

BRIDGESTONE AMERICAS, INC. – MEDIAFLY PRIVACY NOTICE

Effective Date: May 6, 2026

Last Reviewed: May 6, 2026

Overview

Bridgestone Americas, Inc. ("BSAM", "we", "our", or "us") uses the Mediafly platform to allow our U.S. and Canadian sales and marketing teams to organize, present, and share content with customers and prospects. This Privacy Notice ("Notice") explains what personal information is collected through Mediafly, how we use it, who we share it with, how long we keep it, and the choices available to you. This Notice applies only to BSAM's use of the Mediafly platform for users in the United States and Canada.

Scope

This Notice covers personal information collected through Mediafly in the following situations:

- **Internal BSAM users:** employees and contractors who have Mediafly licenses.
- **External recipients:** customers, prospects, or other third parties who receive links or shared content from BSAM teammates and whose engagement may be tracked by the platform.

This Notice does not apply to other Bridgestone websites, applications, or systems.

Definitions

- **Controller or business:** the entity that determines the purposes and means of processing personal information. For Mediafly, BSAM serves as the controller for U.S. and Canadian users.
- **External recipient:** a customer or prospect who receives content shared from Mediafly and may be subject to engagement tracking if enabled.

1. Information We Collect

The information collected depends on how Mediafly is configured for the sharing in question and how you interact with the platform.

Internal BSAM users may provide or generate: name, business email address, role and business unit, login information and credentials, usage information such as views,

uploads, shares, and time on platform, device and browser information, IP address and related metadata.

External recipients of shared content may provide or generate: email address if requested or required before viewing, viewing and engagement metrics such as pages viewed, time spent, and downloads, IP address, device type, and related technical information.

Mediafly may also collect log data, diagnostic information, and other metadata necessary to operate the service.

2. Sources of Personal Information

We obtain information in four main ways:

- Directly from internal BSAM users when teammates sign in, upload content, or interact with materials on the platform.
- From external recipients when a recipient opens a shared document, accesses a link, or provides an email address where required by configuration.
- Automatically through Mediafly technologies such as cookies, service logs, and similar tools that support performance, analytics, security, and engagement tracking.

3. Where We Host and Process Data

Mediafly hosts BSAM's production environment in Amazon Web Services (AWS) U.S. regions. Engagement360 workspaces and content are hosted in AWS US-East. Intelligence360 analytics are processed and stored in AWS US-East (Ohio) with non-production workloads in US-West (Oregon). Analytics are centralized in the U.S. for all workspaces. EMEA workspaces within the same tenant are hosted in U.S. regions and are permissioned separately.

4. How We Use Personal Information

We use personal information collected through Mediafly to:

- Provide and operate the platform for business use.
- Allow teams to share content with customers and prospects and to measure engagement with shared content.
- Improve content quality and sales effectiveness.
- Maintain platform security and detect fraud or misuse, support troubleshooting and system performance.

- Comply with legal obligations and corporate policies.

We may use AI-enabled features within Mediafly to support functions such as search, content discovery, and content summaries. These features are used to support user productivity and do not involve automated decision-making that produces legal or similarly significant effects. Any interactions, inputs, and results with such features are not used for training, fine-tuning, or developing AI models.

5. Cookies and Similar Technologies

Mediafly and its service providers may use cookies and similar tools to operate the platform, remember preferences, perform analytics, and protect the service. Your browser may offer tools to manage cookies or limit certain tracking. Essential cookies are required for core functionality.

6. How We Share Personal Information

We share personal information collected through Mediafly only as needed to operate the platform and support BSAM's business. Personal information may be shared with:

- Service providers, including Mediafly and its subprocessors, that host the platform, provide analytics, maintain security, send emails, or support operations.
- Bridgestone affiliates for internal support and operational needs.
- Regulators or authorities when required by law, legal process, or to protect rights or safety.
- With your consent or direction when internal users choose to share content with external contacts.

We do not "sell" personal information as that term is defined under applicable U.S. state privacy laws, and we do not "share" personal information for cross-context behavioral advertising (California) or process personal information for "targeted advertising" (for example, under Colorado, Virginia, Connecticut, and Utah laws).

If our practices change, we will update this Notice and provide any required opt-outs (including "Your Privacy Choices") before such changes take effect.

7. Subprocessors

Mediafly uses subprocessors to provide hosting, analytics, monitoring, support, communications, and related functions. These include providers such as Amazon Web Services, Snowflake, Datadog, Salesforce, Zendesk, Postmark or SendGrid, Google Workspace, HubSpot, Gainsight, and FullStory (used by Mediafly for troubleshooting

and support.) Mediafly configures BSAM's services to use U.S. regions and U.S. tenants. An updated list is available from Mediafly on request.

8. Information Security

Mediafly protects data in transit with TLS 1.2 or higher and at rest with AES-256 encryption. Keys are managed through AWS Key Management Service where applicable and rotated on a defined schedule. Access is controlled through Single Sign On (SSO), Multifactor Authentication (MFA), role based access, least privilege, and periodic access reviews. Privileged access is logged and monitored.

9. International Access and Transfers

Core storage and processing for BSAM are in U.S. AWS regions. Certain Mediafly personnel located outside the U.S. or Canada may access BSAM's U.S. environment when needed for support, troubleshooting, or maintenance under strict access controls. Some SaaS subprocessors operate multi-region infrastructure under written data protection agreements.

10. Retention and Deletion

Mediafly retains personal data for the duration of the contract as reasonably necessary to provide the services and meet legal obligations. Database backups are encrypted and typically retained for at least 35 days. After contract termination and upon BSAM's request, Mediafly will erase personal data from production systems within a reasonable period, generally 90 days or less, subject to applicable law.

11. Your Rights and Choices

- **Cookie and tracking choices.** You can manage cookies in your browser and in any preference tools provided by the platform. Essential cookies are required for the service to function.
- **Marketing communications.** External recipients may unsubscribe from marketing emails they receive.
- **U.S. state privacy rights.** Residents of certain U.S. states have rights to access, correction, deletion, portability, and to opt out of certain processing. Use the contact options below to make a request. We will honor recognized browser based opt-out signals where required by law.
- **Canada.** Individuals in Canada have rights of access and correction under PIPEDA and applicable provincial laws, and may contact us to ask questions about our transfers and safeguards.

12. California Notice at Collection – Summary

This summary describes the categories of personal information we collect through Mediafly and the purposes for which we use them. We do not sell personal information. We do not share personal information from Mediafly for cross context behavioral advertising.

Category	Examples	Purposes	Recipients
Identifiers	Name, business email, IP address	Service delivery, security, support, engagement reporting	Service providers, affiliates
Internet or network activity	Device data, pages viewed, time on content, logs	Functionality, security, analytics, performance	Analytics providers, service providers
Geolocation (approximate)	Derived from IP address	Security, performance, regional reporting	Service providers
Inferences (limited)	Derived preferences based on engagement	Improve content quality and relevance	Affiliates and service providers

13. Contact Us

Email: privacy@bfusa.com

Phone: 1 (816) 398-6949

Mail: Bridgestone Americas, Inc., 200 4th Avenue South, Nashville, TN 37201

14. Updates to This Notice

We may update this Notice from time to time. The Effective Date reflects the most recent version. Material changes will be posted in the platform or communicated directly where required.

Appendix – Micro Notice for Gated Email Shares

"By entering your email, you allow Bridgestone Americas to record that you viewed this content, including time, date, pages viewed, downloads, and technical information such as IP address and device type. We use this information to manage our relationship and improve content. See our Mediafly Privacy Notice for details."