



HONDA

PRIVACY POLICY

American Honda Motor Co., Inc.

Effective June 30, 2022

American Honda Motor Co., Inc. and its affiliates and subsidiaries (“American Honda,” “we,” “us,” “our”) strive to build and maintain a relationship of trust with you. This Privacy Policy (the “Privacy Policy”) describes how we collect, use, and disclose your Personal Information (as defined below) and how to exercise any rights you might have with respect this information. It governs information we collect through our website(s), microsite(s), mobile website(s), and mobile applications (collectively, “Sites”) and information we collect, directly or indirectly, through any other means, including offline activities (collectively, “Services”). This Privacy Policy also applies to the collection, use and sharing of Personal Information about U.S. residents by our parent company, Honda Motor Co., Ltd. and its affiliates and subsidiaries.

The American Honda [Vehicle Data Privacy Policy](#), linked here, is part of this Privacy Policy. This Privacy Policy does not govern the collection, use, and disclosure of your personal information by American Honda Finance Corporation or Honda Aircraft Company, LLC. For information regarding American Honda Finance Corporation’s data practices, please click [here](#). For more information regarding Honda Aircraft Company, LLC’s data practices, please click [here](#).

Please read this Privacy Policy, which is part of our website Terms and Conditions, before using our Site and/or Services. If you do not agree with the Terms and Conditions and/or this Privacy Policy, you must refrain from using our Site and/or Services. By accessing or using our Site and/or Services you agree to our use of your information consistent with the Terms of Use and this Privacy Policy, subject to your rights described below.

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I. ABOUT THIS POLICY

Privacy Policy Changes

This Privacy Policy is subject to change. We encourage you to review this Privacy Policy frequently for any revisions or amendments. Changes to this Privacy Policy will be posted on this Site and will be effective immediately upon posting. You will be deemed to have been made aware of and have accepted the changes by your continued use of our Site or Services. If we determine that a change to this Privacy Policy will result in using your Personal Information acquired before the change in a materially new way, we will provide you notice before using your Personal Information in the new way.

Conflict Between This Policy and Local Laws and Regulations

When federal, state, and local laws and regulations require a higher level of protection for your Personal Information, they take precedence over this Privacy Policy. In addition, the specific requirements of this Privacy Policy will apply unless disallowed by local laws and regulations.

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II. INFORMATION WE COLLECT

Personal Information

We collect information that personally identifies, relates to, describes, or is capable of being associated with you ("Personal Information") including:

- **Personal identifiers and contact information** such as name, social security number, driver's license number, mailing address, garaging address, email addresses, phone numbers, fax numbers;
- **Sensitive personal identifiers** such as age, gender, race, ethnicity, religion;
- **Other demographic information** such as marital status, the number and ages of children, what language(s) you speak;
- **Commercial information** such as vehicle or product characteristics, vehicle identification numbers, license plate numbers, vehicle registrations, model names and numbers, serial numbers, product interest and purchase history, vehicle service history, product financing information, device troubleshooting history; and financial information such as payment amounts related to a lease or loan and cost of services rendered;
- **Internet & network information** such as browsing/search history, IP address, your interactions with our emails, and data collected by cookies and similar technologies;
- **Geolocation data and product operation information** such as geographic location indicators from mobile, web, and vehicle or product; and data about your vehicle or product's operation and your use of connected vehicle services and technologies (as further outlined in our [Vehicle Data Privacy Policy](#));
- **Audio/visual information** such as call recordings, chat transcripts, testimonials, pictures or videos you upload to or send through the Sites;
- **Professional/employment information** such as employer information, income, occupation;
- **Education information** such as education level; and
- **Inferences drawn from other Personal Information or data** that relate to your preferences, interests, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

The types of Personal Information we collect about you may vary based on how you use the Site and/or Services and your relationship with us.

Business Information

We also collect information about businesses and their representatives that engage with us that may include EIN, TIN, address, phone number, email address, bank account information, and employee ID number (collectively,

“Business Information”). This information is generally not considered Personal Information because it relates to a business or a business contact.

Preferences and Settings

To personalize your experience with our digital properties, we may ask for and retain records of your choices related to consent and content.

Usage Data and Site Activity

We automatically collect information in connection with the actions you take on the Site (“Usage Data”). For example, each time you use the Sites, we automatically collect the type of web browser you use, the type of device you use, your operating system and version, your IP address, the pages you view, referring and exit pages, the date and time of your visit, and the number of clicks to, from, and within the Site, and the duration of your visits to the Site. If the data we automatically collect is capable of being associated with you, directly or indirectly, we treat it as Personal Information. If this information is not capable of being individually associated with you, we treat it as Usage Data.

Communication Recordings

We may record calls and retain the content of text messages or other written/electronic communications between you and us. By communicating with us, you consent to our recording and retention of communications.

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III. HOW WE COLLECT INFORMATION

Voluntary Disclosure

We may ask you to provide us with Personal Information when you communicate with us online or offline including events, surveys, and marketing or promotional programs. You are not required to provide us your Personal Information; however, if you choose not to provide the requested information, you may not be able to use some or all of the features of the Site or Services or we may not be able to fulfill your requested interaction.

Third-Party Data Sources

We may collect Personal Information from third-party data sources such as marketing agencies and partners, data brokers, analytics firms, and government agencies.

Dealerships

American Honda and its dealers are distinct and independently owned and operated legal entities with separate privacy policies and obligations. We may collect Personal Information from dealerships with whom you interact. For example, if you purchase or service a vehicle at a dealership, the dealership may share your Personal Information with us.

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IV. COOKIES, ONLINE TRACKING, AND INTEREST-BASED ADVERTISING

Cookie Policy

We use cookies (a small text file placed on your computer to identify your computer and browser) and other automated tools such as tracking pixels to improve the experience of our Sites and Services, such as saving your preferences from visit to visit to present you with a customized version of the Website. Many web browsers are initially set up to accept cookies. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent. Instructions for how to manage cookies in popular browsers are available at: [Internet Explorer](#), [Microsoft Edge](#), [Firefox](#), [Chrome](#), [Safari \(iOS\)](#), [Safari \(Mac\)](#), and [Opera](#). However, certain features of the Site may not work if you delete or disable cookies.

We use the following types of cookies:

- *Session Cookies*: Session cookies keep track of you or your information as you move from page to page within the Site and are typically deleted once you close your browser. For example, session cookies help us deliver a relevant and personalized experience when you review our products and their features online.
- *Persistent Cookies*: Persistent cookies reside on your system and allow us to customize your experience if you leave and later return to the Site. For example, persistent cookies may allow us to remember your preferences.
- *Advertising Cookies*: Advertising cookies are used to learn more about you and advertise products/services that might interest you.
- *Analytics Cookies*: Analytics cookies help us understand how our Site is working and who is visiting our Site. Adobe Analytics is one tool we use, and you can learn more by reviewing Adobe's [Privacy Policy](#).

We employ software technology that enables us to track certain aspects of a user's visit to the Site. This technology helps us better manage content on the Site by informing us what content is effective, how consumers engage with the Site, and how consumers arrive at and/or depart from the Site. The software typically uses two methods to track user activity: (1) "tracking pixels" and (2) "clear gifs." Tracking pixels are pieces of executable code that are embedded in a web page that track usage activity including which pages are viewed, when they are viewed, and how long the pages are viewed. Clear gifs are tiny graphics with unique identifiers which are embedded in web pages and email messages that track whether or not a user has viewed a particular web page or email message. User activity information may be associated with additional information about a user's session and Personal Information, if provided by the user.

If you arrive at the Site by "clicking through" from another website, then certain information about you that you provided to that other website, such as the terms you were searching on that led you to the Site, may be transmitted to us and we may use it. You should review the Privacy Policy of any website from which you reached the Site to determine what information was collected by that website and for what purpose(s) you agreed that website could use that information. We may retain information about you provided to us by other websites and will only use it in accordance with this Privacy Policy. Such information may be associated with other Usage Data or Personal Information.

Interest-Based Advertising

We may work with third-party advertisers, search providers, and ad networks ("Advertisers") to learn more about you and show you ads or other content that we believe would be relevant to you. Advertisers may collect and use information about your use of the Site or Services as well as other websites and services. These companies may use cookies and other online tracking technologies to collect and use your information. We and/or Advertisers may also append other data to the data collected by Advertisers to create an interest profile of individual users. Our Privacy Policy does not cover any use of information that an Advertiser may collect from you. Advertisements may be shown via the Site or on third-party websites. If you do not want to receive interest-based advertising, please visit the [Digital Advertising Alliance \(DAA\) Consumer Choice Page](#). The DAA website allows you to opt-out of one or more interest-based advertising networks. Opt-outs are device and browser specific; therefore, you will need to set your opt-out preferences for each device and browser. Deleting browser cookies can remove your opt-out preferences; however, the DAA offers [browser extensions](#) that help preserve the opt-out preferences you set on the DAA's Consumer Choice Page. Please note that opt-outs only apply to interest-based advertising. You may still receive other types of online advertising.

Information from Advertisements

If you arrive at the Sites via an advertisement (e.g., banner ad), we may collect information regarding the advertisement with which you interacted and your interactions (e.g., item clicked, date, and time).

Social Media Widgets

The Sites may include social media features, such as the [Meta \("Facebook"\)](#), [Instagram](#), [LinkedIn](#), [Pinterest](#), [Snapchat](#), [Twitter](#) and [YouTube](#), widgets. These features may collect information about your IP address and the pages you visit on our site as well as other Personal Information. A cookie may be set to ensure that a feature properly functions. Your interactions with features are governed by the privacy policies of the companies that provide them.

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V. THIRD PARTIES MAY COLLECT INFORMATION ABOUT YOUR USE OF OUR SITES

Certain third parties including, but not limited to, [Meta \("Facebook"\)](#) and [Google](#), may collect Personal Information and/or Usage Data from users of our Sites using automatic information collection tools such as cookies and tracking pixels. The collection, use, and disclosure of Personal Information and/or Usage Data by these third parties is governed by their privacy policies.

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VI. HOW WE USE AND SHARE INFORMATION

Generally

- We use Personal Information for business purposes, such as to:
- Provide you with access to and use of our Sites and Services;
- Facilitate or fulfill the information, products, or services you requested;
- Communicate with you about your products, services, or account;
- Market our products to you, including interest-based advertising;
- Market other companies' products or services to you;
- Operate information security and anti-fraud programs;
- Perform business operations, including the improvement of our products, Sites and Services; surveys, research and data analytics; and other normal business activities, including to facilitate the relationship you have with your independent Honda or Acura dealer;
- Respond to governmental and other legal requests;
- Communicate with you about your vehicle warranty, safety, and recall information, and;
- With your consent, to assist law enforcement with locating a stolen or missing vehicle (as further outlined in our [Vehicle Data Privacy Policy](#)).

Testimonials

If you provide a testimonial, we may post it publicly on the Sites or in other advertising material. By providing a testimonial, you give us permission to use it in any manner and for any purpose, including in marketing and advertising communications.

Service Providers

We may provide your Personal Information to other businesses (“Service Providers”) to provide services to us or to you on our behalf. Categories of service providers we use include:

- **Fulfillment and account servicing vendors**, which help us provide products, services and information to you, service your account or benefits, collect survey responses, and support our e-commerce services;
- **Marketing and communications vendors**, which help us market our products/services to you, conduct promotions, events, surveys and other outreach campaigns;
- **Research and development vendors**, which help us develop and improve our products and services;
- **Data and business analytics vendors**, which help us collect, analyze, and improve the accuracy of our data (including Personal Information);
- **IT and network administration vendors**, which provide services such as data storage and management, website hosting, and data security;
- **Professional service firms**, which provide accounting, legal, and other professional services; and
- **General service providers**, which help us with day-to-day business operations such as office support services, courier services, facilities management, and document destruction.

Each Service Provider is expected to use reasonable security measures appropriate to the nature of the information involved to protect your Personal Information from unauthorized access, use, or disclosure. Service Providers are prohibited from using Personal Information that we provide to them other than as specified by us.

In the past twelve months we may have shared each category of Personal Information that we collect with one or more Service Providers.

Third-Party Sharing & Selling

We may share your Personal Information with Honda affiliates such as American Honda Finance Corporation. Although we do not directly monetize your [Personal Information](#), this sharing may qualify as a sale under certain privacy laws.

We may share or sell limited elements of your Personal Information with other companies who do not provide services to us (“Third Parties”). We may share or sell *personal identifiers and contact information*, and *commercial information* with Honda and Acura dealerships. We may share or sell *personal identifiers and contact information*, *commercial information*, and *geolocation and product operation information* with companies that provide services integrated within our products, such as satellite radio providers and connected vehicle data services platforms.

These companies may use your Personal Information for their everyday business purposes, including marketing, customer service, fulfillment and related purposes.

If you opt-in to certain programs such as the [AcuraLink](#) or [HondaLink](#) Driver Feedback program, we may share *personal identifiers and contact information*, *commercial information*, and *geolocation and product operation information* with our service providers and insurance companies. Detailed information about the collection and use of this information is listed in the Driver Feedback program’s Terms and Conditions.

Co-Branded Websites

We sometimes partner with companies whose products or offerings may be of interest to you. We strive to be transparent by co-branding our Sites and clearly posting a message if you leave our Sites and navigate to another. When you visit or use a part of any Site that is co-branded or that is a part of a joint promotion involving American Honda and one or more third parties (each a “Co-Branded Party”), you are providing and consenting to provide your Personal Information and any other information collected by any Co-Branded Party to American Honda and each of the Co-Branded Parties without any other notice or further consent. We do not control Co-Branded Parties’ use or treatment of information you provide to them and you should consult each of their privacy policies or any separate Co-Branded privacy policy posted on or linked from the Co-Branded site to determine your rights with respect to their use and treatment of your information.

Other Transfers

We may share Personal Information and Usage Data with businesses controlling, controlled by, or under common control with us. If we are merged, acquired or sold, or in the event of a transfer of some or all of our assets, we may disclose or transfer Personal Information and Usage Data in connection with such transaction.

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VII. SECURITY AND OTHER INFORMATION

Security

We recognize the importance of safeguarding the confidentiality of Personal Information from loss, misuse, or alteration. Accordingly, we employ commercially reasonable administrative, technical, and physical safeguards to protect Personal Information from unauthorized access, disclosure, and use. Even with these safeguards, no data transmission over the Internet or other network can be guaranteed 100% secure. As a result, while we strive to protect information transmitted on or through our Sites or Services, you do so at your own risk.

Links

The Sites may contain links to third party websites including social media platforms. Please be aware that if you access these links, you will be leaving our site. We encourage users to read the privacy policies of those sites, as we are not responsible for their content, links, or privacy procedures.

Compliance with Laws and Law Enforcement

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We may disclose Personal Information and any other information about you to government or law enforcement officials or private parties if, in our discretion, we believe it is necessary or appropriate to: respond to legal requests (including court orders, investigative demands, and subpoenas); to protect the safety, property, or rights of ourselves, consumers, or any other third party; to prevent or stop any illegal, unethical, or legally actionable activity; or to comply with law.

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VIII. CHILDREN'S PRIVACY

The Sites and Services are not intended for children under the age of 16 and we do not knowingly collect or sell Personal Information from children under the age of 16. If we become aware that we have inadvertently received Personal Information from a child under the age of 16, we will delete such information from our records. If you are a parent or guardian of a child under the age of 16 and have questions, please contact us.

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IX. PRIVACY PRACTICES RELATED TO JOB APPLICANTS

We may collect Personal Information when you apply for employment with American Honda or any of our affiliates on www.honda.com/careers or other Sites. We may also collect information related to your education,

employment history, or qualifications for employment (e.g. information collected from references, through background checks, etc.). We may also collect publicly available information, such as information you post on public social media accounts.

Categories of Personal Information we collect include: personal identifiers and contact information; sensitive personal identifiers; other demographic information; documents containing Personal Information; internet and network information; audio/visual information; professional and employment information; education information; medical, health, and biometric information (including information obtained from drug or illness screenings); and inferences drawn from other categories of Personal Information (including inferences drawn from cognitive screenings).

Your provision of this Personal Information in connection with seeking employment at American Honda is voluntary and you determine the extent of the information you provide. Your decision not to provide such information may affect our ability to consider you for employment. We collect and maintain this information through Oracle's Taleo service and do not share it except with the Taleo service, our affiliates, and our service providers, as necessary for employment decisions. For more information about Oracle's privacy policies, please consult Oracle's disclosures on its [website](#).

We use Personal Information collected in connection with Employment Applications to evaluate candidates for employment, including conducting background checks and drug screening, conducting cognitive assessments, checking references, employment history, employment eligibility; to communicate with you and respond to your requests or application; enable your use of our Sites; analyze, develop, improve and maintain the security of our Sites; and comply with applicable laws and regulations, and to operate our business.

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X. ADDITIONAL CALIFORNIA CONSUMER RIGHTS

If you are a resident of California, you have additional rights to access and control your Personal Information under the California Consumer Privacy Act.

Right to Opt-Out from the Sale of Personal Information (Do Not Sell My Information Request)

As a California resident, you have the right to direct us not to sell your Personal Information to Third Parties. We will process requests within 15 business days, subject to any applicable exceptions and extensions permitted by law.

Right to Know (Personal Information Disclosure Request)

As a California resident, you have the right to request twice in a 12-month period that we provide you (i) the categories or specific pieces of Personal Information we collected about you; (ii) the categories of sources from which we collected your Personal Information; (iii) the business or commercial purpose for which we collected your Personal Information; (iv) the categories of Service Providers or Third Parties with whom we shared your Personal Information; and (v) the categories of Third Parties to whom we sold your Personal Information. We are not permitted to provide access to specific pieces of Personal Information if the Personal Information is sensitive or creates a high risk of potential harm from disclosure to an unauthorized person (e.g., financial information, social security numbers, and driver's license numbers). To protect your Personal Information, we will take steps to validate your identity before any information is shared which may require you to provide additional information or documents. We will process verified requests within 45 days, subject to any applicable exceptions and extensions permitted by law.

Right to Deletion (Delete My Personal Information Request)

As a California resident, you have the right to request that we delete Personal Information we have collected about you. Please understand that we are not required to honor a deletion request if a legal exemption applies such as if

we need the information to complete a requested or reasonably anticipated transaction, prevent security incidents or fraud, enable internal uses that are reasonably aligned with your expectations, or comply with legal obligations. To protect your Personal Information, we will take steps to validate your identity before your request is processed which may require you to provide additional information or documents. We will process verified requests within 45 days, subject to any applicable exceptions and extensions permitted by law.

Submitting a Request

If you are a California resident and would like to exercise your rights under the California Consumer Privacy Act, you may submit a request through our online [California Consumer Privacy Act Request Form](#). You may also submit a request by phone by contacting us at:

Honda Customer Service: 800-999-1009

Acura Client Relations: 800-382-2238

Powersports Customer Relations: 866-784-1870

Power Equipment/Marine/Engines Customer Relations: 770-497-6400

Authorized Agent

If you are an authorized agent submitting a request for a California resident, you must provide a copy of a lawful power of attorney or written authorization from the consumer (along with proof of your identity). If you make a request as an authorized agent, you will receive additional instructions. We may contact you or the consumer on whose behalf you claim to act to verify your authorization.

Non-Discrimination Notice

We will not discriminate against any consumer for exercising their privacy rights under law or this Privacy Policy. California "Do Not Track" Disclosure

Do Not Track is a web browser privacy preference that causes the web browser to broadcast a signal to websites requesting that a user's activity not be tracked. Currently, our Sites and Services do not respond to "do not track" signals.

Annual CCPA Reporting Metrics

Click [here](#) to view our most recent reporting metrics.

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XI. CONTACT US

If you have any questions about our Sites, Services, or this Privacy Policy, please call us at:

Honda Customer Service: 800-999-1009

Acura Client Relations: 800-382-2238

Powersports Customer Relations: 866-784-1870

Power Equipment/Marine/Engines Customer Relations: 770-497-6400

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