

California Consumer Privacy Act (CCPA)

Introduction

The state of California passed a new privacy regulation called the California Consumer Privacy Act (CCPA).

This law went into effect on January 1, 2020 and provides certain new rights to customers and employees who reside in California related to their personal information and privacy around that information.

America's Tire is fully compliant with this law. This document explains what to do if you or your customers have questions about this law or their personal information.

Printed Materials

Printed materials were distributed to stores in January 2020. Display signage in your store and provide contact information for customers who have questions or requests. Signage is available via DTPrints.

Procedure

Q: Where can I find more information about CCPA?

A: Additional information is available at <https://www.americastire.com/customer-service/privacy-policy>

Q: What do I do if a customer asks me a question about CCPA or their personal information?

A: Please direct customers to the following resources to address their questions:

Customer Portal <https://dt-privacyportal-ui.merudata.app/privacy-request/americastire>

Web <https://www.americastire.com/customer-service/privacy-policy>

Phone 855-965-2414

Contact

If you have additional questions, please email the Information Lifecycle Management team at ILM@discounttire.com.
