

# PRIVACY POLICY

## 1. Privacy Policy

Bridgestone India respects your privacy and assures you that any information provided by you to Bridgestone India through our website is protected. To notify you about our practices, we have developed this Privacy Policy.

This Privacy Policy is applicable to all Personal Information or Sensitive Personal Data or Information disclosed: (i) by site users to Bridgestone India through the website; (ii) by our customers; or (iii) other persons who wish to receive marketing communication from us. You signify your assent to the Privacy Policy. If you do not agree with this Privacy Policy, please do not use our sites or opt out of receiving our marketing communication. We reserve the right, at our discretion, to change, modify, add, or remove portions of this Privacy Policy at any time. Please check this page periodically for changes to the Privacy Policy. Your continued use of our sites or receipt of marketing communication from us following the posting of changes to these terms will mean you accept those changes.

## 2. Authorisation of processing

Generally, you can visit our website without providing any personal information about yourself. However, some areas of our website may request that you voluntarily supply us with personal information for purposes such as correspondence, site registration, warranty registration, making a purchase, or participating in online surveys.

Each time you provide personal information, we will handle this information in accordance with the stipulations of this Privacy Policy and in accordance with the legal obligations with regard to the processing of Personal Information.

For your information, Personal Information means information which relates to an individual and which identifies that individual, either directly or indirectly, together in combination with other information available or likely to be available with Bridgestone India, such as your name, email address or telephone number.

## 3. Sensitive Personal Data or information

As a general rule, Bridgestone India does not collect "Sensitive Personal Data or Information" through its website. "Sensitive Personal Data or Information" means Personal Information concerning your:

- password
- financial information such as Bank account or credit card or debit card or other payment instrument details
- physical, physiological and mental health condition
- sexual orientation

- medical records and history
- Biometric information
- any detail relating to the above clauses as provided to Bridgestone India for providing service and

any of the information received under above clauses by Bridgestone India for processing, stored or processed under lawful contract or otherwise.

By voluntarily providing Sensitive Personal Data or Information to us, you expressly consent to your Personal Information being used as described in this Privacy Policy.

#### **4. Purpose of processing**

We may occasionally send to you (via email, telephone, messaging platforms, via browsers, etc), promotional/marketing content, announcements and updates, which may contain important information about our products, service offerings, offers, discounts, customer service, or any other relevant matter, which we believe to be of value to you. We may utilize data for the purpose of conducting analytics (including through trusted third-party service providers) to improve our services, understand user preferences, optimize content, and enhance overall user experience. These analytics enable us to make data-driven decisions and provide you with more relevant offerings. You will have the opportunity to opt-out of receiving such communication.

You agree and accord your consent for processing and transferring of Personal Information within India and/or with our group companies outside India for such purposes. We will comply with Indian laws, GDPR and any other applicable laws with regards to any such Personal Information.

#### **5. Disclosure**

Bridgestone India will not disclose any personal information gathered on-line to third parties unless

(i) release is required by law or is pertinent to judicial or government investigations or proceedings or

(ii) you have authorized to do so and/or

(iii) it is necessary to protect our property rights related to this website

We may at our discretion employ, contract or include third parties for operational purposes. Our practice is to require such third parties to handle Personal Information in accordance with this Privacy Policy. We may retain electronic communications you send to our customer service representatives, Webmaster or other associates. These may be shared only within Bridgestone India as a means to continually improve customer service.

#### **6. Cookies**

There is a technology called "cookies" which can be used to provide you with tailored information from a web site. A cookie is an element of data that a web site can send to your browser, which may then be stored on your system.

Our Web site may use cookies so that we can better serve site users; these cookies don't identify you personally, We use cookies for gathering non-personal information of a site users. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether to accept it.

## **7. Security Practices and Procedures**

Bridgestone India has taken all reasonable measures and precautions to keep the Personal Information and Sensitive Personal Data or Information safe and secure and to prevent any unauthorized access to or misuse of the same.

We have a comprehensive and documented information security programme that contains managerial, technical, operational and physical security control measures. The security practices comply with the international standards on information technology-security techniques. We are not liable to any user for any loss, damage (whether direct, indirect, consequential or incidental) or harm caused to any user due to the unauthorized access or misuse of the Personal Information or Sensitive Personal Data or Information by any third party beyond our control.

Our security practices and procedures limit access to Personal Information or Sensitive Personal Data or Information on need-only basis. Further, our employees are bound by Code of Conduct and Confidentiality Policies which obligate them to protect the confidentiality of such information. We take adequate steps to ensure that our third parties adopt reasonable level of security practices and procedures to ensure security of personal information. We may retain such information for as long as required to provide you with services or if otherwise required under any law.

## **8. Children safeguard**

Bridgestone India does not knowingly collect any personal information from children under 15 years old through its web site. However, if the parent or guardian of a child under 15 believes that the child has provided us with Personal Information, the parent or guardian of that child should contact us if they want this information deleted from our files. If Bridgestone India obtains knowledge that it has Personal Information about a child under 15 in retrievable form in its files, we will delete that information from our existing files. In addition, anyone under 15 years old should seek their parent's or guardian's permission prior to using or disclosing any personal information on this site.

## **9. Links to Other Websites**

Bridgestone India web site may contain links to other websites, and we make every effort to link only to websites that share our high standards and respect for privacy. However, we are not responsible for the content or the privacy practices employed by other websites. Upon linking to other websites, you should inform yourself of the privacy policies of such third party websites. You should also be aware that other websites may use cookies.

## **10. Review and updation of Personal Information**

If you would like to review your personal information or if you see any discrepancy in your personal information or if a part of your personal information changes, we request you to visit Bridgestone India Head Office or write to us at [grievance-officer@bridgestone.co.in](mailto:grievance-officer@bridgestone.co.in) so that Bridgestone India may make any necessary updates.

## **11. Grievance**

In accordance with Information Technology Act, 2000 and rules made there under, Mr. Ankur Malhotra has been designated as Grievance Officer. The contact details of the officer are as below:

E-mail id: [grievance-officer@bridgestone.co.in](mailto:grievance-officer@bridgestone.co.in)

Toll Free Number: 1800-266-8055 Monday to Saturday (10 AM TO 7 PM)

Please mention Bridgestone Website Privacy Policy in subject line of email.

We will strive to address your grievances in a timely and effective manner.