

LEXUS PRIVACY STATEMENT

UPDATED AS OF [JANUARY 1, 2022]

These Terms of Use (the "Terms") set forth the legally binding terms governing your access to and use of the Lexus family of Websites, Web pages, interactive features and applications, widgets, blogs and their respective contents related to the aforementioned websites, and, unless otherwise indicated, any other interactive content that links the Lexus family of websites, owned and/or operated by Lexus (as defined herein) (collectively, the "Sites"). The Sites are operated by Toyota Motor Sales, U.S.A., Inc. (hereinafter referred to as "Lexus"), and any materials on the Sites are owned by Lexus or its affiliated companies, or licensed by Lexus from third parties and posted on the Sites.

These Terms apply to all persons who visit any of the Sites ("Visitors"), regardless of the Visitor's level of participation. In these Terms, "you" and "your" refer to each Visitor and his or her agents (unless the context requires otherwise), and "we," "us" and "our" refer collectively to Lexus. These Terms explain our obligations to you, and your obligations to us in relation to the use of the Sites. By accessing and visiting any of the Sites you accept and agree to be bound by these Terms, any applicable Additional Terms (as defined below) and our [Privacy Policy](#).

PLEASE READ THESE TERMS CAREFULLY. THESE TERMS INCLUDE AN AGREEMENT TO MANDATORY ARBITRATION, WHICH MEANS THAT YOU AGREE TO SUBMIT ANY DISPUTE RELATED TO YOUR USE OF ANY OF THE SITES TO BINDING INDIVIDUAL ARBITRATION RATHER THAN PROCEED IN COURT. THE DISPUTES/ARBITRATION PROVISION ALSO INCLUDES A CLASS ACTION WAIVER, WHICH MEANS THAT YOU AGREE TO PROCEED WITH ANY DISPUTE INDIVIDUALLY AND NOT AS PART OF A CLASS ACTION. THIS AGREEMENT ALSO INCLUDES A JURY WAIVER. DO NOT ACCESS OR USE ANY OF THE SITES IF YOU DO NOT AGREE TO THESE TERMS IN THEIR ENTIRETY.

THE SITES ARE ONLY INTENDED FOR VIEWING IN THE CONTINENTAL UNITED STATES IF YOU ARE EIGHTEEN (18) YEARS OR OLDER AND NOT A MINOR IN YOUR STATE OF RESIDENCE. If you are not an intended viewer, kindly do not use or view any of the Sites.

We may at any time revise these Terms by updating these Terms. All revisions to these Terms are effective immediately when we post them and apply to use of the Sites thereafter. The "Last Updated Date" at the top of this Agreement will indicate when the latest modifications were made. To the fullest extent permitted under applicable law, your continued use of any of the Sites constitutes your agreement to any modified Terms, and you should therefore visit the Terms to review the current Terms from time to time. Furthermore, unless explicitly stated otherwise, any new features or services that augment or enhance the Sites in the future shall be considered part of the Sites and subject to these Terms. We reserve the right at any time and from time to time to interrupt, restrict, modify, suspend, discontinue, temporarily or permanently, any or all of the Sites (or any portion thereof), with or without notice to you, and you agree that Lexus shall not be liable to you or to any third-party for any modification, suspension or discontinuance of any or all of the Sites. Moreover, we may terminate these Terms for any or no reason, and with or

without notice to you. Your rights under these Terms will terminate automatically without notice from us if you fail to comply with any provision of these Terms. Upon termination of these Terms, you shall cease all use of the Sites.

Certain features of the Sites may require you to download content, software and/or agree to additional terms and conditions, policies and disclaimers (collectively, "Additional Terms"), which are hereby incorporated by reference into these Terms unless expressly set forth otherwise in such Additional Terms. If there is a conflict between these Terms and any Additional Terms, the Additional Terms will control with respect to the specific feature.

NOTE THAT THESE TERMS APPLY ONLY TO THESE SITES; OTHER SITES PROVIDED BY LEXUS, OR PROVIDED BY LEXUS DEALERS, DEALER ASSOCIATIONS AND DISTRIBUTORS MAY HAVE SEPARATE TERMS AND CONDITIONS THAT APPLY TO THE USE OF THOSE SITES.

These Sites are for your personal, non-commercial use. Any other use of the Sites requires the prior written consent of Lexus.

DOWNLOAD LEGAL TERMS

LEXUS CONNECTED SERVICES PRIVACY NOTICE

Your vehicle may be equipped with Connected Services that electronically transmit vehicle-originated data (such as driving behavior data and vehicle health data) to Lexus. These Connected Services may use your vehicle-originated data to respond to vehicle emergencies, find destinations or activate remote services. This vehicle-originated data is subject to the Lexus Connected Services Privacy Notice rather than the Lexus Privacy Statement. Please visit the Lexus Connected Services Privacy Notice at <https://www.lexus.com/privacyvts/> for additional information.

INFORMATION WE COLLECT

We may collect certain types of Personal Information (e.g., information that can be used to identify you as an individual, such as your name, email, telephone number, home address, demographic information [such as ZIP code, age], or payment information [such as account or credit card number]) about you in a variety of ways, depending on your interactions with us, as described further below. We may also collect information from third parties, such as our dealers, as described further below.

- **Contact and Demographic Information:** Contact Information includes information that may be used to contact you or identify you. Examples include your name, address, phone number, email address, owner account information, online identifier, user ID, demographic information (such as ZIP code and age), and social media IDs.
- **Product and Service Data:** Product and Service Data includes vehicle ownership records associated with your current and/or prior owned vehicles. Examples include vehicle ownership transactions, Retail Delivery Report (RDR) records, recall records, warranty

records, repair order records, part order records, Toyota Insurance Management Solutions insurance product records, and incentive offers that you accept.

- **Interaction and Feedback Data:** Interaction Data includes information regarding your interactions with Lexus (such as Lexus's Brand Engagement Center) via telephone, email, chat, text and/or postal mail. Examples include comments and feedback that you provide to us (including customer testimonials); information collected in connection with your participation in sweepstakes, contests, games, special events, promotions, blogs and chats, and surveys ("Programs"); and call center records and screen, audio and/or video recordings of such interactions.
- **Online Activity Data:** Online Activity Data includes information regarding your online interactions with Lexus's Platforms and other websites, where applicable. Examples include your browsing history on Lexus's Platforms, information collected from Lexus's cookies, IP addresses, and publicly available social media information (such as publicly available information that you post on social media sites).
- **Marketing Interaction Data:** Marketing Interaction Data includes information regarding your pre- and post-sale marketing interactions with Lexus. Examples include information collected at events, vehicle purchase negotiation information, vehicle service marketing information, direct marketing information, and retention marketing information.
- **Payment Information:** Payment Information includes payment-related information in connection with your purchase of products and/or services from Lexus. Examples include your credit card or payment platform number.
- **Research Data:** Research Data includes data collected by Lexus related to Lexus's consumer and product research. Examples include your responses to surveys, and information you provide as part of a focus group.
- **Legal Activity Data:** Legal Activity Data includes information collected in connection with legal claims. Examples include information relating to disputes, claims, reimbursements and recalls.

HOW WE COLLECT INFORMATION

We may collect Personal Information about you in a variety of ways, depending on your interaction with us or certain third parties. We may also supplement the information we collect about you directly and through our Platforms with information that we receive from third parties.

Directly from You: We may collect Personal Information directly from you. This may happen in a variety of ways, including but not limited to when you use the Platforms, when you use or subscribe to services that we offer (such as Connected Services), when you use applications that we offer (such as the Lexus App), when you purchase a vehicle, and when you interact with Lexus's Brand Engagement Center. We may also collect Personal Information from you when you submit comments to us or participate in Programs. You may also provide us with written, audio or video feedback or testimonials that contain Personal Information.

Publicly Available Sources: We may collect Personal Information from publicly available sources. For example, Lexus utilizes third-party social media management services to collect and analyze publicly available information on various social media sites.

From Other Individuals: We may also collect Personal Information from other individuals. For example, some features on the Platforms may permit users to submit information about other people. If you wish to invite your friends to participate in a Program offered through the Platforms or forward particular content from the Platforms to your friends, you will be asked to submit your friends' email addresses. Our use, sharing and protection of the other person's information will also be subject to the terms of the applicable Program and this Privacy Statement.

From Third Parties: We may also collect Personal Information from third parties, including our affiliates (such as Lexus Financial Services and Toyota Motor Corporation), our business partners, our service providers, and certain third-party companies (such as our authorized dealers, distributors, local dealer associations, data brokers and other data providers). Information from such third parties may have been collected online, offline, or through publicly or commercially available sources. In addition, we may collect information from third parties in the ways described below:

Requests to Third Parties. Third parties may provide your information to us at your request. For example, if you are on another website and you opt-in to receive information from Lexus, that website will submit to us your email address and other information about you so that we may contact you as requested.

Third Party Applications and Websites; Social Media. You may also choose to participate in a third party application or feature (such as one of our Facebook or Twitter applications or a similar application or feature on a third party website) or use a third party website where you allow us to collect (or the third party to collect and share) information about you, including Online Activity Data and other Personal Information, such as lists of your friends, "likes," comments you have shared, groups, location, and your activity on the third-party website. Services like Facebook Connect give you the option to post information about your activities on our Platforms to your profile page to share with others within your network. In addition, we may receive information about you if other users of a third-party website give us access to their profiles and you are one of their "connections" or information about you is otherwise accessible through your "connections" web page, profile page, or similar page on a social networking or other third-party website or interactive service.

Automatically from Your Devices: We may also collect the following types of Online Activity Data automatically when you use the Platforms:

Usage Information. Whenever you visit or interact with the Platforms, we, as well as any third-party advertisers and/or service providers, may use a variety of technologies that automatically or passively collect information about how the Platforms are accessed and used ("Usage Information"). Usage Information may include browser type, device type, operating system, application version, the page served, the time, the preceding page views, and your use of features or applications on the Platforms, such as interactions with friends and group activities. This information helps us keep our Platforms fresh and interesting to our visitors and allows us to tailor content to a visitor's interests. Usage Information is generally non-identifying, but if Lexus associates it with you as a specific and identifiable person, Lexus treats it as Personal Information.

Device Identifier. We automatically collect your IP address or other unique identifier ("Device Identifier") for the Device (computer, mobile phone, tablet or other device) you use to access the Platforms. A Device Identifier is a number that is assigned to your Device when you access a website or its servers, and our computers identify your Device by its Device Identifier. We, and our affiliates, service providers, business partners and other third parties, including authorized dealers, may use a Device Identifier to, among other things, administer the Platforms; help diagnose problems with our servers; analyze trends; track users' web-page movements over time and across different websites, Platforms, or other mobile, online, or offline services; to help identify you and your shopping cart, and gather broad demographic information for aggregate use.

Cookies; Pixel Tags. The technologies used on the Platforms to collect Usage Information, including Device Identifiers, include but are not limited to: cookies (data files placed on a Device when it is used to visit the Platforms), mobile analytics software and pixel tags (transparent graphic images, sometimes called web beacons or tracking beacons, placed on a web page or in an email, which indicates that a page or email has been viewed). Cookies may also be used to associate you with social networking sites like Facebook and Twitter and, by using one of their applications either on or otherwise connected to our Platforms (e.g., social media log in credentials or vehicle configuration shared to social media), you may enable interaction between your activities on the Platforms and your activities on such social networking sites. We, or our vendors, may place cookies or similar files on your Device for security purposes, to facilitate site navigation and to personalize your experience while visiting our Platforms (such as allowing us to select which ads or offers are most likely to appeal to you, based on your interests, preferences, location or demographic information). To customize your cookie settings for Lexus.com, visit Lexus.com and click on "Cookie Consent Options."

Most browsers allow you to control cookies, including whether or not to accept them and how to remove them. You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser. However, please be aware that some features of the website may not function properly or may be slower if you refuse cookies. In addition, the offers we provide when you visit us may not be as relevant to you or tailored to your interests. If you block or delete cookies, not all tracking that we have described in this Privacy Statement will stop.

We use cookies provided by Google Analytics and BlueKai DMP to collect statistical information about the use of the website. You can opt-out of Google analytics here: <https://tools.google.com/dlpage/gaoptout> (requires you to install a browser add-on). You can manage your third-party data on BlueKai, here: <https://datacloudoptout.oracle.com/registry/>, and you can completely opt-out of BlueKai third-party data collection here: <https://datacloudoptout.oracle.com/#>.

HOW WE USE THE INFORMATION WE COLLECT

We use the information we collect about and from you for a variety of business purposes such as to:

- Respond to your questions and requests, such as requests for product information, new vehicle information alerts, and brochures or to provide other customer support to you;
- Advise you of important safety-related information;
- Provide services to you, such as the Connected Services to which you have subscribed (e.g., Roadside Assistance, navigation and telematics services) or the Lexus app;
- Provide and enhance vehicle services to you, such as service reminders and dealer support services;
- Enable you to participate in promotional activities or other Programs;
- Provide you with access to certain areas and features of the Platforms, such as your interactions with other users;
- Verify your identity;
- Communicate with you about your account and activities on the Platforms and, in our discretion, changes to any Lexus policy or notice;
- Provide advertisements to you, including via electronic and physical means, and tailor any content, opportunities or other offers we serve you, including by providing more relevant content, advertisements, and offers over time and across multiple devices;
- Offer other products and services to you that you may be interested in;
- Internal research, design, marketing analysis, and analytics purposes, including to improve customer satisfaction and the Platforms, our vehicles and other products, and our services;
- Quality control purposes;
- Comply with license obligations;
- Comply with laws or other legal obligations, including for dispute resolution purposes;
- For purposes disclosed at the time you provide your Personal Information or otherwise with your consent.
- You may share your location with us and we may use it for the purpose of providing you with offers and other information relevant to your location.

HOW WE SHARE INFORMATION

Except as described here, we will not provide any of your Personal Information to any third parties without your specific consent. We may share non-Personal Information, such as aggregate data and Usage Information, with any third parties. We may also share your information as disclosed at the time you provide your information, as set forth in this Privacy Statement and in the following circumstances:

Third Parties Providing Services on Our Behalf: We may share your Personal Information with third parties that perform functions on our behalf (or on behalf of our partners) such as service providers that host or operate our Platforms, analyze data, process transactions and payments, fulfill orders or provide customer service; advertisers; sponsors or other third parties that participate in or administer our Programs or provide marketing or promotional assistance, and "powered by" partners or partners in co-branded sites. Your Personal Information may also be used by us or shared with our subsidiaries, affiliates, sponsors, partners, advertisers or other third parties to provide you with product information and promotional or other offers.

Program Partners: If you choose to participate in a Program, your Personal Information may also be shared with our Program partners and may be used by our Program partners in

accordance with their own privacy policies. This Privacy Statement will not apply to that company's use of your information. Sometimes the rules, terms and conditions or disclaimers that apply to a particular Program ("Program Rules") include additional information on how we may use the Personal Information that you provide to us through your participation in the Program. If there is a conflict between the Program Rules for a particular Program and this Privacy Statement, those applying to the particular Program will govern. Please review all of the information about a Program before you provide us with any Personal Information.

Our Affiliates and Parent Company: We may share your Personal Information with our affiliates, including but not limited to Lexus Financial Services, and our parent company, Toyota Motor Corporation. This information is primarily shared for business and operational purposes. Our affiliates may also use that information in accordance with their own privacy policies, including to market to you if you indicate your interest in related products or services.

Our Dealers and Distributors: We may share your Personal Information with our authorized dealers and their holding companies, dealer advertising associations and distributors (including local Lexus dealer associations), who may use that information in accordance with their own privacy policies, including to provide you with services or to market to you. For example, we may share information such as your name and vehicle interests with our authorized dealers to save you time during your visits and to enhance your overall dealership experience. We may also combine information about your Platform visits and share this information with our authorized dealers and other entities to provide you with enhanced experiences across Lexus-affiliated, -branded or similar Lexus-related offerings and Platforms.

Your Agreement to Have Your Personal Information Shared: You may have the opportunity to opt-in to receive information and/or marketing offers from another company or to otherwise consent to the sharing of your information with a third party, including social networking sites such as Facebook or Twitter. If you agree to have your Personal Information shared, your Personal Information will be disclosed to the third party and the Personal Information you disclose will be subject to the privacy policy and business practices of that third party.

Business Transfers: In the event that Lexus is involved in a bankruptcy, merger, acquisition, reorganization or sale of assets, your information may be sold or transferred as part of that transaction.

Legal Disclosure: We may transfer and disclose your information to third parties to comply with a legal obligation; when we believe in good faith that the law or a governmental authority requires it; in connection with a legal dispute; to verify or enforce our Terms of Use or other applicable policies; to address fraud, security or technical issues; to respond to an emergency; or otherwise to protect our rights or property or security of third parties, our customers and visitors, or the public.

YOUR PRIVACY RIGHTS, CHOICE AND ACCESS

We provide you with choices with respect to your Personal Information. If you choose to receive emails from us about products and other information, we strive to keep your Personal

Information updated and accurate and provide you choices regarding the email communications you receive from us.

For Lexus owners, please go to the [Lexus Drivers website](#) and click on "Manage Preferences" to manage your communication preferences (Lexus Drivers account login required). You may also instruct Lexus to remove you from its communication programs by calling [\(800\) 255-3987](tel:8002553987) or clicking the "unsubscribe" link on any Lexus email you have received.

For users who are not currently registered on our Lexus Drivers site, please call the Lexus Brand Engagement Center at [1-800-255-3987](tel:18002553987) to opt out from receiving email communications from Lexus. If you receive an email, you may opt out at any time by following the opt-out instructions provided in the email you receive. Your opt-out request will be processed within 10 days of the date on which we receive it.

If you are participating in a Program, you may be able to access and update the information you provided as part of your participation in the Program. Please see the section of the Platforms concerning the specific Program to determine if you are able to access your information and how to do so.

In accordance with our routine record-keeping, we may delete certain records that contain Personal Information you have submitted through the Platforms. We are under no obligation to store such Personal Information indefinitely and disclaim any liability arising out of, or related to, the destruction of such Personal Information. It may not always be possible to completely remove or delete all of your information from our databases without some residual data because of backups and other reasons. We will retain your information (including geolocation data) for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We do not control certain privacy settings and preferences maintained by our social media partners like Facebook and Twitter. If you wish to make changes to those settings and preferences, you may do so by visiting the settings page of the appropriate social media site.

If you are a Nevada resident, you may have the right to request that Lexus stop selling certain or all of your Personal Information. You may submit a request by either completing the online request form at <https://privacy.toyota.com/> or by calling us at 855-226-4048. Once we receive your request and verify your identity, we will process your request as soon as feasibly possible and will also provide notification of your request to any third parties to whom we sold your personal information in the ninety (90) days prior to your request.

If you are a California resident, you may have certain rights related to your Personal Information in addition to any rights set forth in this Privacy Statement and the Lexus Connected Services Privacy Notice. Please visit the Lexus California Privacy Policy at <https://www.lexus.com/privacy/online-statement#california-privacy> for additional information.

ADVERTISING/BEHAVIORAL TARGETING; HOW TO OPT-OUT

We may use third-party ad network providers to help present ads on the Platforms, as well as other service providers to evaluate and provide us with information about the use of the Platforms and viewing of our content. We do not share Personal Information with these

providers (unless, of course, you give us permission). Such providers may place and access cookies, pixel tags, or similar technologies on your Device to serve you ads or other content personalized to your interests which they infer from your precise location and/or your browsing on the Platforms and other sites you have visited. In doing so, the provider collects or has access to non-Personal Information such as your Usage Information. The use of cookies, pixel tags, or similar technologies by these providers is subject to their own privacy policies, not ours.

Certain web browsers may provide an option by which you may request your browser to inform websites you visit that you do not wish your activities to be tracked by cookies or other persistent identifiers, commonly called "Do Not Track Signals." Although the websites we own and operate, including but not limited to Lexus.com, currently do not respond to Do Not Track Signals, you may choose to opt out of our use of targeting and advertising cookies on Lexus.com by visiting Lexus.com and clicking on "Cookie Consent Options." You may also choose to block cookies with your browser. Please note that opting out of the use of such cookies on Lexus.com will not impact the use of third-party cookies by other websites, which we do not control. In addition, even if you choose to opt-out of targeted advertising, you may still see advertisements while you're browsing online. However the advertisements you see may be less relevant to you and your interests.

CHILDREN

The Platforms are not directed to children under 13. We do not knowingly collect, use or disclose personally identifiable information from anyone under 13 years of age. If we determine upon collection that a user is under this age, we will not use or maintain his/her Personal Information without the parent/guardian's consent. If we become aware that we have unknowingly collected personally identifiable information from a child under the age of 13, we will make reasonable efforts to delete such information from our records.

SECURITY OF YOUR INFORMATION AND PHISHING SCAMS

We take information security seriously and use certain reasonable security measures to help protect your Personal Information. However, no electronic data transmission or storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure or warrant the security of any information you transmit to us, and you use the Platforms and provide us with your information at your own risk. When we collect sensitive information on our sites or within our mobile application (such as credit card number or geolocation information), we encrypt the transmission of that information using Secure Sockets Layer technology.

Beware of Phishing Scams: There have been noticeable increases in the number of suspicious emails claiming that the email recipient has won a Lexus lottery or other promotion. Sometimes the email claims that the recipient has won a new Lexus vehicle. In order to claim the prize, the email asks that Personal Information be sent to a Gmail or Yahoo email address.

This type of email solicitation is known commonly as a "phishing" scam, with the primary objective being to obtain one's personal information. This information can then be utilized to steal a person's identity. For example, a "Lexus Lottery" phishing scam is often sent from Chinese (.cn), German (.de) or British (.co.uk) addresses but can originate from anywhere and

look very official even to the most savvy of Internet users. Lexus will never ask you to send passwords, login names, Social Security numbers, or other personal information through email or U.S. mail or fax or text message. If you receive an email or letter by U.S. mail or fax or text message from Lexus asking you to update your credit card information, do not respond: this is a phishing scam. Recipients of suspicious email like this should delete the message from their inbox and, if possible, update their email filter settings to block emails from the email address being used. The [Federal Trade Commission](#) and the [Antiphishing Workgroup](#) are also good sources of information about these types of security threats and how they may be reported to the authorities.

OTHER SITES

The Platforms may contain links to other sites that we do not own or operate, such as the site for Lexus Financial Services and to sites for Lexus dealers, as well as links from advertisers, sponsors and/or partners. We do not control, recommend or endorse and are not responsible for these sites or their content, products, services or privacy policies or practices, even though they may use the Lexus name or logo on their site through an agreement with us. These other sites may send their own cookies to your Device, they may independently collect data or solicit Personal Information and may or may not have their own published privacy policies. You should also independently assess the authenticity of any site which appears or claims that it is one of our Platforms (including those linked to through an email or social networking page).

The Platforms may make available chat rooms, forums, message boards, and news groups. Remember that any information that you disclose in these areas becomes public information and is not subject to the provisions of this Privacy Statement.

CONSENT TO PROCESSING AND TRANSFER OF INFORMATION

The Platforms are governed by and operated in, and in accordance with the laws of, the United States, and are intended for the enjoyment of residents of the United States. Lexus makes no representation that the Platforms are governed by or operated in accordance with the laws of any other nation. Given that we are an international business, our use of your information necessarily involves the transmission of data on an international basis. If you are located in the European Union, Canada or elsewhere outside of the United States, please be aware that information we collect may be transferred to and processed in the United States. By using the Platforms, or providing us with any Personal Information, you (a) acknowledge that the Platforms are subject to the laws of the United States, (b) consent to the collection, processing, maintenance and transfer of such information in and to the United States and other applicable territories in which the privacy laws may not be as comprehensive as or equivalent to those in the country where you reside and/or are a citizen, and (c) waive any claims that may arise under those laws.

CHANGES

We may update this Privacy Statement to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the email address specified in your account) or by means of a notice on our Platforms prior to the change becoming effective.

We encourage you to periodically review this page for the latest information on our privacy practices.

CALIFORNIA PRIVACY POLICY

Effective Date: January 1, 2020

Last Updated: [January 1, 2022]

Lexus, a division of Toyota Motor Sales, U.S.A., Inc, and Toyota Motor North America, Inc. and their wholly-owned subsidiaries that share common branding with them, together with Toyota Motor Corporation (collectively, "**Lexus**," "**Toyota**," "**us**," or "**our**") are committed to maintaining your confidence and trust as it relates to the privacy of your information. This privacy policy is for our customers, users and website visitors who are California residents (this "**California Privacy Policy**") and supplements the information contained in Lexus's Online Privacy Statement located at <https://www.lexus.com/privacy/online-statement> (the "**Lexus Privacy Statement**").

QUICK LINKS

- I. [Overview of This California Privacy Policy](#)
- II. [How We Collect, Use and Share Personal Information](#)
- III. [Privacy Rights for California Consumers](#)
- IV. [Metrics](#)
- V. [Contact Us; Exercise Your Rights](#)

I. OVERVIEW OF THIS CALIFORNIA PRIVACY POLICY

What is this California Privacy Policy? Privacy laws in California give California consumers certain privacy rights related to their personal information. These rights are in addition to any privacy rights set forth in the Lexus Privacy Statement. This California Privacy Policy describes the rights that California consumers may have under California privacy law.

To which Lexus entities does this California Privacy Policy apply? This California Privacy Policy only applies to those websites operated by Lexus. **Note this California Privacy Policy does not apply to any Toyota or Lexus dealers, local Toyota dealer associations, private distributors, Toyota Financial Services, Lexus Financial Services, or Toyota Insurance Management Solutions.** For information about your California privacy rights for any of these entities, please contact these entities directly.

What is "personal information"? For the purposes of this California Privacy Policy, "personal information" is defined as information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California consumer or California household. **Personal information does not include:**

- Publicly available information from government records.
- De-identified or aggregated information.
- Other regulated information that is excluded from the scope of California privacy law, such as:
 - medical information governed by the California Confidentiality of Medical Information Act (CMIA);
 - protected health information collected by a covered entity or business associated governed by the Health Insurance Portability and Accountability Act of 1996 (HIPAA);
 - clinical trial data subject to the Federal Policy for the Protection of Human Subjects;
 - personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994.

What are "California consumers"? A "California consumer" is a natural person who resides in California. For the purposes of this California Privacy Policy, a California consumer does not include persons to the extent they are (i) acting as an employee, owner, director, officer or contractor of a company, partnership, sole proprietorship, nonprofit or government agency that is doing business with Lexus or (ii) acting as a job applicant to, an employee of, owner of, director of, officer of, medical staff member of, or contractor of Lexus.

II. HOW WE COLLECT, USE, AND SHARE PERSONAL INFORMATION

Lexus may collect personal information from you in different ways and for different purposes. It is important to note that the types of personal information we collect will depend on your interaction with us, including the types of products or services you use.

This section contains the Categories of Personal Information that we may have collected in the last 12 months prior to the effective date of this California Privacy Policy or may collect and includes the following information for each category:

DESCRIPTION: Describes the category of personal information collected

EXAMPLES: Examples of personal information collected per category

SOURCES: Categories of sources from which personal information is collected

BUSINESS PURPOSES: The business and/or commercial purpose(s) for which personal information is collected or used

THIRD PARTIES: The categories of third parties with whom personal information is shared or sold for a business purpose.

CONTACT INFORMATION:

DESCRIPTION:

Includes attributes that identify a natural person

EXAMPLES:

Consumer name, address, phone number, email, owner account information, online identifier, user ID, and site visitor details (names, addresses, etc.) and demographic information (such as ZIP code, age). May also include personal identifiers such as social media IDs, and vehicle ownership

SOURCES:

- Consumer-provided
- Dealers
- Service providers
- Third-party companies (non-service providers Lexus acquires data from)
- Vehicles with telematics capabilities
- Consumer online activity
- Affiliated companies
- Lexus internally derived data

BUSINESS PURPOSES:

- Customer support (customer relationship management, manage customer service requests, manage open customer matters, system records of interactions with customers across multiple touchpoints)
- Roadside assistance (emergency road assistance such as tow services, fuel)
- Telematics services (provide telematics services, emergency services, electronic signatures on agreements)
- Vehicle services (service reminders, warranty, express maintenance)

THIRD PARTIES:

Industry research (Lexus shares data with auto-industry vendors)

CONSUMER PRODUCT AND SERVICE DATA:

DESCRIPTION:

Includes consumer vehicle ownership records associated with the consumer's current and/or prior owned vehicles

EXAMPLES:

Vehicle ownership transactions, Retail Delivery Report (RDR) records, recall records, warranty records, repair order records, part order records, Toyota Insurance Management Solutions insurance product records, and incentive offers accepted by a consumer

SOURCES:

- Consumer-provided
- Dealers
- Service providers
- Third-party companies (non-service providers Lexus acquires data from)

- Vehicles with telematics capabilities
- Consumer online activity
- Affiliated companies
- Lexus internally derived data

BUSINESS PURPOSES:

Dealer service support (identify and provide services to the consumer, improve timing during dealer visits, and enhance overall dealership experience)

THIRD PARTIES:

Marketing vendors (to collect or use data on behalf of Lexus to conduct marketing activities related to products or services)

Dealerships or private distributors (to provide services to vehicle owners)

CONSUMER INTERACTION DATA:

DESCRIPTION:

Includes a consumer's interaction with Lexus via telephone, email, chat, text and/or postal mail

EXAMPLES:

Call center records and screen, audio and/or video recordings

SOURCES:

- Consumer-provided
- Dealers
- Service providers
- Vehicles with telematics capabilities
- Consumer online activity
- Affiliated companies
- Lexus internally derived data

BUSINESS PURPOSES:

- Analytics (data is integrated from all other categories of data to perform analytics to help Lexus understand and serve a consumer better, improvement to service levels and consumer experience)
- Studies (industry and government studies, product quality and reliability)
- Surveys (sales, service, quality)

THIRD PARTIES:

Augmentation vendors (to enrich Lexus data for better understanding of consumer preferences)

CONSUMER ONLINE ACTIVITY:

DESCRIPTION:

Includes a consumer's online interactions with Lexus

EXAMPLES:

Online accounts, browsing history, cookies, IP addresses, social media information

SOURCES:

- Consumer-provided
- Dealers
- Service providers
- Third-party companies (non-service providers Lexus acquires data from)
- Vehicles with telematics capabilities
- Consumer online activity
- Affiliated companies
- Lexus internally derived data

BUSINESS PURPOSES:

- Business transactions (record company sales, services, financial records, lease, electronic signatures, deal negotiations, dealer validation)
- ECommerce (to record online commerce)

THIRD PARTIES:

Dealer support vendors (to use data collected by Lexus to provide services to dealers)

VEHICLE ORIGINATED DATA:

DESCRIPTION:

Includes data collected as part of vehicle remote services or driving behavior data

EXAMPLES:

Use of connected services and vehicle application suite services. Driving behavior such as acceleration and speed, steering, and braking functionality, and travel direction

SOURCES:

- Consumer-provided
- Service providers
- Vehicles with telematics capabilities
- Consumer online activity
- Affiliated companies
- Lexus internally derived data

BUSINESS PURPOSES:

- To provide vehicle remote services such as emergency services

- To provide vehicle functions such as navigation assistance, remote engine start, maintenance alerts and more

THIRD PARTIES:

- Telematics vendors (to collect data from vehicles, manage telematics subscriptions, opt out/in of service, provide telematic services)
- Navigation
- Affiliates and non-affiliated insurance companies to provide use-based insurance information and offers

MARKETING:

DESCRIPTION:

Includes pre- and post-sale marketing interactions with a consumer

EXAMPLES:

Information collected at events, vehicle purchase negotiation information, vehicle service marketing information, direct marketing information, and retention marketing information

SOURCES:

- Consumer-provided
- Dealers
- Service providers
- Third-party companies (non-service providers Lexus acquires data from)
- Vehicles with telematics capabilities
- Consumer online activity
- Affiliated companies
- Lexus internally derived data

BUSINESS PURPOSES:

- Offers of insurance (Toyota Insurance Management Solutions TIMS) (to provide offers to consumers interested in vehicle-related insurance products)
- Service and telematic marketing (customer maintenance and retention)
- Vehicle marketing (social media marketing, sharing informative material and gifts [such as the *Owner's Manual*, welcome manual, merchandise, etc.], customer maintenance and retention)
- Affiliate marketing (such as Lexus Financial Services)

THIRD PARTIES:

Media agencies (to execute media programs, advertisements, attributions; determine effectiveness of programs; and track consumer activities via internal and third-party tagging/cookies)

RESEARCH DATA:**DESCRIPTION:**

Includes personal information collected by Lexus related to consumer and product research

EXAMPLES:

Survey information, syndicated product and/or service studies, predictive behavioral studies, focus-group information

SOURCES:

- Consumer-provided
- Dealers
- Service providers
- Third-party companies (non-service providers Lexus acquires data from)
- Vehicles with telematics capabilities
- Consumer online activity
- Lexus internally derived data

BUSINESS PURPOSES:

- Emission testing (to adhere to state and federal legislative requirements)
- Product improvement (research and design, quality controls)

THIRD PARTIES:

Service vendors (to support Lexus in providing services such as survey, service reminders, emission testing, safety/recall programs, logistics, shipping)

LEGAL ACTIVITY:**DESCRIPTION:**

Includes personal information collected related to legal claims

EXAMPLES:

Dispute, claim, reimbursement, litigation, and recalls

SOURCES:

- Consumer-provided
- Dealers
- Service providers
- Third-party companies (non-service providers Lexus acquires data from)
- Vehicle with telematics capabilities
- Consumer online activity
- Affiliated companies
- Lexus internally derived data

BUSINESS PURPOSES:

- Dispute resolution (dispute cases, dispute case payments, government requests, arbitrations)
- Safety notices and recalls (quality safety reporting, campaign notifications and execution)
- Compliance with laws

THIRD PARTIES:

None applicable

In addition to the purposes and categories of third parties identified above, we may also share your personal information with the following third parties and for the following purposes:

- With our service providers that provide services to us and process personal information on our behalf
- With regulatory authorities, credit bureaus or other governmental agencies, as needed, to comply with our legal or regulatory requirements
- To a third party as part of a merger, acquisition, bankruptcy, or other transaction in which the third party assumes control of all or part of our business

SALE OF PERSONAL INFORMATION TO THIRD PARTIES

We may have sold the following categories of personal information about you to third parties in the prior twelve (12) months:

- Contact information
- Consumer product and service data
- Consumer interaction data
- Consumer online activity
- Vehicle-originated data
- Marketing
- Research data

However, we do not sell the personal information of minors under the age of 16 without affirmative authorization. For more information about opting out of this sale, please see Section III.C (Right to Opt-Out of Sale of Your Personal Information) below.

III. PRIVACY RIGHTS FOR CALIFORNIA CONSUMERS

California privacy law provides California consumers with certain rights regarding their personal information. This Section (III) explains those rights. If you are a California consumer and would like to exercise any of those rights, please see Section III.E (How to Submit a Request) below, for more information on how to submit a request.

A. RIGHT TO KNOW ABOUT AND ACCESS YOUR PERSONAL INFORMATION

If you are a California consumer, you may have the right to request that Lexus provide you with information regarding what personal information about you we have collected, used, disclosed or

sold in the preceding twelve (12) months. Once we receive your request and verify your identity, we will disclose to you the following:

1. The categories of personal information we have collected about you in the preceding twelve (12) months.
2. The categories of sources from which we collected your personal information in the preceding twelve (12) months.
3. The business or commercial purposes for collecting your personal information in the preceding twelve (12) months.
4. The categories of third parties with whom we shared your personal information in the preceding twelve (12) months.
5. The specific pieces of personal information we collected about you in the preceding twelve (12) months.

B. RIGHT TO DELETE YOUR PERSONAL INFORMATION

If you are a California consumer, you may have the right to request that Lexus delete certain of your personal information that we have collected from you. However, this right to deletion does not apply to any of your personal information that is subject to an exception under California privacy law (as described below). Once we receive your request and verify your identity, we will delete (and direct our service providers to delete) your personal information in our records that is not subject to any of the applicable exceptions. Specifically, we may deny your deletion request if your personal information is required for any of the following reasons, which we will identify in our response to you if we deny your request:

1. Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
2. To be able to fulfill the terms of a written warranty or product recall conducted in accordance with federal law.
3. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
4. Debug products to identify and repair errors that impair existing intended functionality.
5. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
6. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 seq.).

7. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
8. Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us.
9. Comply with a legal obligation.
10. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

C. RIGHT TO OPT-OUT OF THE SALE OF YOUR PERSONAL INFORMATION

If you are a California consumer, you may have the right to request that Lexus stop selling certain or all of your personal information. Once we receive your request and verify your identity, we will process your request as soon as feasibly possible and will also provide notification of your request to any third parties to whom we sold your personal information in the ninety (90) days prior to your request. You may also use an authorized agent to submit a request to opt-out on your behalf, as long as you provide the authorized agent with written permission to do so and the agent provides such proof to us when they submit your request. If you opt-out and subsequently enter into any transactions where a sale of your personal information is required as a condition of completing the transaction, we will provide you with instructions on how you may opt back in. In addition, your opt-out will not affect any situations where you direct us to transfer your personal information to a third-party.

D. RIGHT TO NON-DISCRIMINATION

Lexus will not discriminate against any California consumer who exercises any of the rights described above. Specifically, we will not deny you goods or services; charge you different prices or rates, including through granting discounts or other benefits, or imposing penalties; provide you with a different level of service or quality of goods or services; or suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

E. HOW TO SUBMIT A REQUEST

If you are a California consumer and would like to exercise any of the privacy rights identified above, you may submit a request by either completing the online request form at <https://privacy.toyota.com/> or by calling us at 855-226-4048.

F. SUBMITTING A REQUEST THROUGH YOUR AUTHORIZED AGENT

If you are a California consumer, you may have the option to designate an authorized agent to submit a request on your behalf, so long the authorized agent has your written permission to do so and you have taken steps to verify your identity directly with us. If you would like to designate an agent, your agent must register as such with the California Secretary of State and

submit a copy of this registration along with your consumer request to us. We may need to contact you directly to verify the request.

G. HOW WE VERIFY YOUR REQUEST

We cannot fulfill your request or provide you with your personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us.

To verify your identity, we will ask that you provide the following personal information when you submit your request:

- First name
- Last name
- Email address
- Mobile phone number
- Address
- City
- State
- ZIP code

You may need to provide additional information as part of your responses to our identity verification questions. We will only use this information to confirm your identity which may include the use of a third-party identity verification service. In the event we use a third-party identity verification service, our third-party identification verification tool will ask you certain identity verification questions and match those answers with what it has in its database. Depending on your type of request or the information requested by you, we may require additional information in order to verify your identity and fulfill your request. If we cannot successfully verify your identity, we will inform you of that fact.

We will respond to your request within forty-five (45) days. However, in certain circumstances, we may require additional time to process your request, as permitted by California privacy law or other applicable law. We will advise you within forty-five (45) days after receiving your request if such an extension is necessary and why it is needed. Any disclosures we provide will only cover the 12-month period preceding our receipt of your verifiable consumer request. If we cannot fulfill your request, our response to you will also explain the reason why we cannot fulfill your request.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

You may only make a verifiable consumer request to know about or access your personal information twice within a 12-month period.

IV. METRICS

"Do Not Sell My Personal Information" (Toyota and Lexus)

Total requests: 3,594

Requests complied with in whole or in part: 3,248

Requests denied: 346*

Median number of calendar days to complete (July 1, 2020 to December 31, 2020): 10

Median number of calendar days to complete requests in 2020: 27

"Get My Personal Information" (Toyota and Lexus)

Total requests: 233

Requests complied with in whole or in part: 162

Requests denied: 71**

Median number of calendar days to complete requests: 27

"Delete My Personal Information" (Toyota and Lexus)

Total requests: 623

Requests complied with in whole or in part: 476

Requests denied: 147**

Median number of calendar days to complete requests: 36

*Includes requests that failed matching with ToyotaMotor North America's internal system of consumer records, any canceled requests where the submission failed to register with Toyota Motor North America's privacy tool, or when the consumer explicitly requested cancellation of their request.

**Includes those requests that failed verification with Toyota Motor North America's third-party provider, failed matching with Toyota Motor North America's internal system of consumer records, any canceled requests where the submission failed to register with Toyota Motor North America's privacy tool, or when the consumer explicitly requested cancellation of their request.

V. CONTACT US; EXERCISE YOUR RIGHTS

If you have any questions or concerns regarding this California Privacy Policy or our privacy practices, please contact us using one of the methods provided below:

- By telephone to: [855-226-4048](tel:855-226-4048)
- By mail to: PO Box 259001, Plano, TX 75025-9001

CONTACT US

To contact us with a question, call us at [855-226-4048](tel:855-226-4048) or mail your inquiry to:

LEXUS
PO BOX 259001 – MAIL DROP E3-2D
PLANO, TX 75025-9001
UNITED STATES

You may also obtain an update on our information practices by sending a request to:

LEXUS CUSTOMER SATISFACTION
PO BOX 259001 – MAIL DROP E3-2D
PLANO, TX 75025-9001
UNITED STATES

PERSONAL INFORMATION PRACTICES FOR 2020 (EFFECTIVE AS OF JANUARY 1, 2021)

During 2020, we shared the following types of Personal Information about our customers with SiriusXM Satellite Radio, Lexus Financial Services, Toyota Insurance Management Solutions, and our authorized Lexus dealers where the information was used for the recipient's own marketing:

Name
Address
Email address
Telephone number
Model vehicle purchased or leased

SiriusXM Satellite Radio is located at:
SiriusXM Radio
1221 Avenue of the Americas
36th Floor
New York, NY 10020

Lexus Financial Services is located at:
Lexus Financial Services – Mailstop W2-5D
6565 Headquarters Drive
Plano, TX 75024

Lexus Financial Savings Bank is located at:
Lexus Financial Services
Banking Service Center – PO Box 297
Williamsville, NY 14231

Toyota Insurance Management Solutions is located at:
Toyota Insurance Management Solutions
21061 S. Western Ave., Suite 200
Torrance, CA 90501

Please click on the links below to view a list of authorized Lexus dealers and Lexus hotel partners.

[LEXUS DEALERS.PDF](#)

[LEXUS HOTEL PARTNERS.PDF](#)

[DOWNLOAD ADOBE ACROBAT[®]](#)

You may also obtain this information by sending a request to:

LEXUS
P.O. BOX 259001 – MAIL DROP E3-2D
PLANO, TX 75025-9001
UNITED STATES