



## Discount Tire Privacy Program Overview

### **Program Statement**

In executing on Discount Tire's strategy of providing the most inviting, easy, and safe tire and wheel purchase and service experience in the world, Discount Tire collects, uses, or processes the Personal Information of customers, employees, contractors, job candidates, and other third parties. In disclosing personal information to us, a person has certain expectations and legal rights regarding how the company will use, disclose, and secure their personal information. Discount Tire is committed to protecting the privacy, security, confidentiality, and integrity, of the Personal Information entrusted to us. The Discount Tire Privacy Program ("Program") is an element of the Information Lifecycle Management program and provides an overview of Discount Tire's commitments and practices related to the collection, use, sharing, and protection of Personal Information.

This Program must be read in conjunction with applicable laws or regulations governing the privacy of information. Notwithstanding any specific provision, it is the express intent that Discount Tire have flexibility to assess any privacy issues in their full context and take the actions that are appropriate in that given context.

As used in this Program, "Personal Information" shall mean any information that:

- Identifies an individual;
- Relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household; and
- Is considered personal data, personal information, personally identifiable information, personal health information, non-public personal financial information, or similar term under applicable codes, laws, guidelines, rules or regulations, and self-regulatory industry standards, including, without limitation, those relating to privacy, information security, and breach notification.

<b>Purpose</b>	<p>The purpose of this Program is to:</p> <ul style="list-style-type: none"><li>• Ensure the privacy and protection of Personal Information that Discount Tire collects, creates, uses, shares, discloses, and maintains;</li><li>• Develop and maintain a privacy program that is appropriate given the nature of such Personal Information and the nature, culture, and size of Discount Tire and its operations; and</li><li>• Ensure compliance with applicable federal and state privacy laws.</li></ul> <hr/>
<b>Scope</b>	<p>The Program applies to all Discount Tire employees (whether full or part-time), contractors, temporary workers, officers, directors, consultants, and interns. The Program applies to all records, whether electronic or paper, that contain Personal Information. This Program incorporates and supplements existing Company policies, procedures, disclosures, requirements, and guidelines that document specific privacy procedures and practices, including, but not limited to:</p> <ul style="list-style-type: none"><li>• <i>Online Privacy Policy</i></li><li>• <i>Employee and Contractor Privacy Disclosure</i></li><li>• <i>Third Party Data Privacy Requirements</i></li><li>• <i>Third Party Information Security Requirements</i></li></ul> <p>To the extent there is a conflict or ambiguity between any of these policies and this Program, the procedures set forth in the policy dedicated to that subject govern over the Program.</p> <hr/>
<b>Implementation and Monitoring of the Program</b>	<p>The Information Lifecycle Management (“ILM”) program is a multi-segment initiative that incorporates representatives from the Information Security, Information Technology, Records Management, Risk, Legal, Privacy, and PeopleCare groups. The mission of the ILM program is to ensure that information is effectively and efficiently managed throughout the lifecycle from creation until deletion. In furtherance of this mission, ILM will be primarily responsible for the implementation, development, and overall maintenance of this Privacy Program while relying on the assistance of contributors from other segments. ILM will report to the Office of the CEO, which will provide executive oversight of and strategic guidance for Discount Tire’s privacy practices.</p> <hr/>

**Applicable Privacy Laws and Regulations**

Certain U.S. and international privacy laws and regulations have been enacted that provide rights to persons with respect to their Personal Information. These laws are intended to protect against the unauthorized use, access, and disclosure of Person Information by, among other things, restricting certain sharing of information and allowing consumers to control how their information is used. The ILM program has taken significant steps to ensure compliance with these applicable privacy laws and regulations and continues to monitor compliance with any existing or new applicable privacy laws.

**Program Reporting and Oversight**

The ILM Senior Manager shall report in writing to the Office of the CEO at least annually the following information:

- a) The overall status of the Program and Discount Tire's compliance with applicable privacy laws; and
- b) Material matters related to the Program, addressing issues such as risk assessment, risk management and adjustments, security breaches implicating privacy concerns, and recommendations for changes to the Program.

**Establishment Date, Effective Date, and Revision Procedure**

The Program was established and approved by Discount Tire as provided below. Discount Tire will update this Program annually or whenever there is a material change to the law or Discount Tire's operations, structure or business.

Version / Date	Details of Change	Approved By
1.0 /	Initial Version	C. Henrichsen

**Contact**

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