

Privacy Statement of Robert Bosch LLC

Robert Bosch North America Corporation, together with its U.S. subsidiaries (“Bosch”) is pleased to have you visit our websites and welcomes your interest in our company and our products.

Bosch respects your privacy

The protection of your privacy in the processing of your personal data is an important concern to which we pay special attention during our business processes. We process personal data collected during your visit to our websites confidentially and solely in compliance with legal provisions.

Data protection and information security are part of our corporate policy.

Collection and processing of personal data

Personal data is only stored when voluntarily given by you for a determined purpose e.g. in context of a registration, a survey, a contest or in performance of a contract.

Use of personal data and purpose specification

Bosch or a service provider engaged by Bosch may use your personal data for the purpose of:

- technical administration of our website
- customer or supplier administration
- product surveys
- enquiries you submit to Bosch
- for site visitors in the U.S. this data may be used for marketing and other purposes
- compliance with legal requirements

and only in the scope necessary for this purpose.

Your individual, identifiable, personal data will not be disclosed to third parties, other than Bosch’s affiliated entities, without your consent.

Collection and processing of non-personal data

When you visit our websites, we may also collect automatically the following non-personal data: IP addresses, the website from which you visit us (referrer), pages viewed, files downloaded (downloads), videos viewed/audio tracks listened to, individual links clicked, search words or search phrases (site search), duration of visit, browser used, etc. If the visit is a result of online advertising such as banners, video ads, search engine advertising, etc., we may record which banner, adword, etc. motivated the visit to Bosch websites.

The insights gained enable us to further optimize our websites and tailor them even better to our visitors’ needs.

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Use of the Webtrends web analytics tool

Bosch, in some instances, uses the WebTrends web analytics tool to carry out access measurements.

When WebTrends is used, the access data is collected in anonymized form so that it can no longer be traced back to a user. In particular, this is done by anonymizing the IP address.

Cookies are used for metrics to enable website use to be analyzed. In particular, Bosch uses them to improve data quality. The information generated about the use of websites is transmitted to the statistics server (wts.bosch.com) operated by Bosch in Germany.

Only authorized persons have access to this anonymized data.

Use of social plugins as part of social media

Bosch websites use social plugins ("plugins") from social networks like Facebook, Google+ and Twitter. The plugins are identified with the respective social media logo or the respective suffix.

If you visit a page on our website that contains such plugins, they are initially disabled. The plugins are not enabled until you click the button that is provided. By enabling the plugins, you establish the connection to the respective social network and declare your consent to the transmission of data to it. If you are logged into the social network, it can associate the visit with your social network account. If you press the respective button, the corresponding information is transmitted directly to the social network by your browser and stored there.

If you do not want a social network to collect data about you via our website, you have to log out of the social network before visiting our site.

Our websites may also use the YouTube video platform that enables playback of audio and video files. When you load a page on our website, the integrated YouTube player establishes a connection to YouTube in order to ensure the technical transmission of the video or audio file. When the connection to YouTube is established, data is transferred to YouTube.

For information about the scope and purpose of data collection, the further processing and use of the data by these social media companies, and your rights and the settings you can configure to protect your privacy, please refer to their data protection notices.

International Data Transfer

Robert Bosch LLC may transfer your personal data to its parent company in Germany, Robert Bosch GmbH, and to any worldwide affiliates when processing data. We may also transfer your data to a third party outside your country of origin to

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the extent regulated in this privacy statement.

Children's Privacy

We do not knowingly collect or use any personal data from online visitors under the age of thirteen. We do not knowingly allow visitors under the age of thirteen to participate in any promotions or contests made available on our websites from time to time.

California Privacy Rights

California's "Shine The Light" law permits those of our customers who are residents of California to annually request a list of their personal information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties. At this time, we currently do not share any personal information with third parties for their direct marketing purposes.

Use of external links

Our websites may contain links to third-party websites operated by providers that are not associated with us. After you click the link, we no longer have any influence over the collection, storage, or processing of any personal data transmitted by clicking the link (such as the IP address or URL of the page that contains the link), as the behavior of third parties is, by nature, beyond our control. Therefore, Bosch is not responsible for the processing of personal data by third parties.

Security

Bosch takes security precautions to ensure that your data we have under our control is protected against tampering, loss, destruction, access by unauthorized persons, or unauthorized disclosure. Our security measures are being continuously improved in accordance with the state of technological developments.

Advertising

When you provide us with personal data, we use it to inform you about our products and services and, where applicable, to include you in surveys about them. If you no longer wish to receive advertising from Bosch or the extra partners, you can revoke your consent at any time.

The same applies when new partners join the extra program for their information and means of making contact. This consent may at any time either wholly or in respect of individual extra-partners be revoked. The revocation can be declared via Customer Service at the e-mail address: info@extra-awards.com, by phone (877) 716-3908 or in writing to: Robert Bosch LLC, AA/SMS14-NA, 2800 S. 25th Avenue, Broadview, IL 60155. Robert Bosch LLC will forward the revocation of consent to all concerned extra-partners.

The participant agrees to be informed in the future by Robert Bosch LLC by e-mail

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about new extra-partners and asked for the participant's consent to also be contacted by new partners, in the context of the extra loyalty program, about rebates, new products and other promotions as well as for market research purposes, by phone, by text message, MMS, via voicemail and or by mail in regards to rebates, new products and other promotions, as well as for market research purposes.

Use of cookies

1) Bosch cookies

Bosch uses cookies and active components (e.g. JavaScript) to track visitors' preferences and customize the design of the websites.

Cookies are small text files stored on your computer when you visit our website. If you like, you can delete the cookies at any time. However, this can result in some functions no longer being available. For information on deleting the cookies, please consult your browser's help function.

Bosch makes it possible to control the use of cookies. To do so, click the "cookie settings" link in the footer. This link gives you additional information about the cookies used. In addition, you can configure which cookies you want to use there.

2) Third-party cookies

Our websites may incorporate content and services from other providers (e.g. YouTube, Facebook, Google, Twitter) who, in turn, may use cookies and active components. Bosch has no influence on the processing of personal data by these providers. Please note that the option provided by Bosch to configure settings for cookies used has no effect on cookies and active components from other providers (e.g. YouTube, Facebook, Google, Twitter). Please refer to the respective provider's websites for information about how your data is handled.

International Users

This is a U.S. website, and this site and our services are subject to U.S. laws, including those governing the privacy and security of your information. If you use our services, you are transferring your information to Bosch in the United States. By using the services or providing your information to us through the services you consent to the transfer of your personal information to the United States, and our handling of your information in accordance with applicable U.S. requirements.

Changes to Privacy Policy

Due to the constantly changing nature of our business, we reserve the right to change, update or modify this privacy statement at any time at our sole discretion, and will post any new privacy statement here. Any such change, update or modification will be effective immediately upon posting on this website. Use of information that we gather now will be subject to the privacy statement in effect at the time of use. By using or navigating around the website or utilizing any of the services we provide here, you acknowledge that you have read and understand and agree to

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be bound by this privacy statement. If you do not agree to be so bound, do not remain on the website. You are responsible for checking our website frequently to keep apprised of recent changes.

The effective date of this privacy statement is January 01, 2016

Last modified: December 02, 2015

Contact

To obtain more information or to submit suggestions or complaints regarding the processing of your personal data, you can contact our Privacy Policy Administrator. If incorrect information has been stored despite our efforts to maintain correct and up-to-date data, we will correct this upon your request.

>privacy.policy@us.bosch.com

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