

## Mercedes-Benz Canada Privacy Statement

At Mercedes-Benz Canada Inc. (MBC), we take your privacy seriously. This Privacy Statement describes how we protect the privacy, confidentiality, security, and accuracy of your personal information. Your personal information includes your name, address, email, phone number, or other information that identifies you.

### How We Collect Your Personal Information

MBC collects personal information directly from you. We also collect personal information about you from our affiliated businesses (e.g. M-B Financial Canada, independent dealerships, and subsidiaries of Daimler AG, such as smart) and business partners (lists available on request).

### How We Use Your Personal Information

MBC uses your personal information to: 1) provide you with MBC products or services and related activities – including vehicle warranty programs, recalls, customization, financing, leasing, and test drives; 2) initiate, maintain, and improve our relationship with you by providing you with information on special offers, events and promotions; 3) improve our products and services through quality assurance and improvement activities; 4) investigate and respond to inquiries or complaints; 5) comply with legal and contractual requirements; and 6) enable you to opt out of the use or disclosure of your personal information for certain purposes.

MBC does not use or disclose your personal information for any new purpose without explaining the new purpose and obtaining your consent, unless your personal information is otherwise required by law.

### How We Disclose Your Personal Information

MBC discloses your personal information to: 1) our affiliated businesses so that we may process the purchase, lease, financing, or maintenance of your vehicle; 2) business partners, such as SIRIUS Satellite Radio and Roadside Assistance, so that you may receive products and services on a trial or fee-for-service basis from these businesses; and 3) JD Power and Maritz so that these businesses may conduct customer satisfaction surveys and help us improve our products and services.

### Your Option to “Opt Out”

You may decide that you do not want MBC to use or disclose your personal information for the following purposes: **1) provide you with information on special offers, events and promotions offered by MBC or our business partners; 2) contact you directly or through a business partner, such as JD Power or Maritz, in order to survey your level of satisfaction with MBC products and services and to enable us to better understand MBC customers’ interests and needs; or 3) enrol you to receive a 6 month free trial of SIRIUS Satellite Radio.**<sup>1</sup> You may opt out of one or more of these activities by contacting customer service by phone at 1-800-387-0100 or by mail at 98 Vanderhoof Ave, Toronto, ON M4G 4C9. You can also opt out by sending an email to the MBC Privacy Officer at [PrivacyOfficer@Mercedes-Benz.ca](mailto:PrivacyOfficer@Mercedes-Benz.ca).

If you choose to opt out, you will no longer have access to information, products, or services that may be of value to you. You may opt in again, at any time, by contacting the MBC Privacy Officer or customer service.

### How We Protect Your Personal Information

MBC takes all reasonable and appropriate administrative, technical, and physical measures to protect your personal information against loss, theft, and unauthorized access, use, disclosure, copying, modification, disposal, or destruction. These measures include administrative, technical, and physical safeguards, such as policies, employee training, encryption, access controls, and secure offices.

### Access to Your Personal Information

You are entitled to view the personal information that MBC retains about you by contacting us and providing proof of your identity. If you find that the personal information we have on record is incorrect or incomplete, you may provide us with accurate information.

### Contact Information

More information about how MBC protects your privacy is found in our Privacy Policy or by contacting our Privacy Officer by email at [PrivacyOfficer@Mercedes-Benz.ca](mailto:PrivacyOfficer@Mercedes-Benz.ca), by phone at 1-800-387-0100, or by mail at 98 Vanderhoof Ave, Toronto, ON M4G 4C9. You may also contact our Privacy Officer if you have any questions or complaints about how we protect your privacy.

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<sup>1</sup> In order to activate your SIRIUS Satellite Radio free trial, MBC provides SIRIUS with your name, address, phone number, the vehicle identification number, and SIRIUS Satellite Radio serial number. If you do not want your information to be provided to SIRIUS, you must opt out of the free trial within 48 hours of the time of your vehicle delivery.