

# Privacy

Canon U.S.A., Inc. (“Canon U.S.A.”) respects your concerns about privacy and values its relationship with you. The policies listed below describe our privacy practices and use of cookies when you use services that are linked to these policies. Click the relevant document to learn more about how we process your information and how to exercise your privacy rights.

- [Business Privacy Policy](#)
- [Cookie Policy](#)

Certain Canon Financial Services, Inc. (“CFS”) lease-related services may be accessible via links on Canon U.S.A. web pages. CFS’ Privacy Statement describes CFS’ privacy practices and use of cookies when you use those services.

- [Canon Financial Services, Inc. Privacy Statement](#)

## Business Privacy Policy

This Business Privacy Policy and Notice at Collection applies to Canon U.S.A. B2B users of Services that link to this Privacy Policy.

This Business Privacy Policy does not apply to Canon U.S.A. consumers, such as Canon ID account holders, Canon U.S.A. job applicants, current employees, or former employees, or B2B users of services that do not link to this Privacy Policy. If you are a Canon U.S.A. consumer, such as a Canon ID account holder, refer to the [Privacy Policy](#) (for U.S. Residents). If you are a California job applicant or former employee of Canon U.S.A., refer to the [Privacy Policy for California B2B Users, Job Applicants, and Former Employees](#). If you are a California current employee of Canon U.S.A., contact your Human Resources Representative to obtain a copy of the applicable privacy policy. If you are a California B2B user of a

service that does not link to this Privacy Policy, refer to the privacy policy linked to that service.

If you are a California resident, you have certain rights under the California Privacy Rights Act (“CPRA”). To find the California Notice at Collection and to learn more about our privacy practices and your rights, see the "[California Privacy Rights](#)" section below.

## **Introduction**

As a member of the Canon family of companies, Canon U.S.A., Inc. (“Canon U.S.A.,” “we,” “our” or “us”) respects your concerns about privacy and values its relationship with you. This Business Privacy Policy (“Privacy Policy”) is intended to inform you of the types of information we collect from you through any of the products, services, solutions (including cloud services and solutions), software, websites, subsites, interactive features, or forms offered, owned, or operated by Canon U.S.A. and linked to this Privacy Policy, or your interactions with us (collectively “Services”) and how that information will be used. The Services are intended for use by individuals residing and located in the United States.

Please read this Privacy Policy carefully, because by using the Services, you are acknowledging that you have read and understand the terms of this Privacy Policy, and consent to the manner in which we may collect, use and disclose the information described herein. In addition, by using the Services, you are acknowledging that you have read, understand and agree to the [Terms](#) which govern your use of the Services, including any content you submit or purchases you make via the Services. While this Privacy Policy is intended to generally describe our privacy practices, there may be more detailed information about our privacy practices within the Services. If you do not understand the terms of this Privacy Policy and agree to the [Terms](#), you are not permitted to use the Services.

### **1. The Information We Collect and How We Collect It**

We may collect personal information when you provide it to us and when information is collected automatically from your interactions with the Services.

#### ***Personal Information You Provide to Us***

You may choose to give us personal information to allow us to communicate with you, process your orders, or provide you with Services.

The types of personal information Canon U.S.A. may collect from you include:

- Personal contact information, such as name, mailing address, phone number, and email address;
- Other unique information such as account credentials;
- Business contact information, such as business address, business phone number, and business email address;
- Information you provide regarding contests, sweepstakes, or other inquiries or forms you submit to Canon U.S.A.;
- Financial information, such as your credit/debit card number, and other billing and payment information;
- Information you provide to us through our service center, customer surveys, or customer service representatives, including through recorded phone calls, emails, and chat features;
- Information contained in content you choose to post to the Services, including product reviews, responses to questions, or communications with other parties;
- Other information that you provide to us directly through our websites or applications; and
- Information derived from the personal information described above.

### ***Personal Information We Collect Automatically***

In addition to the information you may voluntarily provide, Canon U.S.A. may collect information automatically when you access or use the Services or a website hosted by or powered by another company on behalf of Canon U.S.A. through our use of data collection technologies, including cookies, web beacons, pixels, and embedded links (collectively, “cookies”). Canon U.S.A. may also use some of these technologies in connection with emails and communications sent from Canon U.S.A. and therefore may collect information using these tools when you open the email or click on a link contained in the email.

We may collect the following categories of information automatically:

- IP address, unique device identifier, and other information from your browser such as operating system and information about your browsing behavior;
- Other unique information such as account credentials and contact preferences;
- In accordance with applicable law, geolocation data such as your general location collected when you interact with the Services or request location-based services;
- Details of the products and services you have purchased from us or which you have inquired about, together with any additional information necessary to deliver those products and services and to respond to your inquiries; and
- Technical information related to your device (including model, serial number, unique device identifier, diagnostic information, usage data, system logs, application configurations, consumables status, etc.).

## ***Personal Information Collected by Other Companies***

We may allow other companies, including our service providers, vendors, and other businesses such as advertising agencies, marketing partners, and social media companies to use tracking technologies to collect information about you and your activity on this site and other websites. This information enables us to customize the Services, gauge the effectiveness of our Services and of various marketing campaigns, and to serve ads about events, goods and services that may be of interest to you when you visit this or other websites.

## ***Personal Information We Collect from Other Sources***

Canon U.S.A. may collect information from publicly or commercially available sources that it deems credible. Such information may include your name, mailing address, email address, preferences, company name, job title, specific devices that are financed or leased, interests, and firmographic or demographic data. The information Canon U.S.A. collects from its public or commercial sources may be used along with the information Canon U.S.A. collects when you access or use the Services.

## **2. How We Use the Information We Collect *Personal Information***

We may store, analyze, combine, and otherwise use the personal information we collect, either directly or indirectly, to:

- Provide the Services;
- Improve the Services and the way we do business with our current and potential employees, customers, dealers, distributors, partners, and resellers;
- Verify your identity;
- Respond to your questions and requests;
- Communicate with you about your transactions on the Services, and about Canon U.S.A. products, solutions, and services;
- Process payments for purchases or sales made through the Services, and otherwise as needed for billing and to manage our business;
- Deliver the products and Services you have requested, such as remote diagnostics, analytics, and software update services, the uploading, storing, and downloading of backup information from a device, and the installation of a device;
- Manage your account and provide you with customer support;
- Provide, or enable our affiliates to provide, you with information about Canon U.S.A., its parent, successors, subsidiaries, affiliates, and related entities (collectively, “Canon” or “Canon Group”), Canon’s Services, products and promotions, or any

other offers that may be of interest to you, unless you opt out or request not to receive this information;

- Enable the Canon Group to develop and improve products and services;
- Perform research and analysis about usage and potential interest in our products, services, or content;
- Develop and display personalized content and advertising tailored to your interests on the Services;
- Help us improve the overall accuracy and completeness of the information;
- Allow us to deliver personalized and responsive Services, which can take actions based on the data you provide;
- Ensure the security and operability of our networks, systems, and applications;
- Prevent, detect, or investigate a potential crime or other legal issue;
- Enforce and ensure compliance with this Privacy Policy, the [Terms](#), and applicable law, including to protect the rights, property or safety of Canon, Canon U.S.A.'s dealers, distributors, partners, resellers, employees, contractors, customers or any other person and the copyright-protected content of the Services, or for internal or external auditing purposes;
- Support the technical functionality of the Services, develop new products and services, and analyze your use of the Services, including your interaction with advertising, products and services that are made available, linked to, or offered in the Services; and
- As otherwise stated in this Privacy Policy.

### ***How We Use Information Collected from Cookies***

To learn about how we use information collected from cookies and how to reject cookies, please see our [Cookie Policy](#) below.

### ***How We Use Analytics Services***

We use web analytics tools such as Google Analytics to assist us in understanding how people use the Services and related marketing and promotions. Google Analytics is not used for interest-based marketing. To manage your preferences with respect to Google Analytics [click here](#). You can opt out of data collection or use by Google Analytics by clicking the following link: <https://tools.google.com/dlpage/gaoptout> (requires you to install a browser add-on).

## **3. How We Disclose the Information We Collect**

### ***Affiliates***

We are part of the Canon Group and may disclose your information to our affiliates which may be located outside of the country you reside and are located in, including, but not limited to, our parent company Canon Inc., located in Japan. When you provide information via the Services, we may also disclose your information to our affiliates to enable them to improve and develop products and services, and inform you of products, promotions, or other offers that may be of interest to you.

### ***Service Providers***

Canon U.S.A. retains service providers to manage or support its business operations, provide professional services, deliver products, services, and customer solutions and to assist with marketing and communication initiatives. These service providers include, for example, hosting and IT providers, website management and support providers, email providers, automated data processors, credit card processors, shipping agents, marketing partners, communications providers, and companies that provide order fulfillment, delivery, customer support, live-help, and security services. We may disclose your information to these service providers to enable them to provide you services on our behalf, and for the purpose of conducting general business analysis. We expect our service providers to use your information only to perform the service for which they are engaged, while also complying with all applicable laws, and pursuant to our instructions.

### ***Other Companies***

In addition, if you inquire about products, services, software, or other goods that Canon U.S.A. does not sell directly, we may forward your information to a Canon U.S.A. dealer, distributor, partner, or other reseller, and they may reach out to you about your needs. You expressly consent to your information being used as set forth in this section.

From time to time, Canon U.S.A. participates in initiatives, which include websites hosted by or powered by another company on behalf of Canon U.S.A. As part of these initiatives, certain Canon U.S.A. services and communications may be delivered at the same time as those from other companies. Some of these services and communications offer you the option to disclose personal information to both Canon U.S.A. and the other companies participating in these initiatives. If you choose to provide personal information to the other companies with different privacy policies and practices, that personal information will be

handled according to the respective privacy policies and practices of those companies, which may differ from Canon U.S.A.'s policies and practices.

### ***Government Entities***

Canon U.S.A. may disclose your personal information to government entities in order to comply with mandatory reporting.

### ***Law Enforcement/Legal Proceedings***

We may also disclose your personal information:

- In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from law enforcement or a government agency;
- To establish or exercise our legal rights, to defend against legal claims, or as otherwise required by law (in such cases, we may raise or waive any legal objection or right available to us.);
- When we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud, or other wrongdoing;
- To protect and defend the rights, property or safety of Canon, our company, our users, our employees, or others, to comply with applicable law, to address security or technical issues, or to enforce our website [Terms](#) or other agreements or policies; and

In connection with a corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

## **4. Children's Privacy**

Canon U.S.A.'s Services are not intended for use by anyone under the age of 18. We do not knowingly collect personal information from anyone under 18. If we discover that we inadvertently collected personal information from anyone under 18, we will make reasonable efforts to delete it.

## **5. Marketing and Communication Preferences**

If you no longer wish to receive communications, including marketing communications, from Canon U.S.A., you can either click unsubscribe in the email that you receive from us or log into your account, if you have one, and change your preferences.

Please note that where you unsubscribe from our marketing communications, we will keep a record of your communication information (including email address)

to ensure we do not market to you in the future. We may also send you other types of transactional and relationship email communications, such as service announcements and administrative notices without offering you the opportunity to opt out of receiving them.

## 6. California Privacy Rights Collection, Disclosure, and Sale or Sharing of Personal Information

We collect, and in the last twelve (12) months, we have collected, disclosed for a business purpose, and sold/shared the following categories of personal information:

Category of Personal Information	Specific Personal Information Collected	Disclosed for Business Purpose	Entities that We Disclose Personal Information to for a Business Purpose	Sold or Shared for Targeted Advertising	Entities to which we Sell or Share Personal Information
<b>Personal Identifiers</b>	<ul style="list-style-type: none"> <li>Name</li> <li>Company name</li> <li>Mailing address</li> <li>Phone number</li> <li>Email address</li> <li>Account credentials, such as username and password</li> </ul>	Yes	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service Providers</li> <li>Other third parties when required by law or to protect Canon or other persons, as described in this Privacy Policy</li> </ul>	No	Not applicable
<b>Payment or Financial Information</b>	<ul style="list-style-type: none"> <li>Credit/debit card number</li> <li>Other billing and payment information</li> </ul>	Yes	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service Providers</li> <li>Other third parties</li> </ul>	No	Not applicable

	<ul style="list-style-type: none"> <li>•</li> </ul>		<p>when required by law or to protect Canon or other persons, as described in this Privacy Policy</p>		
<p><b>Commercial Information</b></p>	<ul style="list-style-type: none"> <li>• Shopping behavior and browsing history</li> <li>• Information about your hobbies and interests</li> <li>• Product and service preferences</li> <li>• Products and services purchased</li> <li>• Purchase date</li> <li>• Technical information related to your Canon products (including model, serial number, unique device identifier, diagnostic information, usage data, camera and lens settings, system logs, application</li> </ul>	<p>Yes</p>	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service Providers</li> <li>• Other third parties when required by law or to protect Canon or other persons, as described in this Privacy Policy</li> </ul>	<p>No</p>	<p>Not applicable</p>

	<ul style="list-style-type: none"> <li>configurations , consumables status, etc.);</li> <li>• Inquiries about products and services purchased</li> <li>• Service center responses</li> <li>• Details on your customer service, warranty, and repairs interactions with Canon</li> <li>• Customer survey responses or other feedback you provide</li> </ul>				
<b>Internet and Network Information</b>	<ul style="list-style-type: none"> <li>• IP address, including general location information</li> <li>• Information about your browsing behavior, device information and interactions (including repeated site visits, interactions, keywords, online content production, etc.)</li> <li>• Browser type</li> </ul>	Yes	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service Providers</li> <li>• Other third parties when required by law or to protect Canon or other persons, as described in this Privacy Policy</li> </ul>	Yes	<ul style="list-style-type: none"> <li>• Advertising Agencies</li> <li>• Marketing Partners</li> <li>• Social Media Companies</li> </ul>

	<ul style="list-style-type: none"> <li>• Browser language</li> <li>• Browser history</li> <li>• Access times</li> <li>• Log and analytics data</li> <li>• Originating website (referring URL)</li> <li>• Unique device identifier</li> <li>• Clickstream behavior</li> </ul>				
<b>Geolocation Data</b>	<ul style="list-style-type: none"> <li>• General location information from your device or estimated based on your IP address</li> </ul>	Yes	<ul style="list-style-type: none"> <li>• Service Providers</li> </ul>	Yes	<ul style="list-style-type: none"> <li>• Advertising Agencies</li> <li>• Marketing Partners</li> <li>• Social Media Companies</li> </ul>
<b>Other Personal Information</b>	<ul style="list-style-type: none"> <li>• Information about your personal preferences (such as whether you consent to receive marketing communications)</li> <li>• Inferences about you derived from other personal information</li> <li>• Information you may post on our platform or on</li> </ul>	Yes	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service Providers</li> <li>• Other third parties when required by law or to protect Canon or other persons, as described in this Privacy Statement</li> </ul>	No	Not applicable

	<p>our social media or other websites</p> <ul style="list-style-type: none"> <li>• Information you submit to us or share with us, including interactions through email, recorded phone calls, and chat features</li> </ul>				
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--	--	--

***Sensitive Personal Information***

We do not collect sensitive personal information from B2B users.

***California B2B Users***

We do not sell your personal information.

***Personal Information of Children Under Age 18***

We do not sell or share personal information of individuals we know to be less than 18 years of age.

***Retention of Your Personal Information***

For each of these categories of personal information, we retain your personal information for as long as it is reasonably necessary for the purposes for which the information was collected, and in accordance with any retention periods required by applicable laws and during the relevant statutes of limitations. The criteria used to determine our retention policies include the length of our relationship with you, your requests, ongoing contract and service obligations, business need, and our legal obligations.

We also retain information as otherwise required by applicable law, to defend our legal positions, and to otherwise prevent fraud or harm to other users of the Services.

We are under no obligation to store your personal information indefinitely and disclaim any liability arising out of, or related to, the destruction of such personal information.

### ***Sources of Your Personal Information***

As described above in the “[The Information We Collect and How We Collect It](#)” section, we collect information directly from you when you provide it to us, automatically using cookies and other tracking technologies, from the categories of third parties listed in that section, and from publicly or commercially available sources that we deem credible.

### ***Purposes for Collecting Your Personal Information***

We collect or disclose personal information about you for the business purposes further described in the “[How We Use the Information We Collect](#)” section above.

### ***Browser-Based Opt-Outs***

Some browsers offer you the ability to opt out of cookie-based “sales” and sharing of personal information for targeted or other cross-contextual behavioral advertising. The Global Privacy Control (<https://globalprivacycontrol.org/>) is currently the most recognized signal.

At this time, we only respond to browser-based opt out signals sent through the Global Privacy Control. When you opt out of sale or sharing via the GPC, we will make reasonable efforts to respect your choices indicated by a GPC setting as required by applicable law. The Canon U.S.A. website is not currently configured to recognize “do not track” or other browser-based signals. However, other settings within your browser may permit you to block cookies or other technologies that enable websites to collect information that can be used to tailor advertisements to your interest. Please check your browser’s settings or consult your browser’s help information for more details. To learn more about browser tracking signals and Do Not Track, visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

### ***Your California Privacy Rights***

If you are a California resident, you have the right, under the California Privacy Rights Act (“CPRA”), subject to certain exemptions, to:

- Access and receive, up to twice every 12 months, a portable copy of the personal information that we have collected about you in the last 12 months;

- Know specifically:
  - The categories and specific pieces of personal information we have collected about you;
  - The categories of the sources of the personal information;
  - The purposes for which your personal information is collected and used;
  - The categories of personal information that the business disclosed for a business purpose, and for each category identified, the categories of third parties to whom that particular category of personal information was disclosed; and
  - The categories of personal information that the business sold or shared, and for each category identified, the categories of third parties to whom that particular category of personal information was sold or shared;
- Correct inaccuracies in your personal information;
- Request deletion of your personal information;
- Limit the use of your sensitive personal information;
- Opt out of or object to having your personal information sold to, or shared with, third parties; and
- Not be discriminated against by us for exercising any of these rights.

### ***Deletion Requests***

Following verification of your identity and your state of residence, and subject to the terms of this subsection, we will honor your request by deleting, deidentifying, or anonymizing your personal information, and, if applicable, instruct any service providers and/or third parties to which we have disclosed your personal information to delete your personal information. Please note that certain information may be exempt from such requests under applicable law. We may also decline to delete your personal information for legal or business reasons, including to provide the Services to you, maintain our records, comply with our legal obligations, resolve disputes, enforce our agreements, or for security, regulatory, or fraud prevention purposes. It may not always be possible to completely remove or delete all of your personal information from our databases without some residual data remaining because of backups and other reasons. We may also keep a record of correspondence with you (for example if you have made a complaint about a product or our Services) to protect us from a legal claim. Canon U.S.A. will only process deidentified data in a deidentified manner and will not re-identify deidentified data.

### ***Exercising Your Rights***

If you are a California resident and a B2B user of a Service that links to this Privacy Policy, to submit your request:

- [click here](#); or
- call 1-855-245-3277 (toll-free).

When you submit a request to us, we will verify your identity before processing the request. In order to protect your personal information, you may be asked to provide two (2) or three (3) pieces of information to match our records so that we can reasonably verify your identity.

### ***Authorized Agents***

If you would like to designate an authorized agent to submit certain requests on your behalf, or if you are an authorized agent of a California resident and would like to submit a request on behalf of that individual, send an email to the following email address: [designatedagentrequest@cusa.canon.com](mailto:designatedagentrequest@cusa.canon.com). If you are the California resident, in order for an authorized agent to be verified, you must provide the authorized agent with signed, written permission to make such request. We may also follow up with you to verify your identity before processing the authorized agent's request. If you are the authorized agent, after you submit the request, and if the request is not subject to an exemption or exception, we will require additional information to verify the identity of the California resident, as well as your authority to act on behalf of the resident.

### ***Right to Opt Out of Targeted Advertising (Sharing) or Sale of Personal Information***

To opt out of targeted advertising (or "sharing" of your personal information for targeted advertising purposes), visit the "[How We Use the Information We Collect](#)" section above or our [Cookie Policy](#) below.

We do not sell your personal information.

### ***California "Shine the Light" Disclosure***

California Civil Code Section 1798.83 gives California residents the right to request, from a business with whom the California resident has an established business relationship, certain information with respect to the types of personal information the business discloses to third parties for direct marketing purposes by such third party, and the identities of the third parties with whom the business has disclosed such information during the immediately preceding year. Canon U.S.A. does not disclose your personal information to third parties for direct marketing purposes by such third party.

## ***Financial Incentives***

From time to time, we may offer you certain financial incentives permitted by law (such as coupons, samples, and loyalty programs) in exchange for the collection, retention, or use of certain personal information about you. Each financial incentive related to the collection and use of personal information is based upon our reasonable, good-faith determination of the estimated value of such information to our business, taking into consideration the value of the offer itself and the anticipated revenue generation that may be realized by rewarding brand loyalty and repeat purchases. When you opt into a financial incentive, we will provide information about the specific terms of the financial incentive, such as the categories of personal information required to be disclosed, retained, shared, or sold, in exchange for the benefit you may receive. You can opt out of a financial incentive at any time by contacting us, by clicking [here](#), or by following the instructions on how to opt in or opt out, on the webpage or form where the financial incentive is made available.

## ***Appeals***

If we did not take action on your request, you may submit an appeal of our decision. To submit an appeal, [click here](#). Please note that an appeal must be submitted within 60 days of your receipt of the notice not to take action.

## **7. Third Party Links and Interest-Based Marketing *Links***

There are a number of places on the Services where you may click on a link to access other platforms or websites that do not operate under this Privacy Policy. For example, if you click on an advertisement or a third-party logo on the Services, you may be taken to a website that we do not control. These third-party platforms or websites, including subsites owned or controlled by other Canon Group companies, may independently solicit, and collect information, including personal information, from you. We are not responsible for the privacy practices of these platforms and websites and cannot guarantee the security of any user data collected there. We recommend that you consult the privacy statements of all third-party platforms and websites you visit by clicking on the "privacy" link typically located at the bottom of the web page you are visiting.

## ***Integrated Third Party Tools***

Canon U.S.A. uses integrated tools and features, including API (Application Programming Interface) clients, from YouTube API Services, which may be accessed via videos through links on our websites. By using, playing, or downloading such integrated tools and features, including API clients, you agree to be bound by the [YouTube Terms of Service](#). Users should be aware that the API clients use YouTube API Services. We encourage you to carefully review the privacy policies of any third party services you access, including those of Google LLC at <http://www.google.com/policies/privacy>. Canon U.S.A. does not use API data to personally identify you and does not share API data with any external parties.

### ***Do Not Track***

The Canon U.S.A. website is not currently configured to recognize “do not track” or other browser-based signals. However, other settings within your browser may permit you to block cookies or other technologies that enable websites to collect information that can be used to tailor advertisements to your interest. Please check your browser’s settings or consult your browser’s help information for more details. To learn more about browser tracking signals and Do Not Track, visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

### **8. Security**

When you submit information to Canon U.S.A. through the Services, you should be aware that your information is transmitted across multiple computer systems on the Internet. Although we use reasonable and appropriate physical, technical, and organizational security measures to protect your information from accidental loss and from unauthorized access, use, alteration and disclosure, no method of transmitting or storing electronic data on the Internet is ever completely secure, and we do not guarantee the security of such information at any time.

### **9. Transfer to Other Countries**

While Canon U.S.A. is a U.S. company, we may collect, and you may provide us with information wherever you are located. The Canon U.S.A. servers that process the data you provide us are located in the United States, Japan, and other jurisdictions. By using the Services, or providing us with any information, you understand that the collection, processing, maintenance, transfer and storage of such information will occur in the United States, Japan, and other countries where the privacy laws may be different from those in the country where you reside or are located, and waive any claims relating to the collection, processing, maintenance, transfer, or storage of data outside of such country.

## **10. Right to Modify this Privacy Policy**

We reserve the right to modify this Privacy Policy at any time at our sole discretion. If we modify this Privacy Policy, we will post the revised statement here, with an updated revision date. Changes will be effective immediately upon the posting of the revised Privacy Policy on the Services. In the event we make material changes to this Privacy Policy, we will notify you through the Services prior to the changes taking effect. Please note that if you do not agree to the modified Privacy Policy, you may not use the Services. Your continued use of the Services following the posting of the changes or any applicable notice period will mean that you accept those changes.

## **11. How to Contact Us**

Should you have questions or concerns about this Privacy Policy, submit your request [here](#) or mail your inquiry to Canon U.S.A., Inc. - Customer Privacy, One Canon Park, Melville, NY 11747.

Dated: July 07, 2026

# Cookie Policy

Canon U.S.A., Inc. ("Canon U.S.A.," "we," "our" or "us") may collect information automatically when you access or use the Services or a website hosted by or powered by another company on behalf of Canon U.S.A. through our use of data collection technologies, including cookies, pixels, web beacons, and embedded links (collectively, "cookies").

Cookies are small pieces of information used to store technical and/or personal details, identify users of a service and enable certain functionalities.

We may use cookies to:

- Collect, store, and share certain information about you;
- Store your preferences and settings;
- Enable your sign-in;
- Track your use of the Services;
- Determine whether messages have been opened and acted upon;
- Measure the overall effectiveness of our online content and the products and services we offer through the Services;
- Maintain and improve our website;
- Generate analytics regarding the performance of the Services;
- Facilitate site navigation;
- Personalize your experience while using the Services;
- Show you recently viewed products, provide you with personalized product or service recommendations, or otherwise provide you with a more customized experience; or
- For security purposes.

For example, we use Google reCAPTCHA to detect bots. To provide this service, reCAPTCHA sets cookies and Google collects data including IP addresses. For details, please refer to [Google's Privacy Policy](#).

If you would prefer not to accept cookies, some browsers will allow you to:

- Change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it;
- Turn off existing cookies;
- Withdraw your consent from the use of cookies you previously accepted or allowed; or
- Set your browser to automatically reject cookies.

If you turn off certain cookies, it may impact your experience on the website.

## ***How We Use Targeted Advertising Cookies***

In addition to the purpose listed above, we may also use cookies to help us deliver ads that are targeted to you based on information collected by us or by our advertising agencies, marketing partners, or social media companies. When you visit our site, you can make a choice about targeted advertising (also known as “sharing” or “cross context behavioral advertising”). There are several ways for you to opt out:

- Some of the companies that perform targeted advertising on our behalf may participate in the Digital Advertising Alliance’s (“DAA”) Self-Regulatory Program for Online Behavioral Advertising. To learn more about how you can exercise certain choices regarding interest-based advertising online, see <https://optout.aboutads.info/?c=2&lang=EN>.
- Some of the companies that perform targeted advertising on our behalf may be members of the Network Advertising Initiative (“NAI”). To learn more about the NAI and opt out options for their members, see <http://www.networkadvertising.org/choices/>.
- You can click on the “[Cookie Settings](#)” link at the bottom of the Canon U.S.A., Inc. website to manage your cookie preferences. When selecting your preferences, you can toggle off the “Advertising Cookies” option. Since these activities are based on cookies, opt out choice is specific to the website, device, and/or browser you are using when you make a selection. If you access other Canon-owned websites, you may need to make your selection for each site.
- If your browser recognizes universal opt out signals, such as Global Privacy Control, you may also choose to enable that feature which will automatically communicate your opt out preferences on participating sites.

Opting out of targeted advertising does not mean that you will no longer receive ads, but that the ads you see will no longer be targeted to your preferences. Also, if your browsers are configured to reject cookies when you visit these opt out pages, or you subsequently delete or change your cookie preferences, or use a different device or browser, your browser-based opt outs may no longer be effective and you may need to opt out again.

Effective Date: July 07, 2026

**[Canon Financial Services, Inc. Privacy Statement](#)**