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We use cookies to provide you with a great browsing experience. Cookies are pieces of information that a website transfers to an individual's hard drive or device for record keeping purposes so that we can track website and user activity. The use of cookies is an industry standard, and you will find them at most websites. By using this website, you accept our use of cookies for analytics and personalized content.

Toyota Events Privacy Notice

Last Updated: March 4, 2019

Toyota Motor North America, Inc. (“**Toyota**” or “**we**” or “**us**”) is committed to protecting the privacy of personal information we collect in connection with events we sponsor or organize. This Privacy Notice describes the types of personal information Toyota may collect in this context and why and how we may use and share that information. If you do not agree with the terms of this Privacy Notice, please do not register for our events.

Toyota may update this Privacy Notice from time to time as it deems necessary or appropriate in its sole discretion. If there are any material changes to this Privacy Notice, Toyota will post an announcement on this webpage stating that such changes have been made. Any changes to this Privacy Notice take effect immediately after the revised Privacy Notice is posted or otherwise provided by Toyota, so we encourage you to check back on this webpage periodically to be informed whether the Privacy Notice has been changed in any material way.

Please read this Privacy Notice carefully. If you have any questions regarding its terms or anything else about Toyota’s handling of your personal data, you can contact Toyota’s Privacy Office at Office.of.Privacy@toyota.com.

Information We Collect

When you register to attend a Toyota event, the following information about you is collected by our service provider on our behalf:

- Name and business contact details, such as postal address email address, phone number, and passport number, so that we may contact you, arrange your reservations, and otherwise work with you for purposes of attendance.
- Any allergies or other physical limitations or conditions you may have that may be relevant for our catering and logistical planning purposes.
- Your clothing size as relevant to any gear we may provide to you in connection with the event.

- Your credit or debit card number as needed to process your payment for attendance at the event.

We will use the information we collect in order to make arrangements for your attendance at our events and to accommodate your needs and preferences related to the events you choose to attend. In addition, we may use the information we collect from you in order to:

- contact you in relation to your attendance at the event and for purposes of follow-up evaluations and surveys/comments.
- send you certificates or any other information related to the events you choose to attend and other events in which you might be interested.
- Conduct internal analyses of attendance at various events and any emerging trends with respect to participation and interest in certain types of events.

If you are located outside the United States, when you register for an event, your personal information will be collected and processed in the United States, and you should be aware that the data protection laws of the United States may not be the same as those of the jurisdiction in which you are located.

Information We Share

Toyota may share your personal information collected in connection with your attendance at our events with our service providers and event sponsors or partners who assist us in planning and organizing events. Our service provider Cvent provides the online events-management software for your registration for our events, as well as some of the mobile applications we provide in connection with our events. Cvent has its own privacy policy, which is available at <https://www.cvent.com/en/cvent-global-privacy-policy>.

When we share your personal information with service providers, sponsors or partners, we require them to agree in writing to maintain the confidentiality and security of that personal information and not to use it for any purpose other than to fulfill their obligations to Toyota and for the purposes outlined in this Privacy Notice.

We do not share your personal information with unaffiliated third parties for their own marketing purposes.

Data Retention and Security

Toyota retains the personal information we collect for event purposes for as long as necessary to fulfill those purposes and purposes of resolving any disputes, enforcing our agreements, conducting audits, and pursuing legitimate business objectives such as compliance with all applicable laws.

For as long as Toyota retains the personal information we collect for event purposes, we take reasonable steps to protect the information. Toyota maintains administrative, technical and

physical safeguards designed to protect personal information against accidental, unlawful, or unauthorized destruction, loss, alteration, access, disclosure, or use. You should be aware, however, that no data security system can ever be guaranteed with 100% certainty to protect the confidentiality and integrity of the information.

Individual Rights

To the extent provided under applicable law, Toyota will take steps to fulfill the rights of individuals whose personal information we collect for event purposes. Depending on the jurisdiction in which you are located, you may have some or all of the following rights with respect to your personal information:

- Access: you may ask us for copies of your personal information.
- Correction: you may ask us to update or correct incomplete or inaccurate personal information.
- Deletion: you may ask us to delete certain details of your personal information in some circumstances.
- Restrict Processing: you may ask us to restrict our uses and disclosures or other processing of your personal information in some circumstances, including by withdrawing a consent you previously provided for particular processing.
- Data Portability: you may ask us to provide you with your data in an accessible and machine-readable format, and to transfer it to a third party you may identify.
- Complain: you may object to our processing of your personal data by contacting us or the data protection authorities in the jurisdiction in which you are located.

To exercise these rights, please contact us at Office.of.Privacy@toyota.com. To protect your privacy, Toyota will take reasonable steps to verify your identity before granting access to or making any changes to your personal information or our processing of it. Depending on the reason for our processing and the request you have made, there are legitimate reasons we may not be able to fulfil your request. For example, although Toyota will generally provide individuals with access to their personal information that we maintain, there are legitimate reasons why we may not be unable to do so, such as if: (i) the information is subject to legal privilege or is commercially proprietary; (ii) disclosure of the information to you could compromise the privacy or other legitimate rights of another person; (iii) the burden or expense of providing access would be disproportionate to the risks of your own privacy.

Contacting Us

If you have any questions regarding this privacy notice or questions regarding your personal data please contact our Privacy Office at Office.of.Privacy@toyota.com.