

PRIVACY NOTICE

This Privacy Notice is given pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27.4.2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter: GDPR). This Privacy Notice will help you understand how we, as data controller, use and protect your personal data that we process in the scope of the Service (as further described)

Who is the data controller?

Bridgestone Europe NV/SA (“Bridgestone” or “we”), Da Vincilaan 1, 1930 Zaventem, Belgium is the Data Controller for personal data it collects from you relating to your use of the 360 TCO Tool (hereafter the “Tool”).

What personal data do we collect?

e-mail address

What is the lawful basis for the data processing?

We are processing your personal data based on our legitimate interest to provide our customers with a tool allowing them to calculate their Total Cost of Ownership, in order to motivate our dealer channel and salesforce to enhance our sales of Bridgestone products. We are authorized to process these data on the basis that they have been made public by you.

With whom do we share your personal data?

Our data processor, Lility s.r.l., collects and hosts your personal data on our behalf. The data processor is allowed to use sub data processors (i.e. Microsoft Azure).

Where are you data processed?

We and our partners process your data only in the European Union and UK. We shall keep your data no longer than necessary, and in any event delete the data after three years from the date of the event.

Your rights

You have the right to:

- have access your personal data we process;
- ask for rectification of inaccurate personal data;
- request erasure of your personal data when no longer needed by us, or when you have objected to the processing, unless we have an overriding interest, or if we would be processing your data unlawfully;
- object to the processing of your data on grounds of your particular situation;
- request restriction of processing of your personal data when you contest the accuracy of the personal data, when our processing is

unlawful but you do not wish the data to be deleted, when we no longer need the data but you require them for a lawsuit, or pending the verification of our overriding legitimate interest when you have object to our processing. If you believe that our processing of your data infringes upon your statutory rights, you have the right to lodge a complaint with a personal data protection supervisory authority of the EU member state where you have your residence, place of work or place of alleged infringement.

Contact Information

If you wish to contact the Data Protection Organisation of Bridgestone, please leave a message on <https://privacy.bridgestone.eu> or write to privacy@bridgestone.eu