

LEXUS PRIVACY NOTICE
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INTRODUCTION

Lexus, a division of Toyota Motor Sales, U.S.A., Inc., and its parent Toyota Motor North America, Inc. and their wholly-owned subsidiaries that share common branding with them, together with Toyota Motor Corporation (collectively, “**Lexus**,” “**Toyota**,” “**we**,” “**us**,” or “**our**”) are committed to maintaining your confidence and trust as it relates to the privacy of your Personal Information. “**Personal Information**” is sometimes also referred to as personal data, personally identifiable information, or other like terms that mean any information that directly or indirectly identifies you or is reasonably capable of being associated with you. **For purposes of this Privacy Notice, Personal Information does not include the following:**

- Publicly available information: information that is lawfully made available to the general public through government records, by you or from widely distributed media, or by a person to whom you have disclosed the information, unless you have restricted the information to a specific audience.

- De-identified (which we commit to keep de-identified), anonymized, or aggregated information.
- Other regulated information to the extent it is excluded from the scope of United States comprehensive consumer privacy laws, such as:
 - Medical information governed by the California Confidentiality of Medical Information Act (CMIA);
 - Protected health information collected by a covered entity or business associate governed by the Health Insurance Portability and Accountability Act of 1996 (HIPAA);
 - Clinical trial data or other biomedical research data subject to the Federal Policy for the Protection of Human Subjects; and
 - Personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA) the California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994.

Please read below and learn how we collect, protect, share, and use your Personal Information including information we collect as part of our technology Platforms (including, without limitation, our Lexus-owned and branded websites, web pages, interactive features, applications, and mobile applications that link to this Privacy Notice ("**Platforms**"), offline, and from other parties).

United States Only. This Privacy Notice describes our practices with respect to Personal Information collected regarding individuals in the United States. If you are located in another country, please review the applicable Lexus privacy notice for your country.

Vehicle-Generated Data. This Privacy Notice does not apply to any vehicle-originated data (such as driving behavior data and vehicle health data). Please visit www.lexus.com/privacyvts to learn more about our vehicle generated data collection, use and sharing practices.

Human Resources Data. This Privacy Notice does **not** apply to (a) Personal Information collected when you apply for a job with Lexus or (b) Personal Information collected as an employee or contractor of Lexus. Lexus job applicants, please review our [Candidate Privacy Notice](#). Lexus employees and contractors can access our Team Member Privacy Notice and Contractor Privacy Notice by visiting their SharePoint site while logged in to the Lexus environment.

This Privacy Notice also does not apply to the data practices of any Lexus, Toyota, or Scion dealers; local Toyota dealer associations; private distributors; Lexus Financial Services; Toyota Financial Services; Woven by Toyota; Toyota Research Institute; or Toyota Insurance Management Solutions. If you wish to learn about the privacy practices of these entities, please visit their respective privacy notices. To review the privacy notice for Lexus Financial Services, please click [here](#). To review the privacy notice for Toyota Financial Services, please click [here](#). To review the privacy notice for Woven by Toyota, please click [here](#). To review the privacy notice for Toyota Research Institute, please click [here](#). To review the privacy notice for Toyota Insurance Management Solutions, please click [here](#). To review Lexus dealer sites, please click [here](#).

PERSONAL INFORMATION WE COLLECT

We may collect certain types of Personal Information described below about you in a variety of ways for different purposes, depending on your interactions with us, as described further below. We may also collect Personal Information from other parties, such as our dealers, as described further below.

- **Contact and Demographic Information:** Contact and Demographic 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 range), 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 and non-vehicle-generated data collected from your use of Toyota products and/or services. Examples include vehicle ownership transactions, Retail Delivery Report records, recall records, warranty records, repair order records, part order records, battery charge data, electricity consumed for charging, and incentive offers that you accept.
- **Interaction and Feedback Data:** Interaction and Feedback Data includes information regarding your interactions with Lexus (such as by contacting Lexus's Brand Engagement Center and interacting with Lexus' Platforms) via telephone, email, chat, text, website data entry, 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"); information collected from your use of Lexus' Platforms like Parts Center Online; 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, real-time behavioral data derived from session replay tools about your use of Lexus's Platforms, information collected from Lexus's cookies (and similar digital recognition technologies), and IP addresses.
- **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 providing your credit card or payment platform number to our third-party payment processor.
- **Research Data:** Research Data includes data collected by Lexus related to Lexus's consumer and product research. This includes artificial intelligence research, such as training, fine-tuning, or improving large-language models; developing other kinds of artificial intelligence models or systems; and generating insights from simulated user profiles ("AI Research"). Examples include your responses to surveys, insights generated from simulated user profiles, 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.

- **Business-to-Business (“B2B”) Data:** B2B Data includes information related to our business-to-business and vendor relationships. Examples include business contact information provided to us online or offline to consummate the relationship and carry out business functions, such as your name, title, company you work for, address, email address, and phone number.

HOW WE COLLECT PERSONAL INFORMATION

We may collect Personal Information about you in a variety of ways, depending on your interaction with us or certain other parties. We may also supplement the Personal Information we collect about you directly and through our Platforms with Personal Information that we receive from other 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 publicly available information, which is not Personal Information. 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. Our use, disclosure and protection of the other person's information will also be subject to the terms of the applicable Program and this Privacy Notice.

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

Requests to Other Parties. Other parties may provide your Personal 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.

Applications and Websites; Social Media. You may also choose to participate in another party’s application or feature (such as one of our Facebook or X applications or a similar application or feature on a third party website) or use another party’s website where you allow us to collect (or the other party to collect and disclose) 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 another party's 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, contractors, or processors, 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. This information helps us keep our Platforms fresh and interesting to our visitors and allows us to tailor content to a visitor's interests.

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, contractors or processors, business partners and other 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; help identify you and your shopping cart, and gather broad demographic information for aggregate use.

Cookies (and similar digital recognition technologies);. 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 X 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 disclosed 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 (and similar digital recognition technology) 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 Notice will stop.

We use cookies provided by Google Analytics and LiveRamp, among others 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 completely opt out of LiveRamp third-party data collection here: https://liveramp.com/opt_out/. We also use cookies, tags, and similar tracking technologies, including those provided by Acxiom, to recognize visitors across different devices and browsers and to match browsing activity to broader audience profiles. To opt out of Acxiom's use of your data, visit isapps.acxiom.com/optout.

HOW WE USE THE PERSONAL INFORMATION WE COLLECT

We use the Personal Information we collect about and from you for a variety of business purposes depending on your interactions with us, as described below:

- 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 (including our use of third-party artificial intelligence models and/or other generative artificial intelligence technologies for customer support);
- Advise you of important safety-related information
- Provide services to you, such as the Connected Services (please note that the Lexus Connected Services Privacy Notice will apply at the juncture when data is collected from your vehicle) 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;
- Conduct Internal research, design, marketing analysis, and analytics purposes, including to improve customer satisfaction and the Platforms, our vehicles and other products, and our services;
- Conduct AI Research (as defined above);
- For the purpose of training large language models;
- Quality control purposes;

- Comply with license obligations;
- Comply with laws or other legal obligations, including for dispute resolution purposes;
- Carry out B2B functions;
- For purposes disclosed at the time you provide your Personal Information or otherwise with your consent; and
- For the purpose of providing you with offers and other information relevant to your location, if you choose to share your location with us for this purpose.

HOW WE DISCLOSE PERSONAL INFORMATION

We may disclose non-Personal Information, such as aggregate, anonymized, or deidentified data, and Usage Information to other parties. We may also disclose your Personal Information in the following circumstances, as otherwise set forth in this Privacy Notice, and for other purposes disclosed to you at the time you provide your Personal Information.

Other Parties Providing Services on Our Behalf: We may disclose your Personal Information to other parties that perform functions on our behalf (or on behalf of our partners) such as service providers, contractors or processors that host or operate our Platforms, analyze data, process transactions and payments, fulfill orders or provide customer service.

Program Partners: We may disclose your Personal Information to advertisers, sponsors, or other 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 parties to provide you with product information and promotional and other offers. If you choose to participate in a Program, your Personal Information may also be disclosed to our Program partners and may be used by our Program partners in accordance with their own privacy notices. This Privacy Notice will not apply to that partner'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 Notice, 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 disclose your Personal Information with our affiliates, including but not limited to Lexus Financial Services, Woven by Toyota, Toyota Research Institute, and our parent company, Toyota Motor Corporation. This information is primarily shared for business and operational purposes, as well as consumer and product research (including AI Research).. Our affiliates may also use that information in accordance with their own privacy notices, including to market to you if you indicate your interest in related products or services.

Our Dealers and Distributors: We may disclose your Personal Information to our authorized dealers and their holding companies, dealer advertising associations and authorized private distributors, who may use that information in accordance with their own privacy notices, including to provide you with services or to market to you. For example, we may disclose information such

as your name and vehicle interests to 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 disclose this information to 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 Disclosed: You may have the opportunity to opt-in to receive information and/or marketing offers from another company or to otherwise consent to the disclosure of your information to another party, including social networking sites such as Facebook or X. If you agree to have your Personal Information disclosed, your Personal Information will be disclosed to the other party and the Personal Information you disclose will be subject to the privacy policy and business practices of that other party.

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

Legal Disclosure: We may transfer and disclose your Personal Information to other 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 other parties, our customers and visitors, or the public.

With Your Consent. In addition to the instances listed above, we may also disclose your Personal Information with your consent or at your direction.

CHOICES FOR COMMERCIAL COMMUNICATIONS FROM LEXUS

We provide you with choices with respect to your Personal Information. This section addresses your choices with respect to the email communications you may receive from Lexus, and if you have a user profile with Lexus, how you may update that profile. These rights are in addition to those you may have under U.S. privacy laws. You can learn more about the rights available to consumers under U.S. privacy laws in the **Your Privacy Rights** section below.

You may opt-out from receiving e-mail communications from Lexus in a number of ways. You may visit this page and choose to unsubscribe from the applicable communications from Lexus. You may also call the Lexus Brand Engagement Center at 1-800-255-3987 to opt out from receiving email communications from Lexus. Finally, if you receive an email from Lexus, you may also 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.

We also strive to keep your Personal Information updated and accurate. If you provided Lexus with Personal Information through your My Lexus account, you may review and update that information by clicking on the My Lexus link on the homepage of Lexus.com, registering or logging in and then clicking on "Update Profile." 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. Finally, you may also correct your Personal Information by exercising your rights as described in the Your Privacy Rights section below,

RETENTION OF PERSONAL INFORMATION

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 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 X. 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.

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 providers, to evaluate and provide us with information about the use of the Platforms and viewing of our content. 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 general location and/or your browsing on the Platforms and other sites you have visited. In doing so, the provider collects or has access to certain of your Usage Information. The use of cookies, pixel tags, or similar technologies by these providers may also be subject to their own privacy notices.

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. In addition, we also honor opt-out preference signals if technically capable, as described further in the Disclosures for Individuals in the United States section below. 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 Personal 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 Personal Information from a child under the age of 13, we will make reasonable efforts to delete such information from our records.

SECURITY OF YOUR PERSONAL 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 location information), we encrypt the transmission of that information using Secure Sockets Layer technology.

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 notices 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 notices. 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 Notice.

CONSENT TO PROCESSING AND TRANSFER OF PERSONAL 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.

Lexus is a participating organization under the EU-U.S. Data Privacy Framework, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework as set forth by the

U.S. Department of Commerce (collectively, “DPF”). Please visit <https://dataprivacyframework.lexus.com/> to learn about how we process Personal Information we receive from the European Union, the United Kingdom, and Switzerland in reliance on the DPF (“DPF Personal Information”) and your rights. If there is any conflict between the terms of this Privacy Notice and the applicable DPF principles, the applicable DPF principles shall govern for any DPF Personal Information. To learn more about the DPF program and to view our certification, please visit the DPF website at <https://www.dataprivacyframework.gov/list>.

CHANGES

We may update this Privacy Notice to reflect changes to our information practices. If we make any material changes we will notify you by means of a notice on our Platforms prior to the change becoming effective or, if required by law, by e-mail (sent to the e-mail address specified in your account). We encourage you to periodically review this page for the latest information on our privacy practices.

DISCLOSURES FOR INDIVIDUALS IN THE UNITED STATES

Privacy laws in the United States give consumers certain privacy rights related to their Personal Information. This section contains additional information for residents in the United States regarding our Personal Information handling practices and data privacy rights.

Summary of Personal Information Handling Practices

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. We provide in the chart below a summary of our prior 12-month Personal Information handling practices. We collect the below categories of Personal Information from the following sources: consumer-provided; dealers; service providers, contractors or processors; third-party companies (non-service providers Lexus acquires data from); consumer online activity; affiliated companies; and Lexus internally derived data. You can learn more about the information we collect at or before the point of collection above in the INFORMATION WE COLLECT, HOW WE COLLECT INFORMATION, HOW WE USE THE INFORMATION WE COLLECT, and HOW WE DISCLOSE INFORMATION sections. Please note that our prior 12-month practices are the same as our current Personal Information handling practices.

Category of Personal Information We Collect

Contact and Demographic Information: attributes that identify a natural person, which may be considered an “identifier” or information covered under the California Customer Records Act. Examples include name, address, phone number, email, owner account information, online identifier, user ID, social media ID, and site visitor details (names, addresses, etc.) and demographic information (such as Zip Code and age).

Purpose for Disclosure and Processing

- 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)
- Vehicle services (service reminders, warranty, express maintenance)
- Other reasons described in the How We Use the Information We Collect, and How We Disclose Information sections.

Category of Recipients

Service providers and/or contractors, such as cloud hosting, data analysis, payment processing, order fulfillment, customer service, advertising, and marketing vendors; and

We may have disclosed such information to other parties, as described in the How We Disclose Information section.

Category of Personal Information We Collect

Product and Service Data, which may be considered “commercial information,” such as consumer vehicle ownership records associated with the consumer's current and/or prior owned vehicles and non-vehicle-generated data collected from your use of Lexus products and/or services. Examples include vehicle ownership transactions, Retail Delivery Report records, recall records, warranty records, repair order records, part order records, Toyota Insurance Management Solutions insurance product records, battery charge data, electricity consumed for charging, and incentive offers accepted by a consumer.

Business Purpose for Disclosure and Processing

- Dealer service support (identify and provide services to the consumer, improve timing during dealer visits, and enhance overall dealership experience)
- Other reasons described in the How We Use the Information We Collect and How We Disclose Information sections.

Category of Recipients

Service providers and/or contractors, such as cloud hosting, data analysis, payment processing, order fulfillment, customer service, advertising, and marketing vendors; and

We may have disclosed such information to other parties, as described in the How We Disclose Information section.

Category of Personal Information We Collect

Consumer Interaction and Feedback Data, which may be considered "identifiers" and "audio, visual or other similar information," such as consumer's interaction with Lexus via telephone, email, chat, website data entry, text and/or postal mail. Examples include call center records vehicle information (e.g., VIN) submitted on Lexus' Platforms like Parts Center Online, and screen, audio and/or video recordings.

Business Purpose for Disclosure and Processing

- Analytics (data is integrated from all other categories of data to perform analytics to help Lexus understand and serve a consumer better, improve to service levels and consumer experience)
- Studies (industry and government studies, product quality and reliability)
- Surveys (sales, service, quality)
- Other reasons described in the [How We Use The Information We Collect](#) and [How We Disclose Information](#) sections.

Category of Recipients

Service providers and/or contractors, such as cloud hosting, data analysis, payment processing, order fulfillment, customer service, advertising, and marketing vendors; and

We may have disclosed such information to other parties, as described in the [How We Disclose Information](#) section.

Category of Personal Information We Collect

Consumer Online Activity Data, which may be considered “identifiers” and “internet” or other electronic network activity information,” such as consumer's online interactions with Lexus. Examples include online accounts, browsing history, cookies, IP addresses, social media information.

Business Purpose for Disclosure and Processing

- Business transactions (record company sales, services, financial records, lease, electronic signatures, deal negotiations, dealer validation)
- E-commerce (to record online commerce)
- Other reasons described in the [How We Use the Information We Collect](#) and [How We Disclose Information](#) sections.

Category of Recipients

Service providers and/or contractors, such as cloud hosting, data analysis, payment processing, order fulfillment, customer service, advertising, and marketing vendors; and

We may have disclosed such information to other parties, as described in the [How We Disclose Information](#) section.

Category of Personal Information We Collect

Marketing Interaction Data, which may be considered “identifiers,” “inferences,” or information covered under the California Customer Records Act. This includes information under the pre- and post-sale marketing interactions with a consumer. Examples include information collected at events, vehicle purchase negotiation information, vehicle service marketing information, direct marketing information, and retention marketing information.

Business Purpose for Disclosure and Processing

- Offers of insurance, e.g., Toyota Insurance Management Solutions (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)
- Other reasons described in the How We Use the Information We Collect, and How We Disclose Information sections

Category of Recipients

Service providers and/or contractors, such as cloud hosting, data analysis, payment processing, order fulfillment, customer service, advertising, and marketing vendors; and

We may have disclosed such information to other parties, as described in the How We Disclose Information section.

Category of Personal Information We Collect

Research data, which may be considered “identifiers,” “inferences,” or information covered under the California Customer Records Act. This includes information collected by Lexus related to consumer and product research (including AI research). Examples include survey information, syndicated product and/or service studies, predictive behavioral studies, insights generated from simulated user profiles, and focus-group information.

Business Purpose for Disclosure and Processing

- Emission testing (to adhere to state and federal legislative requirements)
- Product improvement (research and design, quality controls, AI Research)
- Other reasons described in the How We Use the Information We Collect, and How We Disclose Information sections.

Category of Recipients

Service providers and/or contractors, such as cloud hosting, data analysis, payment processing, order fulfillment, customer service, advertising, and marketing vendors; and

We may have disclosed such information to other parties, as described in the How We Disclose Information section.

Category of Personal Information We Collect

Legal Activity Data, which may be considered “identifiers” or “inferences.” This includes information collected related to legal claims. Examples include dispute, claim, reimbursement, litigation, and recalls.

Business Purpose for Disclosure and Processing

- Dispute resolution (dispute cases, dispute case payments, government requests, arbitrations)
- Safety notices and recalls (quality safety reporting, campaign notifications and execution)
- Compliance with laws
- Other reasons described in the How We Use the Information We Collect, and How We Disclose Information sections.

Category of Recipients

Service providers and/or contractors, such as cloud hosting, data analysis, payment processing, order fulfillment, customer service, advertising, and marketing vendors; and

We may have disclosed such information to other parties, as described in the How We Disclose Information section.

Category of Personal Information We Collect

Sensitive personal information or data, such as precise location data, account login information, driver's license, and financial information (such as Payment Information).

Business Purpose for Disclosure and Processing

- For location tracking, to identify you, and to provide services to you.
- Other reasons described in the How We Use the Information We Collect, and How We Disclose Information sections.

Category of Recipients

Service providers and/or contractors, such as cloud hosting, data analysis, payment processing, order fulfillment, customer service, advertising, and marketing vendors; and

We may have disclosed such information to other parties, as described in the How We Disclose Information section.

Selling or Sharing of Personal Information

Below, we describe the categories of Personal Information we may sell or share for targeted advertising currently and in the preceding 12 months. We also describe the third parties who received or may receive Personal Information and the business or commercial purpose for the sale or sharing. However, we do not knowingly sell, share, use for targeted advertising, or disclose the Personal Information of minors under the age of 18. For more information about opting out of the sale or sharing of your Personal Information, please see the **Your Privacy Rights** section below.

Category of Personal Information

Contact and Demographic Information: attributes that identify a natural person, which may be considered an “identifier” or information covered under the California Customer Records Act. Examples include name, address, phone number, email, owner account information, online identifier, user ID, social media ID, and site visitor details (names, addresses, etc.) and demographic information (such as zip code and age).

Sold or Shared

We may have sold or shared this category of Personal Information.

Category of Third Party

We may have sold or shared this category of Personal Information to third parties who provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Business or Commercial Purpose for Sale or Sharing

To provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Category of Personal Information

Consumer Product and Service Data, which may be considered “commercial information,” such as consumer vehicle ownership records associated with the consumer's current and/or prior owned vehicles. Examples include vehicle ownership transactions, Retail Delivery Report 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.

Sold or Shared

We may have sold or shared this category of Personal Information.

Category of Third Party

We may have sold or shared this category of Personal Information to third parties who provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Business or Commercial Purpose for Sale or Sharing

To provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Category of Personal Information

Consumer Interaction and Feedback Data, which may be considered “audio, visual or other similar information,” such as consumer's interaction with Lexus via telephone, email, chat, text and/or postal mail. Examples include call center records and screen, audio and/or video recordings.

Sold or Shared

We may have sold or shared this category of Personal Information.

Category of Third Party

We may have sold or shared this category of Personal Information to third parties who provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Business or Commercial Purpose for Sale or Sharing

To provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Category of Personal Information

Consumer Online Activity Data, which may be considered “identifiers” and “internet or other electronic network activity information,” such as consumer's online interactions with Lexus. Examples include online accounts, browsing history, cookies, IP addresses, social media information.

Sold or Shared

We may have sold or shared this category of Personal Information.

Category of Third Party

We may have sold or shared this category of Personal Information to third parties who provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Business or Commercial Purpose for Sale or Sharing

To provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Category of Personal Information

Marketing Interaction Data, which may be considered “identifiers,” “inferences,” or information covered under the California Customer Records Act. This includes information under the pre- and post-sale marketing interactions with a consumer. Examples include information collected at events, vehicle purchase negotiation information, vehicle service marketing information, direct marketing information, and retention marketing information.

Sold or Shared

We may have sold or shared this category of Personal Information.

Category of Third Party

We may have sold or shared this category of Personal Information to third parties who provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Business or Commercial Purpose for Sale or Sharing

To provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Category of Personal Information

Research Data, which may be considered “identifiers,” “inferences,” or information covered under the California Customer Records Act. This includes information collected by Lexus related to consumer and product research. Examples include survey information, syndicated product and/or service studies, predictive behavioral studies, and focus-group information.

Sold or Shared

We may have sold or shared this category of Personal Information.

Category of Third Party

We may have sold or shared this category of Personal Information to third parties who provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Business or Commercial Purpose for Sale or Sharing

To provide advertising, vehicle financing, insurance, and satellite radio subscription services.

Opt-Out Preference Signals

If you visit certain Lexus websites, we also honor opt-out preference signals if technically capable. If you communicate an opt-out preference signal we will also display on our website whether we have processed your request by stating “Opt-Out Request Honored” An opt-out preference signal is a signal that is sent by a platform, technology, or mechanism on your behalf that communicates your choice to opt-out of sharing for targeted advertisements or sale of your Personal Information. You can learn more about implementing opt-out preference signals at <https://globalprivacycontrol.org/> or by exploring other developing technologies and services that offer this tool.

Sensitive Personal Information

Under United States privacy laws, certain types of Personal Information are considered “sensitive” Personal Information or data and require additional data privacy rights and obligations. We may collect account login information, and as part of the Lexus App, we may also collect precise geolocation data, driver’s license, and financial information, which may be considered “sensitive” Personal Information under privacy laws. Where required by law, we will obtain your consent

before processing your sensitive Personal Information. You may withdraw your consent at any time by changing your preferences in the “Data Privacy Portal” on the Lexus App and via the location settings on your mobile device. We will also generally use your sensitive Personal Information for limited purposes, such as to provide the goods or services you requested; to prevent, detect, and investigate security incidents; to resist malicious, deceptive, fraudulent, or illegal actions; to ensure physical safety; and to verify or maintain the quality or safety of our products, services, or devices.

Your Privacy Rights

U.S. privacy laws provide consumers with certain rights regarding their Personal Information. This section explains those rights. If you are a U.S. consumer and would like to exercise any of those rights, please see the **How to Submit a Privacy Request** section below, for more information on how to submit a privacy request.

1. **Right to Delete.** You may have the right to request us to delete the Personal Information we have collected about you.
2. **Right to Correct.** You may have the right to request us to correct inaccurate Personal Information we maintain about you.
3. **Right to Confirm Processing.** You may have the right to confirm whether we are processing your Personal Information.
4. **Right to Know and Access.** You may have the right to request that we provide you with the Personal Information (including any inferences about you derived from such data) we have collected about you, including the categories of Personal Information; the categories of sources from which the Personal Information is collected; the business or commercial purpose for collecting, selling, or sharing Personal Information; the categories of third parties to whom we disclose Personal Information; the specific pieces of Personal Information we have collected about you; and whether we are processing your Personal Information for the purposes of profiling to make a decision that produces any legal or similarly significant effect concerning you.
5. **Right to Data Portability.** You may have the right to receive the information under right (4) in a format, to the extent technically feasible, that is portable, usable, and allows you to transmit the Personal Information to a person without impediment, where the processing is carried out by automated means.
6. **List of Specific Third Parties (Connecticut, Minnesota, Oregon, and Rhode Island Residents Only).** You may have the right to receive a list of specific third parties to whom we have disclosed or sold your Personal Information, if we maintain that information in a format specific to you. If we do not maintain that information specific to you, we will provide a list of specific third parties to whom we have disclosed or sold any consumers’ Personal Information.

Rhode Island Residents: Rhode Island law requires us to provide a list of the third parties to whom we sell, or may sell, customers’ personal information. To view that list, please [click here].

7. **Right to Opt-Out of Profiling/Automated Decision-Making Technology (“ADMT”).** United States privacy laws may provide various rights, including opting-out, contesting, and accessing information, related to the use of ADMT and processing of your Personal

Information for profiling in furtherance of decisions that produce legal or similarly significant effects. In the context of this Privacy Notice, we do not engage in any processing of your Personal Information for profiling or the use of ADMT in furtherance of decisions about you that produce legal or similarly significant effects.

8. Rights Related to Sharing for Targeted Advertising or Sale. You may have the right to opt out of the sharing of your Personal Information for targeted advertising or the sale of your Personal Information.
9. Rights Related to Sensitive Personal Information. United States privacy laws may provide additional protection for sensitive Personal Information or data. Where required by law, we will process sensitive Personal Information with your consent and/or limit the use and disclosure of your sensitive Personal Information.
10. Right to No Discrimination. You have the right not to be discriminated against for exercising any of your privacy rights. This includes us not: (a) denying you goods or services; (b) charging you different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties; (c) providing you a different level or quality of goods or services; (d) suggesting to you that you will receive a different price or rate for goods or services or a different level or quality of goods or services; or (e) retaliating against you for exercising your privacy rights.
11. Right to Appeal. Under certain United States privacy laws, you may have the right to appeal our response to your privacy request. If we decline to take action in response to your exercise of a privacy right, we will inform you of the reason for denying your request and provide you instructions on how you may be able to appeal the decision.

How to Submit a Privacy Request

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

Authorized Agent/Power of Attorney/Conservatorship/Guardianship.

Where permitted by state law, you may exercise privacy rights through an authorized agent, power of attorney, conservatorship, or guardianship.

If we receive your request through an authorized agent with written authority, we will request evidence you provided such agent with valid written authority to submit privacy rights requests on your behalf.

For anything other than a power of attorney, conservatorship, or guardianship, please complete, sign, and provide your authorized agent with the “*TMNA Authorized Agent Designation*” document that can be found [here](#). Certain privacy rights requests may require you to complete the identity verification process.

If you are an authorized agent seeking to make a privacy rights request (where permitted by state law), you may submit a request by:

Visiting our Privacy Hub at <https://privacy.toyota.com>

Selecting the requestor's state of residency

Selecting submitted by "*Authorized Agent*"

Completing the online form

Uploading the completed and signed "*TMNA Authorized Agent Designation*"

You may also contact us at 855-226-4048 for assistance.

If you are submitting a privacy request with a power of attorney, conservatorship, or guardianship (where permitted by state law), please contact us at 855-226-4048.

How We Verify Your Request

Except for rights related to sharing for targeted advertising or sale or if a certain privacy law does not permit verification (unless we need information to complete your request or find you in our systems), 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. Please also note that, as mentioned above, we use your "sensitive" Personal Information with your consent or for certain permitted purposes. As such, we will not verify your identity if you contact us to request to limit the use and disclosure of your "sensitive" Personal Information because we use such data only for the limited purposes noted above. However, we may request your information to answer any questions you have related to "sensitive" Personal Information.

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
- Telephone 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.

Except for rights related to sharing for targeted advertising or sale, which we will honor within fifteen (15) business days, we will respond to your request within forty-five (45) calendar days. However, in certain circumstances, we may require additional time to process your request, as permitted by applicable law. We will advise you within forty-five (45) calendar days after

receiving your request if such an extension is necessary and why it is needed. If we cannot fulfill your request, our response to you will also explain the reason why we cannot fulfill your request.

We generally do not charge a fee to process or respond to your verifiable consumer request – however, unless prohibited by applicable law, we reserve the right to charge a fee if it is your second or subsequent request within a 12-month period (unless the purpose of such second or the subsequent request is to verify actions taken in the initial request) and/or 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.

Notice of Financial Incentive and Bona Fide Loyalty Program

We may offer promotions, prizes, and other special offers for consumers who participate in sweepstakes, contests, games, special events, promotions, blogs and chats, surveys, and other similar Programs. Through these offerings, consumers may provide us Personal Information, such as information regarding your interactions with Lexus and other identifiers (e.g., names and email addresses), when you opt-in. The categories of third parties that will receive this Personal Information are sponsors or other parties that participate in or administer our Programs or provide marketing or promotional assistance and "powered by" partners or partners in co-branded sites. There is no obligation to opt-in, and consumers may opt-out at any time.

The details of each Program can be found in the offering when you sign up. We offer these Programs, among other things, for marketing and advertising purposes and to learn more about our customers. We invest heavily in our marketing and brands, in part, so we can provide Programs to consumers. Consumer data is valuable to our business only when it is combined with a sufficient number of other consumer data and after it is enhanced by our efforts described below. The value to our business of any individual consumer's Personal Information is dependent on a number of factors, including, for example, whether and to what extent you take advantage of any offerings, whether and to what extent you opt out of any offerings, and whether we are able to enhance the data through our efforts described below. Our ability to create any value from the Programs is heavily based on our ability to leverage said intellectual properties.

We do not assign a specific dollar value to the Personal Information we collect in connection with our sweepstakes and other similar Programs. However, based on a good-faith estimate, we believe that the value we receive from your Personal Information is reasonably equal to the value of the benefit you may receive by entering a sweepstakes or other similar Program, such as the chance to win a prize. This estimate is not tied to any individual participant and may vary from person to person. We've made this estimate by considering various factors about how your information is used, in accordance with applicable law.

You can opt-in to, or opt-out of, our sweepstakes and other similar Programs at any time through the same means they are offered, or by contacting us. If you request for us to delete your Personal Information, we will not be able to offer the Program because we won't have your basic name and contact information for purposes of contacting you or administering the Program.

METRICS FOR REQUESTS BY CALIFORNIA RESIDENTS

Toyota and Lexus - January 1, 2025 to December, 2025

Request Type***	“Do Not Sell or Share My Personal Information”	“Delete My Personal Information”	“Get My Personal Information”	“Correct My Personal Information”
Received	13,569	1,376	815	78
Complied with in whole or in part	12,998	991	592	48
Denied	571*	385**	223**	30**
Median number of days to complete	3	8	6	1

*Failed matching with internal system of consumer records or an invalid request (e.g., request by unauthorized agent or by a business entity)

**Request not verifiable with third party provider, failed matching with internal system of consumer records, invalid request (e.g., request by unauthorized agent or by a business entity), or a legal matter.

*** “Limit use and disclosure of sensitive personal information requests” are not offered because such data is already used for limited purposes under the California Consumer Privacy Act.

CONTACT US

To contact us with a question, call us at 855-226-4048, or mail your inquiry to:

LEXUS
PO BOX 259003
PLANO, TX 75025-9003
UNITED STATES

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

LEXUS CUSTOMER SATISFACTION
PO BOX 259003
PLANO, TX 75025-9003
UNITED STATES

SHINE THE LIGHT DISCLOSURE FOR CALIFORNIA RESIDENTS

Under California's Shine the Light law, California residents have the right to request information about whether their Personal Information has been disclosed to third parties for those third parties' direct marketing purposes. Because we maintain a policy of not sharing customer

Personal Information with third parties for their direct marketing purposes when customers have opted out of such disclosures, we may satisfy our obligations under this law by notifying customers of their right to opt out and providing instructions on how to exercise that right.

You have the right to opt-out of the sale of your Personal Information to third parties, including for their direct marketing purposes. To exercise this right, please complete the online request form at <https://privacy.toyota.com/> or call us at 855-226-4048.