

# Privacy Policy

Bridgestone Corporation (“Bridgestone”) is committed to protecting your personal information. With this site, Bridgestone has the opportunity to receive your personal information through your inquiries on products, promotional programs, or questionnaires. Bridgestone believes that it is an important responsibility to protect all of your personal information.

To better protect your privacy, Bridgestone provides the following policies that apply to this site. Bridgestone will prevent any leakage, misuse or alteration of your personal information to the best of our ability.

## | What is personal information?

The types of personal information include your name, address, age, telephone number, e-mail address, any information that personally identifies you, or any information that is specific to you.

## | How we collect your personal information

When Bridgestone collects the personal information you submit to this site, Bridgestone clearly indicates the purpose of this, and does so within necessary limitations.

If you prefer not to provide your personal information to Bridgestone, you can refuse the submission of your own accord. However, please note that by refusing to submit your personal information, you may not be able to utilize some of the services on this site that require submission of personal information.

Bridgestone automatically receives your IP address, cookie information or information on any web pages that you review, and records this information onto our server. Such gathered information may be used to customize our site contents, which you review and improve our site contents.

## | How we use your personal information

Bridgestone only uses your personal information within the specific purpose that is indicated to you. We will inform you beforehand if an occasion arises where we would like to use your personal information beyond the purpose originally indicated to you. If you do not agree with this, you can refuse the usage of your personal information.

## | Non-disclosure of your personal information to third parties

Bridgestone does not disclose, transfer or lend the personal information you submit to our site to any third parties. Notwithstanding this obligation shall not apply to the following:

- ✓ When we obtain your permission.
- ✓ When we find it necessary to disclose it to Bridgestone-affiliated companies, subsidiaries, distributors or agencies in order to answer any inquiries from you.
- ✓ When we find it necessary to disclose information to other companies Bridgestone hires that have a confidentiality agreement with Bridgestone in order to implement what was indicated to you.
- ✓ When such information is processed into non-personally-identifiable information as a statistical data.
- ✓ In case of urgent circumstances to protect people's life, body or property.
- ✓ In case of being required to disclose such information by law.

## | Use by visitors under the age of 18

Bridgestone is also committed to protecting personal information of any site visitors who are under the age of 18. Bridgestone recommends that a guardian review the web site when a site visitors under the age of 18 accesses this site. If you are under the age of 18, please provide your personal information with the consent of your guardian.

## | A word on “Cookies”

“Cookies” are IDs consisting of letters and numbers that this site sends to your computer's hard drive through your web browser. The system on this site uses cookies to recognize your browser and can provide functions such as storing your access information until your next site visit.

You can set up the browser not to receive new Cookies, to arrange a warning to appear on the screen when Cookies are received or to void the cookie functions (please refer to “help” in your browser's toolbar).

If you do so, you may not be able to utilize some functions on this site. To fully utilize this site, we recommend you the set up that Cookies can be received.

## | A word on security

When you submit your personal information on this site, we will use SSL (Secure Sockets Layer) or other equivalent methods in order to protect transmission of data.

## | Inquiries, corrections or deletion of personal information

If you would like to inquire, make any corrections or request deletion of your personal information, please place your request by clicking on “Contact Us”.

## | Revision of this privacy policy

Bridgestone may revise our privacy policy for this site. Any major policy revisions will be posted on our site in an easy-to-find and timely manner.

## | Responsibility control and contact for inquiries

Bridgestone has assigned a person in charge and a service contact to handle any inquiries you may have about this site. Please place your questions or opinions by clicking on “Contact Us”.