

# Bosch Privacy Notice – Highlights/Notice at Collection

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Bosch Automotive Workshop Services LLC has set out below some important highlights of the Privacy Notice for our website [www.boschautoservice.com](http://www.boschautoservice.com) (“Bosch Website”). You can obtain more information about how we collect, use, disclose and safeguard your personal information by reviewing our full Privacy Notice below.

## What personal information do we collect?

For more information see [Collection of Personal Information](#) and [Sources of Personal Information](#) sections below.

We collect various types of information about our users in connection with the services or products provided through the Bosch Website (collectively, the “Services”), including:

- Information we collect directly from you (i.e., when given by you);
- Information we collect indirectly from you (i.e., collected when you use the Services); and
- Information we obtain from third-party sources.

We also may collect information in ways that we describe to you at the point of collection or otherwise with your consent. The personal information we collect includes identifiers, commercial information, geolocation data, internet or other similar network activity, professional or employment-related information. We do not collect sensitive person information. Therefore, we do not offer a specific right to limit. The section titled “Collection of Personal Information” contains more information on these categories.

## Why do we collect personal information and how is it used?

For more information see [Collection of Personal Information](#) below.

<b>Business Purposes:</b>	<b>Commercial Purposes:</b>
<ul style="list-style-type: none"><li>• Fulfilling or meeting the reason you provided the information.</li><li>• Technical administration of Bosch and Bosch affiliate websites, mobile applications and/or services.</li><li>• Maintaining the safety, security, and integrity of our websites, products and services, databases and other technology assets, and business.</li><li>• Customer, vendor, licensor and/or supplier administration, review and/or reports.</li><li>• Administering, maintaining, personalizing and improving Bosch and Bosch affiliates’ mobile applications, products and services, including, without limitation, to authenticate users, process payments, provide requested services, provide optional additional services and to develop new features, products and/or services.</li><li>• Providing customer service.</li></ul>	<ul style="list-style-type: none"><li>• Responding to submitted inquiries and customer service requests and other questions and/or comments.</li><li>• For the U.S., this data may be used for marketing and analytic purposes.</li></ul>

<ul style="list-style-type: none"> <li>• Compliance with legal and/or regulatory requirements.</li> </ul> <p>Evaluating or conducting a merger, sale of assets, consolidation or restructuring, financing or acquisition of all or a portion of any Bosch business, asset or opportunity by, with or into another business, entity or company.</p>	
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Bosch will not collect or use personal information for materially different, unrelated or incompatible purposes without providing you notice (or obtaining your consent, where required by applicable laws in the relevant jurisdiction). Additionally, Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

**Is personal information disclosed, sold, or shared?**

For more information see [Disclosure, Sale, and Sharing of Personal Information – Past 12 months](#), [Personal Information Sales: Opt-Out and Opt-In Rights](#), and [Use of Cookies](#) below.

Bosch may disclose your information with:

- Bosch affiliated entities,
- service providers, vendors, consultants, suppliers, licensors, marketing, partners and other partners and entities performing work on Bosch’s behalf,
- relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

Bosch does not sell or share your personal information collected from this Bosch Website or Services; therefore, we do not offer the right to opt-out of the selling or sharing of your personal information for targeted advertising or profiling.

**What are the risks?**

- We may transfer your personal information to states, provinces, or countries other than where you reside, including to affiliates and service providers. Therefore, your information may be accessible to courts, law enforcement and national authorities in such other jurisdictions. You can obtain information about Bosch’s policies and practices with respect to foreign service providers, or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described in the Privacy Notice.
- Bosch security measures are being continuously improved in accordance with the state of technological developments, however, absolute protection is not possible. We cannot guarantee the security of information posted or transmitted using the Bosch Website.

**What else should you know?**

- Your personal information will be stored in the U.S. and accessible system administrators and operators, marketing and sales associates, service providers and other people and entities performing work on our behalf.
- You may contact our Privacy Notice Administrator, as described in the Privacy Notice, with any questions about the collection of your personal information.
- In some circumstances, you also may have a right to access, update, and correct inaccuracies in your personal data (e.g., pursuant to local law).
- Any additional choices you may have are described in the full Privacy Notice below.

## BOSCHAUTOSERVICE.COM PRIVACY NOTICE

### I. Introduction

Bosch Automotive Workshop Services LLC is pleased to have you visit our Bosch Website and welcomes your interest in the services or products provided through the Bosch Website. This Privacy Notice applies to all users of the Bosch Website and the Services, anywhere in the United States, Canada, and their respective territories and possessions.

The protection of your privacy is an important concern to which we pay special attention. We process personal information collected during your visit to the Bosch Website and use of Services in compliance with this Privacy Notice and all applicable laws and regulations. Data protection and information security are part of Bosch corporate policy.

### II. Scope

This Notice covers our treatment of personally identifiable information, as defined by numerous statutes in the United States, personal information as defined by Canada’s Personal Information Protection and Electronic Documents Act and any applicable substantially similar provincial legislation, and personal information as defined by the Mexican Federal Law on Protection of Personal Data in Possession of Private Individuals, which we gather when you are accessing, viewing, completing, or using this Bosch Website or our Services, which we gather while you are accessing, viewing, completing, or using the Services.

### III. Collection of Personal Information

The Bosch Website has collected the following personal information from users of the Bosch Website within the last twelve (12) months:

Category and Sources of Information	Examples	Business or Commercial Purpose	We disclose, share or sell this data?	Retention
<b>Identifiers</b> We collect this information from our users, customers, and business partners. We also generate identifiers internally.	real name, address, Internet Protocol address, phone number, email address, account name, date of birth, sex, or other similar identifiers.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have

Category and Sources of Information	Examples	Business or Commercial Purpose	We disclose, share or sell this data?	Retention
		Commercial- To improve our offerings.	We do not sell/share this data	documents such as contracts and invoices available for a certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.
<b>Personal Information</b>  We collect this information from our users, customers, and business partners.	real name, Internet Protocol address, email address, address, telephone number, date of birth, sex, employment, some personal information included in this category may overlap with other categories.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.  Commercial- To improve our offerings.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.  We do not sell/share this data	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.
<b>Commercial information</b>  We collect this information from our customers, and generate it internally during transactions with our customers	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.  Commercial- To improve our offerings.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.  We do not sell/share this data	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.
<b>Internet or other similar network activity</b>  We collect this information from our users and customers	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.  Additionally, we may use technology to monitor how you interact with our Bosch Website. This may include without limitation which links you click on, information that you	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.  Commercial- To improve our offerings.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.  We do not sell/share this data	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.

Category and Sources of Information	Examples	Business or Commercial Purpose	We disclose, share or sell this data?	Retention
	type into our online forms, and about your device or browser. Further, we utilize session replay technology to monitor and record mouse clicks and movements, keystrokes, and pages and content viewed by you. Please discontinue use of the Bosch Website if you do not consent to our collection of such information.			
<b>Professional or employment-related information</b>  We collect this information from our users, customers, and business partners	Company Affiliation	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.  Commercial- To improve our offerings.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.  We do not sell/share this data	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other legitimate interests such as preventing harm, security and integrity.

Bosch will continue to collect the personal information described above. If any additional personal information is collected by Bosch, we will provide any required notice(s), and where applicable obtain any required consent(s), in accordance with applicable laws in the relevant jurisdiction.

Bosch will not collect additional categories of sensitive personal information or use sensitive personal information for additional purposes that are “incompatible with the disclosed purpose” stated within this section for collection without providing you notice.

#### IV. Sources of Personal Information

Bosch collects personal information from the following categories of sources:

1. Directly from You. For example, when given by you or collected from you through your access to and/or use of the Bosch Website, in context of registering an account, subscribing to, purchasing, or using our Services or when you contact customer support or otherwise interact or communicate with Bosch, its agents, representatives, suppliers, vendors or consultants through the Bosch Website. This information may include,

without limitation, your first and last name, address, phone number, email address, sex, age, IP Address and any other information you choose to provide us.

2. Indirectly from You. For example, from observing your use of the Bosch Website and/or the Services, or services related thereto. The following data may be collected automatically: the website from which you visit Bosch (referrer), pages viewed, files downloaded (downloads), individual links clicked, search words or search phrases (site search), duration of visit, browser used, device data (*e.g.*, unique device identifier, MAC address, IP address, serial number, hardware model, network information and operating system and version), and other relevant details and/or information. If the visit is a result of online advertising such as banners, video ads, search engine advertising, etc., Bosch or its agents, representatives, suppliers, vendors or consultants may record which banner, adware, etc. motivated or assisted with the visit to the Bosch Website.

Bosch will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice or obtaining your consent, where required by applicable laws in the relevant jurisdiction.

## **V. Disclosure, Sale and Sharing of Personal Information – Past 12 Months**

Bosch may use, store, compile, manipulate, share and disclose your personal information with third parties for the purposes stated above. Your personal information is disclosed with the following:

- Bosch affiliated entities, including Bosch's parent company in Germany, Robert Bosch GmbH, to leverage shared services and improve our Services;
- Bosch service providers, vendors, consultants, suppliers, licensors, marketing, partners and other partners and entities performing work on Bosch's behalf, such as hosting vendors, advertising service providers, data analytics companies, marketing service companies, list managers and delivery companies. We also may share your information, including your payment information, as appropriate to process your payments for the Services or complete a transaction;
- Relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

By accessing and/or using the Bosch Website or the Services, you consent to the above uses and disclosure of your personal information in accordance with this notice.

Sale or Sharing of Personal Information. In the preceding twelve (12) months, Bosch has not shared or sold the following categories of personal information for the business and commercial purposes listed in Section III:

- a. Identifiers
  - a. Personal Information
  - b. Geolocation
  - c. Commercial information
  - d. Internet or other similar network activity
  - e. Professional or employment-related information

## **VI. Use of Third-Party Web Analytics Tools**

This Bosch Website uses web analytics tools, such as the Google Analytics web analytics tool, to provide us with an analysis of your use of the Bosch Website, overall use of and traffic on the Bosch Website and other related services. Google Analytics uses cookies that enable an analysis of your use of the Bosch Website. In addition, our Bosch Website uses Google Signals. Google Signals is integrated with Google Analytics to understand how users interact with our Bosch Website across multiple devices and platforms. The information generated by the cookies about your use of the Bosch Website (such as when you visited the Bosch Website, the referrer URL, details on the configuration of your operating system, your browser and your access provider) are generally transmitted to, and stored on, a server of Google located in the U.S.A. You are able to opt out of Google Analytics by downloading and utilizing the Google Analytics Opt-out Browser Add-on, which you can obtain at <https://tools.google.com/dlpage/gaoptout?hl=en>.

This Bosch Website uses functional, analytic, tracking cookies and similar techniques, also from third parties such as Google Analytics, to analyze and improve Bosch and third parties' services. The third parties use cookies that enable an analysis of your use of the Bosch US website and social media pixels that enable an analysis of your use of Bosch social media channels. Our advertising, analytic and social media partners have access to your use of our site. The information generated about your use of the website (such as when you visited the website, the referrer URL, details on the configuration of your operating system, your browser and your access provider) are transmitted to and stored on the respective third parties' server.

The option provided by Bosch to configure settings for cookies has no effect on third party cookies, pixels, and active components (e.g. YouTube, Facebook, Google, Twitter). Refer to the respective providers' websites for information about how they handle your data.

Bosch may use any information gathered by such analytics tools to analyze your use of the Bosch Website, to generate reports on website activities and to perform other website related services to you. Only authorized persons have access to this anonymized data.

## **VII. International Data Transfer**

Bosch may transfer your personal information to Bosch's parent company in Germany, Robert Bosch GmbH, and/or to any other Bosch affiliates throughout the world, when processing, storing, analyzing, and otherwise using data. Bosch may also transfer your data to a service, provider, contractor, or third party outside the country of origin. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in countries other than the country in which you reside. You can obtain information about Bosch's policies and practices with respect to foreign service providers (including affiliates), or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described below.

## **VIII. Children's Privacy**

Bosch does not knowingly collector use any personal information from online visitors under the age of 16. Bosch does not knowingly allow visitors under the age of 16 to participate in any promotions or contests made available on the Bosch Website from time to time.

## **IX. California “Shine the Light” Privacy Rights**

California’s “Shine The Light” law permits those Bosch customers who are residents of California to annually request a list of their personal information (if any) that Bosch disclosed to third parties for direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties. Currently Bosch does not share any personal information with third parties for direct marketing purposes.

## **X. Use of Links to Affiliated Sites**

Our Bosch Website may contain links to other Bosch sites. Our Bosch Website provides these links only as a convenience. Your use of these Affiliated Sites and any related services are outside the scope of this Privacy Notice and is governed by the Privacy Notice and any other terms referred to or located on such Affiliated Sites.

## **XI. Use of External Links**

Our Bosch Website may contain links to third-party websites or services operated by providers that are not associated with Bosch. After you click the link, Bosch no longer has any influence over the collection, storage, use or processing of any personal information transmitted by clicking the link (such as the IP address or URL of the page that contains the link), as the behavior of third parties is, by nature, beyond Bosch control. **Therefore, Bosch is not responsible for the collection, storage, use, disclosure, or other processing of personal information by such third parties.** For further clarity, this Privacy Notice does not apply to any such third-party websites or services; refer to the privacy statements or policies for such third-party websites or services for information about how they collect, use, disclose and protect personal information.

## **XII. Chatbot/Chatbox**

Within the scope of this Online Offer, we may give you the opportunity to learn about the products and services offered by us by means of a chat. When using the chat, the chat conversation may be recorded. After the chat, it will be deleted soon thereafter unless the chat is part of a support or service request. In the latter case, the chat’s content is assigned to your customer account and will be saved for the purpose of fulfilling the contractual obligations.

## **XIII. Security**

Bosch takes commercially reasonable efforts to ensure that your data collected by Bosch through this Bosch Website is protected against tampering, loss, destruction, access by unauthorized persons or unauthorized disclosure. Bosch security measures are being continuously improved in accordance with the state of technological developments, however, absolute protection is not possible.

When you register with Bosch, you are required to create a username and password. You must not share this access information with anyone else as you are personally responsible for any information transmitted while logged in with your username and password. We disclaim any and all liability for any information transmitted due to an unauthorized log in.



## XIV. Use of Cookies

### 1. Bosch Cookies.

Bosch uses cookies and active components (*e.g.*, *JavaScript*) to track visitors' preferences and customize the design of the Bosch Website.

Cookies are small text files stored on your computer or device when you visit a website. If you wish, you can delete the cookies at any time from your web browser. However, this can result in some functions no longer being available. For information on deleting the cookies, consult your browser's help function.

Bosch makes it possible to control the use of cookies. To do so, click the "Privacy settings" link in the footer. This link gives you additional information about the cookies used. In addition, you can configure which cookies you want to use there.

### 2. Third-Party Cookies.

Bosch's websites may incorporate content and services from other providers (*e.g.*, YouTube, Facebook, Google, Twitter) who, in turn, may use cookies and active components. Bosch has no influence on the processing of personal information by these providers. The option provided by Bosch to configure settings for cookies used has no effect on cookies and active components from other providers (*e.g.*, YouTube, Facebook, Google, Twitter). Refer to the respective provider's websites for information about how your data is handled.

### 3. Cookies, Tracking Mechanisms, and Cookie Retargeting

Cookies, Tracking Mechanisms, and Cookie Retargeting create user profiles by means of advertising cookies or third-party advertising cookies so called "web beacons" (invisible graphics that are also called pixels or tracking pixels), or by means of comparable technologies. These are used for interest-based advertising and to control the frequency with which the user looks at certain advertisements. The relevant provider of these tools is the controller responsible for the processing of data in connection with the tool. The providers of the tools might disclose information also to third parties for the purposes mentioned above. The data protection notices of the relevant provider in this context. The following may be incorporated into this website at various times for various marketing campaigns:

**Name:** Meta-Pixel (formerly "Facebook Pixel")

**Provider:** Meta Platforms, Inc.

ATTN: Privacy Operations 1601 Willow Road Menlo Park, CA 94025 or online <https://www.facebook.com/help/contact/507739850846588> or if you are an EU resident Meta Platforms Ireland Limited, Harbour, D2, 4 Grand Canal Quay, Square, Dublin, Ireland, ("Meta").

We are jointly responsible with "Meta" for processing operations of your personal data in the context of processing on our online offer via Meta-Pixel.

In order to determine the respective responsibilities for fulfilling the obligations under the GDPR and applicable law with respect to joint processing, we have entered into a Joint Controller Agreement (JCA) with Facebook.

You can access the main contents of the agreement at the following link:

[https://www.facebook.com/legal/controller\\_addendum](https://www.facebook.com/legal/controller_addendum).

In particular, the JCA regulates which security measures “Meta” must observe when processing personal data([https://www.facebook.com/legal/terms/data\\_security\\_terms](https://www.facebook.com/legal/terms/data_security_terms)) and how data subject rights can be asserted against “Meta”.

**Function:** “Meta” processes your personal data on the basis of your consent via the Meta-Pixel to create campaign reports, track conversions, click events as well as targeted advertising outside our websites (retargeting) using HTTP headers (including IP address, device and browser properties, URL, referrer URL, your person), pixel-specific data (including pixel ID and Facebook cookie), click behavior, optional values (for example, conversions, page type), form field names (such as “email”, “address”, “quantity” for the purchase of a product or service). We do not receive any personal data about you from “Meta”. We only receive anonymized campaign reports about website audience and ad performance. You may opt-out of receiving interest-based ads from “Meta” by changing your advertising preferences directly on Facebook or Instagram. Alternatively, you can opt-out of third-party cookie use by visiting the Digital Advertising Alliance opt-out page at <http://optout.aboutads.info/?c=2&lang=EN> or the <http://www.youronli-nechoices.com> page.

**Name:** Google Ads Remarketing Tag

**Provider:** Google plex

1600 Amphitheatre Parkway

Mountain View, CA 94043

**Function:** Google processes your personal data on the basis of your consent through “Google Ads Remarketing Tag” Pixel for the generation of campaign reports, conversion tracking, click events and targeted advertising outside our website (retargeting) on the basis of URL, referrer URL or inclusion on remarketing lists defined through us, for example. Using the above information, it is also possible for you to be associated with your Google account and included in remarketing lists. We do not receive any personal data concerning you from Google, but rather receive anonymised campaign reports about the target audience and ad performance.

You can stop getting interest-based ads from Google by changing your advertising preferences on the Google website at [https://www.google.com/settings/ads/onweb#display\\_optout](https://www.google.com/settings/ads/onweb#display_optout). Alternatively, you can deactivate the use of third-party cookies by visiting the Network Advertising Initiative opt-out page at [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp) or managing the use of device identification in the device settings. You can find instructions at <https://support.google.com/ads/answer/1660762#mob>.

**You can find more information at:** <https://policies.google.com/privacy>

**Name:** Google Signals

**Provider:** Google plex

1600 Amphitheatre Parkway

Mountain View, CA 94043

**Function:** Google Signals are session data from sites and applications that Google associates with users who have signed into their Google accounts, and who have turned on Ads Personalization. If you have enabled Ads Personalization in your Google account, Google will be able to compile data models and reports on Bosch Website habits. These data models and reports are used to provide aggregated and anonymized insights to better understand cross device behaviours of users.

**You can find more information at:** <https://policies.google.com/privacy>

**Name: New Relic Browser**

**Provider:** New Relic, Inc.

188 Spear Street #1200

San Francisco, CA 94105, USA

**Function:** The New Relic Browser collects information such as identification of the browser used and the time it takes for webpages to load on the Bosch Website, in addition to temporarily processing IP addresses. The purpose of the New Relic Browser is to monitor the status of the Bosch Website and provide diagnostic information for uses such as diagnosis technical issues.

**You can find more information at:** <https://newrelic.com/termsandconditions/privacy>

**Name: Twitter Advertising (Retargeting or Conversion Tracking)**

**Provider:** Twitter Inc,

1355 Market Street, Suite 900,

San Francisco, CA 94103, USA.

**Function:** Twitter Ads allows advertisers to collect data from users who visit their website. Cookies and code are used to connect the website to another third-party platform such as Twitter. A non-reversible and non-personal hash value is generated from your usage data and transmitted to Twitter for analysis and marketing purposes. In addition, a so-called “Twitter pixel” can be used to track the actions of users after they have seen or clicked on a Twitter ad. User behavior, such as websites visited, content accessed, time of visit, etc., as well as device-related data, such as applications and operating systems used, are recorded. With “cross-device personalization”, Twitter also tries to link all devices of a user. Since the data is stored and processed by Twitter, a connection to the respective user profile on twitter.com is also possible.

You can object to Twitter’s data collection by adjusting the settings in your Twitter account or at <https://twitter.com/personalization>.

If you would like to opt out of interest-based advertising from certain third-party advertisers, you can do so at <https://optout.aboutads.info> and <https://optout.networkadvertising.org>.

**For more information:** <https://twitter.com/privacy>.

**Name: Bing Ads Conversion Tracking Pixel**

**Provider:** Microsoft Corporation

One Microsoft Way  
Redmond, WA 98502

**Function:** The Bind Ads Conversion Tracking Pixel is used to track and measure the effectiveness of advertising campaigns on the Bing search engine. When the pixel is placed on a website, it helps advertisers monitor and analyze user actions such as conversions, user activities or other desired actions that result from Bing ads. The pixel enables advertisers to gather valuable data on campaign performance, optimize their marketing strategies and make informed decisions to improve their advertising efforts on Bing.

You can learn about adjusting the settings in at: <https://account.microsoft.com/privacy/ad-settings/signedout?ru=https%3A%2F%2Faccount.microsoft.com%2Fprivacy%2Fad-settings>

For more information: <https://privacy.microsoft.com/en-us/privacystatement>

**Name: LinkedIn Insight Tag**

**Provider:** LinkedIn Corporation

1000 West Maude Avenue  
Sunnyvale, CA 94085

**Function:** LinkedIn processes your personal data based on your consent via the pixel "LinkedIn Insight Tag" for the creation of campaign reports, tracking of conversions, click events as well as targeted advertising outside our websites (retargeting) based on URL, referrer URL, shortened or hashed IP address (for cross-device retargeting), devices and browser properties (user agent) and time stamp. We do not receive any personal data from you from LinkedIn, only anonymized campaign reports on website audience and ad performance. LinkedIn storage period: pseudonymization after 7 days, final deletion after 180 days.

**For more information:** <https://www.linkedin.com/legal/privacy-policy>

## **XV. How We Respond to Do Not Track Signals**

The "Do Not Track" ("DNT") privacy preference is an option that may be made in some web browsers allowing you to opt-out of tracking by websites and online services. At this time, global standard DNT technology is not yet finalized and not all browsers support DNT. We therefore do not recognize and/or respond to all DNT signals.

## **XVI. International Users**

This is a U.S. website and service targeted to users in the U.S, and the Bosch Website and Bosch Services are subject to U.S. laws, as applicable, including, without limitation, those governing the privacy and security of your information. If you use Bosch Services, you are transferring your information to Bosch in the United States. By using the Bosch Services or providing your information to Bosch through the Services you consent to the transfer of your personal information to the United States, and Bosch handling of your information in accordance with applicable U.S. requirements and this Privacy Notice. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in the United States. You can obtain information about Bosch's policies and practices with respect to service providers (including affiliates) outside the country where you reside, or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described below.

## **XVII. Your Rights - US**

State specific privacy laws within the United States provide data subjects certain rights regarding the personal information that businesses collect and how the collected personal information is used. If you would like to exercise data subject right available to you, find the "Exercise your Rights" section below. Our privacy team will examine your request and respond to you as quickly as possible.

We may still use any aggregated and de-identified Personal Information that does not identify any individual and may also retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our Agreements. We maintain and use all de-identified information in de-identified form. We do not attempt to reidentify it except to ensure our de-identification processes are in compliance with applicable law.

Dependent on the state of your residence, you may be provided the following rights:

**California:**

- Right to know what personal information is being collected
- Right to access your personal information.
- Right to correct inaccurate personal information.
- Right to delete personal information
- Right to know what personal information is sold or shared and to whom.
- Right to opt-out of sale or sharing of personal information for cross-context behavioral advertising
- Right to data portability
- Right to opt-out of processing for the purpose of profiling
- Right to limit the use and disclosure of sensitive personal data
- Right of no retaliation following opt-out or exercise of other rights

**Virginia:**

- Right to confirm if personal data is processed
- Right to access your personal information
- Right to correction inaccuracies in your personal data
- Right to delete your personal data
- Right to obtain a copy of your personal data
- Right to opt-out for the purpose of targeted advertising, sale of data, or profiling
- Right to non-discrimination
- Right to appeal

**Colorado:**

- Right to confirm if personal data is processed
- Right to access your personal information
- Right to correction
- Right to deletion
- Right to opt-out of sale, targeted advertising, and profiling
- Right to data portability
- Right to non-discrimination
- Right to appeal

**Connecticut:**

- Right to confirm if personal data is processed
- Right to access your personal information
- Right to correction
- Right to deletion

- Right to data portability
- Right to opt-out of sale, targeted advertising, and profiling
- Right to Non-Discrimination
- Right to appeal

**Utah:**

- Right to confirm if personal data is processed
- Right to access your personal information
- Right to deletion
- Right to data portability
- Right to opt-out of sale and targeted advertising
- Right to non-discrimination

**Nevada:**

- Right to request that a company not sell your personal information for monetary consideration

**XVIII. How to Exercise Your Rights**

To exercise your rights, submit a verifiable consumer request or access request, as applicable, to us by either:

Calling us at (888-43-BOSCH (888-432-6724)).

Sending an email to: [privacy.policy@us.bosch.com](mailto:privacy.policy@us.bosch.com)

To assist Bosch in processing your request when exercising your rights, supply the following information:

- Full name
- Phone number
- Address
- Any information you can provide about your previous contact with Bosch (e.g. contact point / touchpoint with Bosch, screenshots, reference to a specific product/newsletter)

Only you (or based on your state of residence, an authorized agent authorized by you to act on your behalf – *see Section Authorized Agent* below for more information) may make a verifiable consumer request or access request, as applicable related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. Your verifiable consumer request or access request, as applicable, must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request or access request does not require you to create an account with us, but if you already have an account with us, you may be required to make your request through that account.

We will only use personal information provided in a verifiable consumer request or access request, as applicable, to verify the requestor's identity or authority to make the request.

## **XIX. Response Timing and Format**

We endeavor to respond to a verifiable consumer request or access request, as applicable, within forty-five (45) days of its receipt, or sooner where required by applicable law (including Canadian Privacy Laws). If we require more time (up 90 days in total), where permitted by applicable law, we will inform you of the reason and extension period in writing. Opt-out request will be honored as soon as feasibly possible, but no later than 15 days from the date we receive the request.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide in response to a verifiable consumer request will only cover the 12-month period preceding the verifiable consumer request's receipt, unless otherwise required by applicable law. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

For data portability requests, where applicable, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request or access request, as applicable, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

## **XX. Personal Information Sales: Opt-Out and Opt-In Rights**

This Bosch Website does not sell or share personal information for a business or commercial purpose, therefore there is no opt-out for the selling or sharing of personal information.

Based on your state of residence and if you are 16 years of age or older, you may have the right to direct us to not sell your personal information at any time (the "right to opt-out"). Furthermore, where required by applicable law in the relevant jurisdiction, we will obtain your consent prior to selling your personal information. We do not sell the personal information of consumers we actually know are less than 16 years of age, unless we receive affirmative authorization (the "right to opt-in") from either the consumer who is between 13 and 16 years of age, or the parent or guardian of a consumer less than 13 years of age. Consumers who opt-in to personal information sales may opt-out of future sales at any time. Once you make an opt-out request, we will wait at least twelve (12) months before asking you to reauthorize personal information sales. However, you may change your mind and opt back in to personal information sales at any time by submitting a request to us via this [email link](#).

To exercise the right to opt-out, you may submit a request to us via this [email link](#).

To disable sharing through cookies set by third parties that may be considered "sales" or "sharing" under the CPRA, VCDPA, and other relevant U.S. state laws, please refer to the "Manage Cookies" link in the cookie banner of the Bosch Website.

## **XXI. Authorized Agent**

### **I. California**

As a California resident you may also exercise your request to know or request to delete through an authorized agent. When you submit your request through an authorized agent we require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.

The foregoing does not apply when you have provided your authorized agent with a power of attorney pursuant to California Probate Code sections 4000 to 4465; provided, that we may require a copy of such power of attorney before fulfilling any request.

### **II. Colorado**

As a Colorado resident you may also exercise your request to opt-out through an authorized agent. When you submit your request through an authorized agent we require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.

## **XXII. Non-Discrimination; Financial Incentives**

We will not discriminate against you for exercising any of your rights. Unless permitted by applicable law, we will not: (a) deny you goods or services; (b) charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; (c) provide you a different level or quality of goods or services; or (d) suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by applicable law that can result in different prices, rates, or quality levels. Any permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. When we offer financial incentives, we request identifiers and contact information, though we may also request additional personal information. We calculate the value of the financial incentive by using the expense related to the offer, and the value of your personal information is the value of the offer presented to you. We currently provide the following financial incentives from time to time: coupons.

## **XXIII. Filing a Complaint**

Regulatory authorities that oversee the privacy laws and regulations, including the Office of the Privacy Commissioner of Canada, advise individuals to file an objection or challenge with the relevant company before lodging a formal complaint with a regulatory authority. If you are dissatisfied with Bosch's response to an objection or challenge filed under Article XX above, or you if wish to file a complaint with a regulatory authority first, you may do so as follows:

**Under PII Laws:** You may file a complaint with the relevant state's Attorney General's office.



**Under US :** You may file a complaint with the applicable state Attorneys General Office or regulatory agency.

#### **XXIV. Changes to Privacy Notice**

Due to the constantly changing nature of Bosch business, Bosch reserves the right to change, update, revise and/or modify this Privacy Notice at any time at Bosch's sole discretion, and Bosch will post any new or revised Privacy Notice here. Any such change, update, revision and/or modification will be effective immediately upon posting on this website, unless we are required to provide direct notice or obtain your consent pursuant to applicable laws. Use of information that Bosch gathers now will be subject to the Privacy Notice in effect at the time of use. By using or navigating around the Bosch Website or utilizing any of the Services, you acknowledge that you have read and understood and agree to be bound by this Privacy Notice in and the applicable Terms of Use. If you do not agree to be so bound, do not remain on the Bosch Website. You are responsible for checking the Bosch Website frequently to keep apprised of recent changes.

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The effective date of this Privacy Notice is: 07/25/2023

This Privacy Notice was updated on: 07/25/2023

#### **XXV. Contact**

To obtain more information or to submit suggestions or complaints regarding the processing of your personal information, you can contact the Bosch Privacy Notice Administrator.

If incorrect information has been stored despite Bosch efforts to maintain correct and up-to-date data, Bosch will correct this upon your written request, sent to:

**Email:** [privacy.policy@us.bosch.com](mailto:privacy.policy@us.bosch.com)

**Postal Address:**

Robert Bosch LLC  
Privacy Policy Administrator  
38000 Hills Tech Drive  
Farmington Hills, MI 48331

You may also contact as follows:

**Phone:**(888-43-BOSCH (888-432-6724)).

**Website:** <https://franchise.boschautoservice.com/franchise/contact.html>

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