policies and procedures; and IT administration.
- **For Legal, Security and Safety Purposes.** We may use your personal information to comply with law or legal requirements; to enforce or apply our Terms of Use and other agreements; and to protect our rights and the property or safety of Continental, our users, or third parties.

We may use anonymized, de-identified, or aggregated information for any purpose permitted by law.

TO WHOM WE DISCLOSE YOUR PERSONAL INFORMATION

We do not “sell” or “share” your personal information as such terms are defined under applicable data protection laws, nor do we have any future plan to do so. However, to facilitate interactions and communications, we may disclose any of the personal information we collect (see above) to these recipients:

- **Our Affiliates and Subsidiaries.** We may share your personal information within the Continental group of companies, which includes parents, corporate affiliates, subsidiaries, business units and other companies that share common ownership for the purposes described above.
- **Service Providers.** We may share your personal information with our third-party service providers that work on our behalf to help provide and market our products and services, such as technical and IT vendors.
- **Law Enforcement Entities, Government Agencies, and Other Public Entities.** We may share your personal information with third parties such as law enforcement or other government agencies to comply with law or legal requirements; to enforce or apply our agreements; and to protect our rights and the property or safety of Continental, our users, or third parties.

YOUR RIGHTS

Please note that under applicable data protection laws and regulations you may have the following rights in connection with Continental's processing and use of your personal information, subject to applicable legal limitations and exceptions:

1. **Right of Information/Notice.** You have the right to be informed about the types of personal information that we collect and how we use such personal information. Continental provides this Notice, detailing how personal information is processed, including the third parties with which Continental has shared your personal information. Continental will provide updated notice and information any time the types of personal information processed and/or Continental's use and sharing of your personal information materially change.
2. **Right to Refuse or Revoke Consent (where applicable).** In case we ask for your consent to process your personal information, you are free to refuse to give it. Where processing of your personal information is based upon your consent, you may withdraw consent at any time, and Continental will stop processing and delete your personal information, subject to the Continental's right to retain the data as allowed for lawful purposes, including to comply with its legal obligations and to use it exclusively on an anonymized basis. Consent may be withdrawn by sending written notice to privacy@continental.com.
3. **Right of Access/Right to Know.** You may obtain from the Continental confirmation regarding whether personal information is being processed and, if it is, access to the personal information and additional information about the processing of such personal information (such as the sources of data and how it is used and disclosed).
4. **Right to Correction/Rectification.** You may request correction of inaccurate personal information request incomplete personal information to be made complete.
5. **Right to Deletion.** You may have personal information deleted in certain circumstances.
6. **Right to Restrict Processing.** You may have additional processing of personal information restricted and/or temporarily blocked while the sufficiency, necessity, accuracy, or legality of processing of the personal information is contested.
7. **Right to Data Portability.** You may be able to receive personal information in a structured, commonly used and machine-readable format.
8. **Right to Object.** You may object, on grounds relating to the particular situation, that the processing of your personal information is unnecessary or excessive.
9. **Right to Complain to the Relevant Supervisory Authority.** If you have a complaint about our privacy practices, you have the right to submit a complaint to a relevant supervisory authority.

Please e-mail us at privacy@continental.com, or call us at (833) 656-0555 to exercise the foregoing rights. We may request additional information from you as necessary to allow you to exercise your rights, and we may deny your request where we have a legitimate basis to do so. In the event that you request deletion of your personal information, please note that we may be required to keep this information and not delete it (or to keep this information for a certain time, in which case we will comply with your deletion request only after we have fulfilled such requirements). When we delete any information, it will be deleted from the active database, but may remain in our archives or as otherwise permitted by applicable law.

SECURITY AND RETENTION

We maintain reasonable security procedures and technical and organizational measures to protect your Personal Information against accidental or unlawful destruction, loss, disclosure, alteration, or use. But no security measures can be 100% effective, and we cannot guarantee the security of your information, including against unauthorized intrusions or acts by third parties.

Your personal information will be retained as long as necessary to fulfill the purposes we have outlined above unless we are required to do otherwise by applicable law. This includes retaining your personal information to demonstrate to you the products or services and to interact with you; maintain our business relationship with you; improve our business over time; ensure the ongoing legality, safety and security of our services and relationships; or otherwise in accordance with our internal retention procedures. Once you have terminated your relationship with us, we may retain your Personal Data in our systems and records in order to ensure adequate fulfillment of surviving provisions in terminated contracts or for other legitimate business purposes, such as to enable easier future user onboarding, demonstrate our business practices and contractual obligations, or provide you with information about our products and services in case of interest. If you would like to know more about the retention periods applicable to your personal information, you can contact us using details provided in the Contact Information below.

CONTACTING US

For questions regarding your personal information or this Notice, please contact at (833) 656-0555 or privacy@continental.com.

SUPPLEMENT FOR CALIFORNIA RESIDENTS

This section applies only to California residents. It does not apply to the following information:

- Information about individuals who are not California residents.
- Information about our own job applicants or our employees, contractors, or agents.

Pursuant to the California Consumer Privacy Act of 2018 (the CCPA), in the table below we provide a summary of the Personal Information we collected and disclosed in the prior 12 months. **In the context of the Program, Continental does not “sell” or “share” your personal information, as such terms are defined in the California Consumer Privacy Act of 2018 (“CCPA”).**

<i>Categories of Personal Information We Collect</i>	<i>Categories of Third Parties with Whom We Disclose Personal Information for a Business Purpose</i>	<i>Categories of Third Parties to Whom Personal Information is Sold or Shared</i>
<p>Identifiers, such as your name, alias, postal address, country of residence, unique personal identifier, online identifier, internet protocol address, email address, account name, phone number, social media identifiers (e.g., Twitter handle, Instagram name, etc.), or other similar identifiers.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Third party service providers • Professional consultants • Vendors necessary to complete transactions you request • Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes • In connection with a transaction • Your employer or workers 	<ul style="list-style-type: none"> • Not sold or shared
<p>Personal information subject to the California Customer Records Act, such as signatures.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Third party service providers • Professional consultants • Vendors necessary to complete transactions you request • Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes • In connection with a transaction • Your employer or workers 	<ul style="list-style-type: none"> • Not sold or shared

<ul style="list-style-type: none"> • <u>Professional, employment, or education information</u>, such as job title, business address, employment history, or other professional information. 	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Third party service providers • Professional consultants • Vendors necessary to complete transactions you request • Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes • In connection with a transaction • Your employer or workers 	<ul style="list-style-type: none"> • Not sold or shared.
<ul style="list-style-type: none"> • <u>Audio, video, electronic, visual, or other sensory information</u>, such as audio recordings, photographs, videos and video recordings captured during the Program. 	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Third party service providers • Professional consultants • Vendors necessary to complete transactions you request • Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes • In connection with a transaction • Your employer or workers 	<ul style="list-style-type: none"> • Not sold or shared
<ul style="list-style-type: none"> • <u>Inferences</u> drawn from any of the above information to create a profile about you reflecting your preferences, characteristics, and habits. 	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Third party service providers • Professional consultants • Vendors necessary to complete transactions you request • Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes • In connection with a transaction • Your employer or workers 	<ul style="list-style-type: none"> • Not sold or shared

Use Of Sensitive Personal Information

We do not collect or process your Sensitive Personal Information (as defined by applicable data protection laws) in the context of the Program. Where required by applicable law, we will obtain your consent prior to collecting or processing your Sensitive Personal Information.

Your CCPA Rights

California residents have certain rights, subject to legal limitations, regarding the collection, use, and sharing of personal information. California residents may exercise the following rights via emailing us at privacy@continental.com, or by calling (833) 656-0555.

- **Right to Know.** You may have the right to request information about the categories of personal information we have collected about you, the categories of sources from which we collected the personal information, the purposes for collecting, selling, or sharing the personal information, and to whom we have disclosed your personal information and why. You may also request the specific pieces of personal information we have collected about you.
- **Right to Delete.** You have the right to request that we delete personal information that we have collected from you.
- **Right to Correct.** You have the right to request that we correct inaccurate personal information that we maintain about you.

We will not discriminate against you, in any manner prohibited by applicable law, for exercising these rights.

Verification: In order to exercise your rights, we will need to obtain information to locate you in our records or verify your identity depending on the nature of the request. In most cases, we will collect some or all of the following data elements: first and last name, email address, and telephone number. In some cases, we may request different or additional information, including a signed declaration that you are who you say you are. We will inform you if we need such information.

Authorized Agents: Authorized agents may exercise rights on behalf of consumers by emailing us at privacy@continental.com, or by calling (833) 656-0555 and indicating that they are submitting the request as an agent. We may require the agent to demonstrate authority to act on behalf of the consumer by providing signed permission from the consumer. We may also require that the consumer verify his/her own identity directly with us or to directly confirm with us that they provided the authorized agent permission to submit the request.

Timing: We will respond to Right to Delete, Right to Correct, and Right to Know requests within 45 days unless we need more time, in which case we will notify you and may take up to 90 days total to respond to your request.

This Version of the Notice is Effective as of JUNE 1, 2023