
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

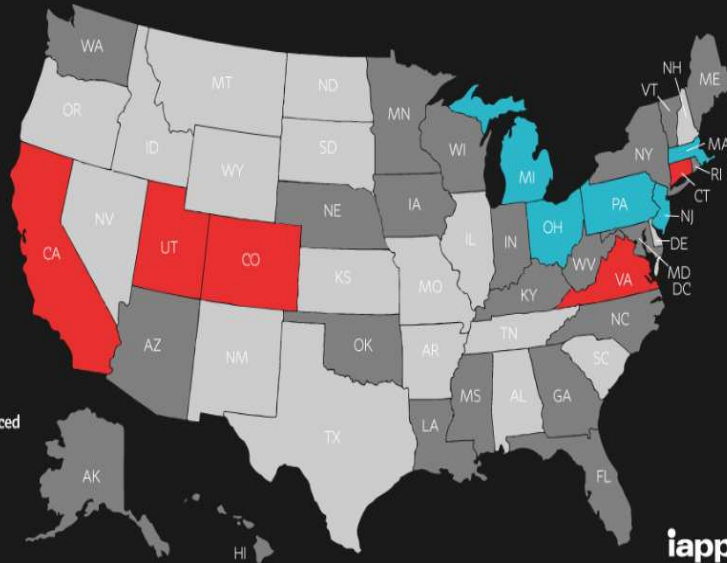


US State Privacy Legislation Tracker 2022

STATUTE/BILL IN LEGISLATIVE PROCESS

- Introduced
- In committee
- In cross chamber
- In cross committee
- Passed
- Signed
- Inactive bills
- No comprehensive bills introduced

Last updated: 7/7/2022



iapp

Right to Correct



Opt-Out Sharing



Limit Sensitive Personal Info



Source: IAPP

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