
Information Lifecycle Management (ILM)

Privacy Program Overview



PRIVACY PROGRAM OVERVIEW

Privacy is integral to providing the most inviting, easy, and safe tire and wheel purchase and service experience in the world.

***Cultivate & Care
for People***

***Delight
Customers***

***Grow
Responsibly***

Inviting

Transparent use of personal information

Customers entrust us with their information

Reputation of Trust

Easy

Privacy-by-Design elevates privacy considerations

Clear and accessible privacy policy and rights

Responsive to Customer requests

Safe

Reduced risk of unauthorized access

Reduced risk of unauthorized use

Reduced risk of non-compliance

CUSTOMER AND EMPLOYEE EXPECTATIONS OF PRIVACY

Treating information appropriately and in compliance with regulations is of increasing concern for customers and employees

67% worry about hacking of their personal financial information from online and social media

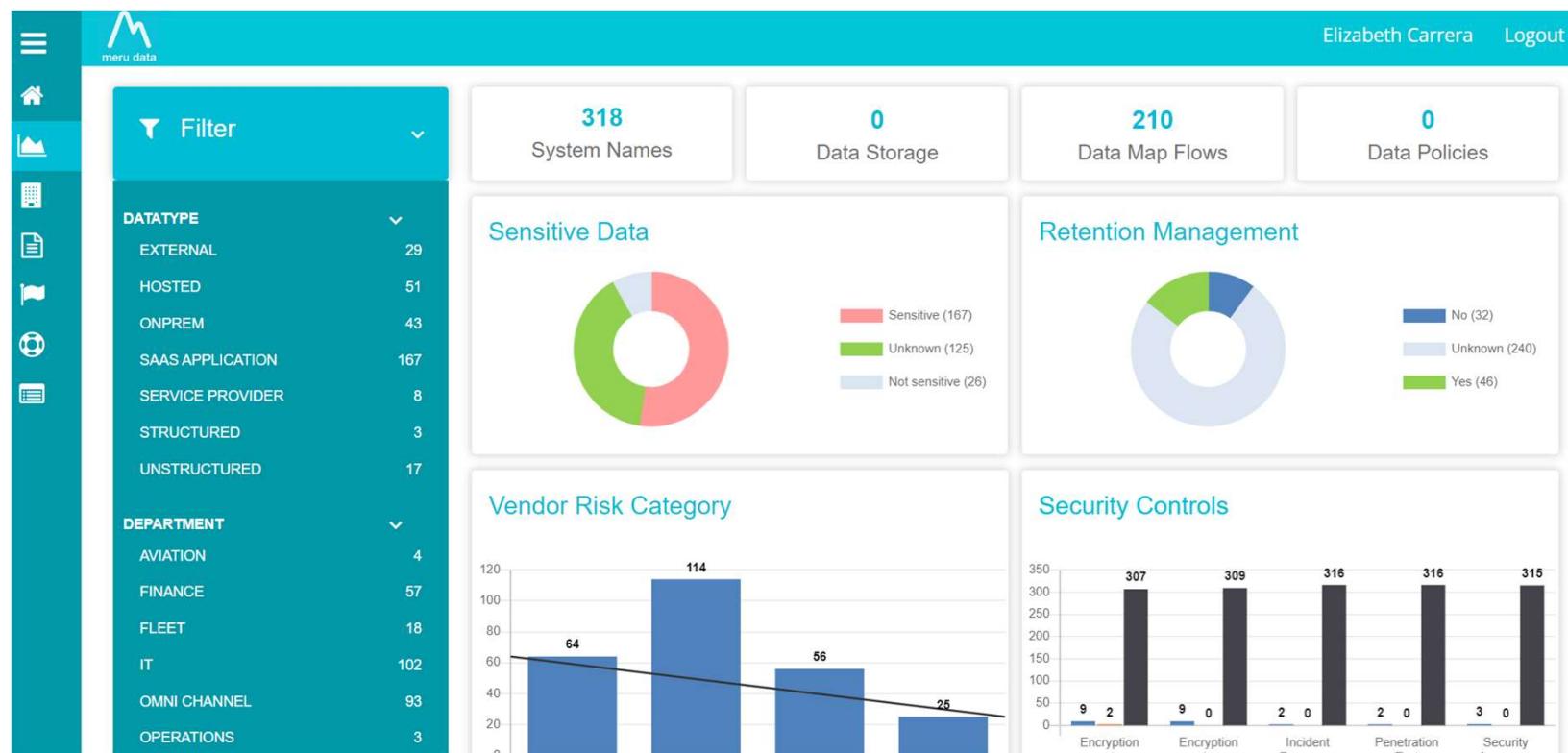
69% do not want their online data used for personalized experiences

70% believe their personal values are shared by the organization they work for



CORE COMPONENT

Meru Data Map



PRIVACY LAWS AND REGULATIONS

The applicable laws on the collection and use of Personal Information and the obligations they impose on Discount Tire

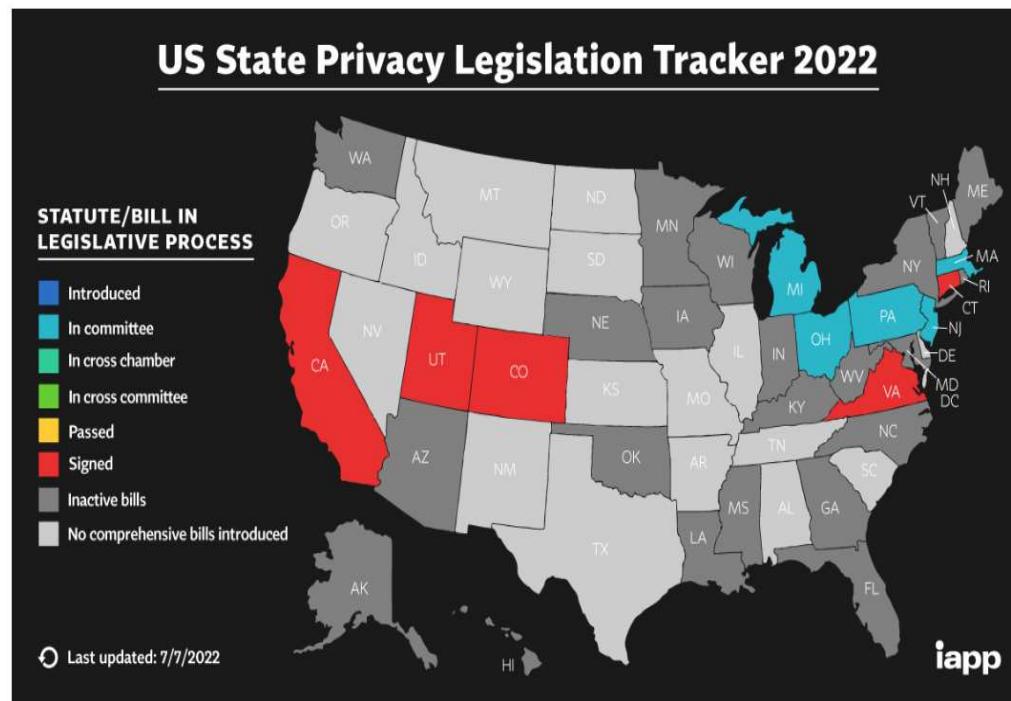
Right to Delete



Right to Copy



Opt-Out of Sale



Source: IAPP



Internal Use Only

Right to Correct



Opt-Out Sharing



Limit Sensitive Personal Info



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AWARENESS AND TRAINING

Our goal is to build awareness around Discount Tire's Privacy Program

- Provide clear guidance for understanding our privacy obligations
- Build support for the program

Documentation and Training

- FAQs
- Privacy Program Overview QRG
- Privacy Overview training coming soon

Support Privacy Program initiatives by contacting ILM@discounttire.com