

# PRIVACY POLICY

## **INTRODUCTION:**

CEAT Limited together with its affiliates (collectively referred to as the “Company” or “CEAT” also indicated as “we” or “our” or “us”) is committed to protecting your privacy and Personal Information:

This privacy policy describes our privacy practices in connection with the information we collect from you (“Privacy Policy”) through:

- Our websites operated by us, from which you are accessing this Privacy Policy (“Sites”);
- Software applications owned and/or controlled by us and made available by us for use on or through computers and mobile devices (“Apps”);
- Social media accounts and/or pages that CEAT control;
- When we communicate with you through email messages; and
- When we communicate with you through offline channels.

(hereinafter collectively referred to as “**Services**”)

This Privacy Policy is intended to let you know what Personal Data we collect, why we collect (purpose) and what we do with it (use), processing/sharing and transfer of Personal Data and your rights relating to such personal data shared with us. By using the Services, you agree, understand and consent to this Privacy Policy and any future amendments and additions.

## **APPLICABLE LAW:**

This Privacy Policy is in accordance with laws and regulations as applicable in respective territories.

## **WHO WE ARE?**

We are a company incorporated under the Companies Act, 1956, having registered office at 463, Dr. Annie Besant Road, Worli, Mumbai – 400 030. We are India’s leading tyre manufacturers and have a strong presence in global markets.

## **WHAT IS PERSONAL DATA?**

The term "**Personal data**" as used in this Privacy Policy refers to information that directly or indirectly identifies you (the user of the Service) as an individual or a combination of pieces of information that could reasonably allow the user of the Service to be identified, or as defined under applicable law. Personal data may consist of full name, username, postal address, email address, phone number, gender, date of birth, location data or any online identifier.

## **HOW AND WHY DO WE COLLECT PERSONAL DATA?**

From the first moment you interact with us, we are collecting Personal Data about you. Sometimes we collect Personal Data automatically when you interact with the Services, and sometimes we collect the Personal Data directly from you. At times, we may collect Personal Data about you from other sources and third parties, even before our first direct interaction. At times, we may collect information from you when you make a purchase from us, apply for a job, fill out a survey, register on our Sites/Apps or otherwise submit to us. We combine information from different sources. For example, we may link or combine your activities and information collected from you on our Sites/Apps with information we have collected from you offline (e.g., at an event), information we receive from third parties, as well as information we collect automatically through tracking technologies.

The type of information and Personal Data that we collect about you when you visit our Sites or interact with us or use our Services or apply for a job may include the following:

- Personal details provided by you - such as your name, postal address and other contact details, such as your telephone number and email address, your requests, any complaints you may have and any other data we receive if we communicate with you via email, online or via social media, and any other information you provide - for example, when you register on our Sites, sign up for our newsletters, participate in our offers and promotions, provide customer feedback, reply to surveys or purchase our products or services.
- Demographic Information.
- **Tire and Vehicle Details:** your vehicle's make, model, trim, and year, license plate number and state; the Vehicle Identification Number (VIN); your current brand of tires; and your tire identification number.
- Payment and Transaction information - including data of products purchased on our Sites/Apps, third party dealer from whom you purchased our product, date and time of your transaction, payment account details, credit card and debit card numbers, expiration date, shipping and billing address.

- Account login information - including any information that is required for you to establish a user account, such as user name, password and security question and answer.
- Job application information, such as professional or employment-related information and education information.
- When interacting with our Sites and Apps, certain data is automatically collected from your device or web browser. Detailed information about these practices is included in the “Cookies Policy”. This data includes:
  - ❖ Device IDs, call state, network access, storage information and
  - ❖ Cookies, IP addresses, referrer headers, data identifying your web browser and version, and web beacons and tags.
- Other types of information that you voluntarily choose to provide to us.

## **HOW WILL WE USE YOUR PERSONAL DATA?**

Depending on your use of the Services, we may, collect and process your Personal Data for the following purposes (directly and/or indirectly):

- Registering you as a user of the Services and providing you with the contracted Services;
- To provide products and services and maintain customer relationships;
- Respond to your questions or requests for information;
- Processing and handling complaints;
- To improve the quality of our products and services;
- Send marketing communications;
- Process your payment for products you buy from us;
- Process and issue refunds and collection;
- For warranty administration and validation;
- Communicate with you about a job application;
- To provide information and product updates;

- Pursuing our legitimate business interest; and
- To comply with legal, regulatory and contractual requirement.

### **HOW DO WE STORE YOUR PERSONAL DATA?**

We are in compliance with applicable law for data storage and we have implemented measures designed to secure your Personal Data from accidental loss and from unauthorized access, use, alteration and disclosure. All Personal Data we are collecting from you is stored within a secured infrastructure under our management with support of external service providers. CEAT will store your Personal Data on its IT systems.

### **HOW LONG DO WE RETAIN YOUR PERSONAL DATA?**

Unless otherwise required by law, CEAT retains Personal Data about you only for long as necessary for the purposes for which it was collected or otherwise processed. CEAT will erase your Personal Data when it is no longer necessary for the purpose for which it was collected; when you withdraw your consent (where lawfulness of processing was based on your consent) and there is no other legal ground for the processing; when you object to the processing and there are no overriding legitimate grounds for the processing; and when it is necessary to comply with legal obligations.

### **DISCLOSURE OF YOUR PERSONAL DATA**

We may disclose your Personal Data that we collect or that you provide as described in this Privacy Policy:

- To our subsidiaries and affiliates.
- To service providers, which are entities we use to support our business and who are bound by contractual obligations to keep Personal Data confidential and use it only for the purposes for which we disclose it to them.
- To sales channel partners, CFA's, distributors, dealers, and other retailers who sell and distribute our products, logistics partners and other service providers, to facilitate product purchase and for dispute resolution purposes.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of CEAT's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by CEAT about users of our Services is among the assets transferred;
- For any other purpose disclosed by us when you provide the information;
- To enforce or apply our Terms of Use and other agreements, including for billing and collection purposes.

- To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- If we believe disclosure is necessary or appropriate to protect the rights, property or safety of the Company, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.
- For any other purpose that is consistent with the purpose for which we collected the information, or with your consent.

## **WHAT RIGHTS DO YOU HAVE REGARDING THE PERSONAL DATA WE HOLD ABOUT YOU?**

You have the following rights regarding Personal Data that CEAT holds about you:

- Access: You have a right to know what Personal Data we hold about you and to obtain a copy.
- Rectification/Correction and erasure: You have a right to have incomplete, incorrect, unnecessary or outdated Personal Data about you deleted or updated.
- To file a complaint with data protection authority.
- Where data processing is based on your consent, the right to withdraw consent at any time.

If you are seeking to exercise any of these rights, please contact us using the details in the “Contact us” section below.

## **PRIVACY POLICIES OF THIRD PARTIES**

This Privacy Policy only addresses the use and disclosure of Personal Data by CEAT. We are not responsible for the privacy policies of other websites or application and encourage you to read all applicable terms, conditions and privacy policies provided by all third parties prior to providing them with your information.

## **AGE RESTRICTIONS**

Our Site is not intended for children under 18 years of age, and CEAT does not knowingly collect or use any Personal Data from children under the age of 18. No one under the age of 18 may provide any information to us or on the Site. If we learn we have collected or received Personal Data from a child under the age of 18, we will delete that information. If you believe we might have any information from or about a child under the age of 18, please contact us [customercare@ceat.com](mailto:customercare@ceat.com).

## **SENSITIVE PERSONAL DATA OR INFORMATION**

Please note that you must not communicate to CEAT when you visit our Sites or interact with us or use our Services, Sensitive Personal Data or information concerning you as defined under applicable laws.

In the event you voluntarily provide Sensitive Personal Data or information to us, you expressly consent to your personal information being used as described in this Policy.

### **HOW TO CONTACT US**

If you have any questions or requests in connection with this Privacy Notice or other privacy-related matters, you may contact our Data Protection Officer at:

#### **CEAT Limited**

463, Dr. Annie Besant Road,  
Worli, Mumbai: 400 030

Email id:

### **CHANGE IN POLICY**

CEAT reserves the right to amend this Privacy Policy without prior notice to reflect technological advancements, legal and regulatory changes and good business practices.