

# Privacy Policy

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## Introduction

The **Subaru Lock Information Site** (SLIS) is a technical resources website owned and maintained by Subaru of America, Inc. (SOA). SLIS is committed to serving you by providing up to date, reliable technical information on Subaru vehicles. This Privacy Statement describes the way this website collects and handles personal and non-personal information. This Statement will also tell you how you can verify the accuracy of your personal information submitted to us through this website. This statement describes the measures in place to ensure that your information is secure.

Your privacy is important to SOA. We want you to feel comfortable when you access our website. We will only collect personal information about you (including but not limited to your name, address, telephone number, email address, and your credit card number) when you place an immobilizer key request through this site.

Please note that SOA will provide the National Insurance Crime Bureau (NICB) with a record of each transaction that occurs through this website. Information may contain, but is not limited to, a user's LSID number, date and time of transaction, and VIN.

## Information Gathered

When you submit an immobilizer key request or send an e-mail message to us, you voluntarily give us personal information such as your name, address and e-mail address. If you choose to share this information with us, it is stored on SOA systems so that we can respond to you and fulfill your requests for information. Please be assured that this information is stored in a responsible manner to protect your privacy.

The information gathered by us when you submit an immobilizer key request or send an e-mail message to us, may be used for marketing purposes. However, none of this information is ever sold to marketers, periodical publishers or any other outsiders.

## How We Use Information

*Personally identifiable information collected on SLIS may be used to:*

- Fulfill and deliver an immobilizer key request.
- Respond to your communications to us regarding SLIS.
- To make the user experience more customer friendly.
- Contact you, if necessary, in the course of processing an immobilizer key request.
- Generate site analytics that improve our site layout, content, product offerings and services.
- Provide the National Insurance Crime Bureau with a record of each transaction that occurs.

*Non-Personally identifiable information collected on SLIS may be used for any purpose, including:*

- Compiling aggregate and statistical data to help in website design and to identify popular features.
- Measuring site activity to allow us to update our site to better meet user wants and needs.
- Other uses we deem desirable.

SLIS utilizes session log data and your personal and non-personal data for the purpose of performing analytics on the users' experience while visiting this site. This analysis:

- Is performed on an aggregate level and does not identify you or your information personally.
- Involves the use of a third party vendor acting on behalf of SLIS.
- Is performed in order to improve our website and the user experience.

- May include the use of session and/or permanent cookies to track user movement across this and other SOA websites or to track other events within or across this and other SOA websites.
- Any information that is provided to the third party vendor is to be used only for the purpose of performing the analytics and compiling reports of the data. The third party vendor is restricted from using this data in any other way other than to provide these services to SOA and they may not share or resell this data.

### **Cookies**

"Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. Our cookies do not contain any personal identifying information. They do, however, help identify the pages you've viewed on subaru.com and the amount of time you spent on each page. This information helps us identify the areas of our site that are most important to our customers which, in turn, helps ensure you will have a pleasant visit when you come to SLIS.

### **Access To And Control Of Your Information**

Currently, you can not access the personal information that you have submitted to SLIS, or that we have collected through SLIS in some other fashion, directly. You may, however, [e-mail](#) us and request that this information be verified. When e-mailing us, please supply us with the e-mail and user name that you used for registration, along with detailed instructions on what information you would like to have verified.

The scope of access available for this request is limited to the information stored in the database that holds the SLIS data. Any personal information that has been collected from you on SOA company websites, or third-party websites, is not accessible or changeable through the processing of this request.

### **Summary**

We are committed to protecting your privacy. We use the information we gather from this site to enhance your overall experience, and we will not sell your personal information to anyone. If we can answer any questions or concerns you may have about our privacy policy, please contact us and we'll be happy to help in any way we can.

### **Privacy Policy Effective Date And Revisions**

The effective date of this privacy statement is 12/01/07.

Occasionally we may update the privacy statement for SLIS in order to accurately reflect any changes in our website privacy practices. In event of an update, the new statement will be posted to the website seven (7) days prior to the changes taking effect.