

Privacy FAQ

Why does Privacy matter?

Everyday Discount Tire receives the personal information of thousands of people, including customers, employees, and service providers. Privacy is a critical component of Discount Tire's mission of providing the most inviting, easy and safe tire and wheel purchase and service experience in the world. In addition to being the right thing to do, Discount Tire has an obligation to comply with several privacy laws and regulations. Discount Tire has a duty to fully disclose the information collected, processed, and shared by us or our partners. Full and transparent disclosure demonstrates our commitment to Privacy increasing customer trust.

What is Personal Information?

Personal Information is broadly defined. Personal Information includes the information that you usually think of as personal to the individual—name, email address, phone number. But it can also include other information about the individual if it is associated with the individual. For example, a customer's transaction history, an internet-user's IP address, and an employee's education history or an online identifier (like an employee ID). Some Personal Information is so sensitive that it is specially defined as "Sensitive Information." Sensitive Information includes an individual's state-issued identification number, precise geolocation, and username and password

What laws apply to the collection and use of Personal Information?

A patchwork of federal and state legislation protect consumer privacy rights. Five states—California, Colorado, Utah, Virginia and Connecticut—have enacted their own comprehensive consumer data privacy laws that only apply to residents of the state. Several federal laws, such as the Children's Online Privacy Protection Act (COPPA) and the Health Insurance Portability and Accountability Act (HIPAA) also protect an individual's personal information in limited circumstances.

What rights do consumers have with respect to their Personal Information?

Most privacy regulations provide individuals (both as consumers and, in some cases, employees) certain rights regarding Personal Information. These rights can be grouped into the following categories:

- Right to know
- Right to access
- Right to delete
- Right to opt out of sale/sharing or processing of certain type of information

- Right to non-discrimination for exercising these rights under the law.

What obligations do these laws impose on Discount Tire?

These privacy laws require, among other things, that Discount Tire provide proper notice to its customers of its practices regarding personal information. This includes informing the customer the types of personal information it collects, the purpose for collecting such personal information, the source from which it gathers this personal information, whether Discount Tire sells or uses personal information for specific advertising purposes, and third parties with whom it shares personal information.

Additionally, Discount Tire must respond to certain requests by customers, which are commonly referred to as Data Subject Access Requests. DSAR's include requests to receive the personal information we have collected about the consumer and requests to deletion personal information.

Where do I go to learn more about our privacy program?

You can learn more about our privacy program by referring to the ILM site on KC or reach out to us at ILM@discounttire.com.

Is there any training available if I want to learn more about data privacy?

We have privacy training as part of new hire orientation. Various Privacy training materials are also available on-demand within KC.

What can we do to protect consumer privacy?

If you or your team works with consumers' or employees' Personal Information, you should ensure the information you possess is treated appropriately. Restrict access to just the data you are authorized to use and to only the personnel authorized to use that data. Data should also only be used for authorized business purposes. It is also important to ensure the data is always well protected and shared only as needed both internally and externally. All of us have an important part to play in protecting the privacy of our consumers and employees.

Please feel free to reach out to the ILM team if you have any questions about the proper handling of personal information.