

§ 5 – Privacy Note

5.1. **Bridgestone Europe NV/SA**

Please note that Bridgestone Europe NV/SA will become the controller of your personal data provided above due to yours and our contractual necessity to process the data related to the fact that you decided to enter the contest, for the purposes related to its organization and execution. It is not mandatory to give us such data but without you cannot take part in the competition. We will delete the data when all legal obligations related to your participation in the competition expire and there is no legitimate interest in keeping them any longer. If you decide to require us to delete data earlier, it may influence your participation in the contest, especially it may lead to your exclusion from the consent.

Based on your additional marketing consent your data will be controlled by Bridgestone Europe NV/SA for the marketing purposes and until such consent is withdrawn. Our internal procedures may indicate that we delete your data earlier or ask you to refresh your consent but in any case you will be informed about that beforehand. This consent is voluntary and participation in the contest do not depend on it. You may withdraw your consent **at any time** using the following contact details: privacy@bridgestone.eu.

Where applicable, you may also do it by clicking on the unsubscribe link in any communication that we send you in the future. However, it will not affect the lawfulness of processing that happened before the withdrawal. In this case, given our legitimate interest in providing You only with desired communication, your data may be profiled in order to segment You as a customer (e.g. to see what kind of maintenance service you require). However, such profiling will not lead to making any automated decisions that may have legal effects on you. You may object to such profiling using the above contact details.

In each of the above cases and within the scope regulated by applicable law (in particular the European General Data Protection Regulation as from May 25th 2018), you have a right to access to your personal data, to withdraw your consent, to object against the processing of your personal data, to require its rectification and erasure as well as restriction of the processing that concerns you and to require transmission of the data to another organization or to obtain a copy of your data on a conventional medium. You can do all of that via ours and your contact details given above. Certain circumstances may lead to a limitation to the execution of your rights, e.g. if your request would be unreasonable or would lead to disproportional efforts on our behalf; in such case you will be informed thereof immediately. For the purposes related to contest organization and execution as well as – if applicable – performing marketing activities, your personal data may be disclosed to supporting marketing agencies and providers of informational systems rendering services for the controller solely under respective processor agreements with the scope described above. If you believe that the processing of data infringes your statutory rights, you have the right to lodge a complaint with a personal data protection supervisory authority, in particular in the country of your habitual residence, place of work or place of alleged infringement.

Please note that all personal data obtained by Bridgestone Europe NV/ will be treated as being strictly confidential and in full conformity with our security & privacy policies and procedures (which you may request to receive under above mentioned contact details) as well as with applicable privacy laws.

§ 6 - Complaints

- 6.1 For complaints, questions and/or remarks, the Promoter's customer service can be reached via:
- telephone: 0032(0)2 714 6700 (NOTE: international calling charges may apply!)
 - e-mail: privacy@bridgestone.eu
- 6.2 In the event of any dispute regarding the conduct of the Competition and all matters relating to the Competition, the decision of the Promoter is final and binding and no correspondence or discussions will be entered into.