

PRIVACY POLICY

Last Updated November 8, 2016 (Continental United States Only)

This privacy policy ("Privacy Policy") applies solely to information collected through the Toyota wholesale dealer portal website, web pages, interactive features, applications, widgets, and their respective contents and any other interactive content, including but not limited to content that links to the Toyota family of websites, in addition to any content that links to Twitter, Facebook or other social networking sites, and their respective contents, whether accessed via computer, mobile device or other technology (collectively, the "Site"). The Site is offered by Toyota Motor Sales, U.S.A., Inc., and its parent, subsidiary and affiliated companies, Site developers and other promotional partners (collectively, "Toyota," or "we", "us", "our").

This Privacy Policy explains what information may be collected through the Site, how such information may be used and/or shared with others, how we safeguard it and how you may access and control its use in connection with our marketing communications and activities. **Please read this Privacy Policy carefully, because by using the Site you are acknowledging that you understand and agree to the terms of this Privacy Policy. In addition, please review our [Terms of Use](#), which governs your use of the Site and any content you submit to the Site.**

INFORMATION YOU PROVIDE TO US

We may ask you to provide information that could reasonably be used to contact you or to identify you personally (such as your name, e-mail address, telephone number, or business mailing address ("Personal Information")).

For example, Toyota may collect Personal Information when you register on the Site, request information, submit comments or participate in any Program on the Site, including but not limited to, sweepstakes, contests, special events, promotions, and surveys ("Programs") or other feature of the Site, or otherwise communicate or interact with us. If you do not want your Personal Information collected, please do not submit it.

INFORMATION WE COLLECT AUTOMATICALLY

Usage Information. Whenever you visit or interact with the Site, we, as well as any third-party advertisers and/or service providers, may use a variety of technologies that automatically or passively collect information about how the Site is accessed and used ("Usage Information"). Usage Information may include browser type, device type, operating system, application version, the page served, the time, the preceding page views, and your use of features or applications on the Site, such as interactions with friends and group activities. This information helps us keep our Site fresh and interesting to our visitors and allows us to tailor content to a visitor's interests.

Device Identifier. We automatically collect your IP address or other unique identifier ("Device Identifier") for the Device (computer, mobile phone, tablet or other device) you use to access the Site. A Device Identifier is a number that is assigned to your Device when you access a website or its servers, and our computers identify your Device by its Device Identifier. We may use a Device Identifier to, among other things, administer the Site, help diagnose problems with our

servers, analyze trends, track users' web page movements, help identify you and your shopping cart, and gather broad demographic information for aggregate use.

Cookies; Pixel Tags. The technologies used on the Site to collect Usage Information, including Device Identifiers, include but are not limited to: cookies (data files placed on a Device when it is used to visit the Platforms), mobile analytics software and pixel tags (transparent graphic image, sometimes called a web beacon or tracking beacon, placed on a web page or in an email, which indicates that a page or email has been viewed). Cookies may also be used to associate you with social networking sites like Facebook and Twitter and, if you so choose, enable interaction between your activities on the Site and your activities on such social networking sites. We, or our vendors, may place cookies or similar files on your Device for security purposes, to facilitate site navigation and to personalize your experience while visiting our Site (such as allowing us to select which ads or offers are most likely to appeal to you, based on your interests, preferences, location, or demographic information). A pixel tag may tell your browser to get content from another server.

To learn how you may be able to reduce the number of cookies you receive from us, or delete cookies that have already been installed in your browser's cookie folder, please refer to your browser's help menu or other instructions related to your browser. If you do disable or opt out of receiving cookies, please be aware that some features and services on our Site may not work properly because we may not be able to recognize and associate you with your Toyota account(s). In addition, the offers we provide when you visit us may not be as relevant to you or tailored to your interests.

HOW WE USE THE INFORMATION WE COLLECT

Toyota uses the information we collect about and from you for a variety of business purposes, including for example, to: respond to your questions and requests such as requests for parts information; communicate about new products, market trends and other Toyota information; enable you to participate in promotional activities, or other Programs; provide you with access to certain services, areas and features of the Site; verify your identity; communicate with you about your account and activities on the Site and, in our discretion, changes to any Toyota policy; tailor content, advertisements, and offers we serve you; improve the Site; process applications and transactions; for internal business purposes; and for purposes disclosed at the time you provide your Personal Information or otherwise with your consent.

SHARING OF INFORMATION

Except as described here, we will not provide any of your Personal Information to any third parties without your specific consent. We may share non-Personal Information, such as aggregate user statistics, demographic information, and Usage Information with third parties. We may also share your information as disclosed at the time you provide your information, as set forth in this Privacy Policy and in the following circumstances:

Third Parties Providing Services On Our Behalf. In order to carry out your requests, to make various features, services and materials available to you through the Site, and to respond to your inquiries, we may share your Personal Information, or Usage Information with third parties that perform functions on our behalf (or on behalf of our partners), such as companies or individuals that: host or operate our Site; analyze data; provide customer service; sponsors or

other third parties that participate in or administer our Programs or provide marketing assistance.

Your Agreement To Have Your Personal Information Shared. While on our Site, you may have the opportunity to consent to the sharing of your information with a third party. If you agree to have your Personal Information shared, your Personal Information will be disclosed to the third party and the Personal Information you disclose will be subject to the privacy policy and business practices of that third party.

Business Transfers. Your Personal Information may also be used by us or shared with our subsidiaries, affiliates and other entities in the family of companies controlled by or under common control with Toyota Motor Sales, U.S.A., Inc. for internal reasons, primarily for business and operational purposes. As we continue to develop our business, we may sell or purchase assets. If another entity acquires us or all or substantially all of our assets, or assets related to the Sites, Personal Information, Usage Information, and any other information that we have collected about the users of the Sites may be disclosed to such entity as part of the due diligence process and will be transferred to such entity as one of the transferred assets. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered an asset of ours and as such may be sold or transferred to third parties.

Legal Disclosure. Toyota may transfer and disclose information, including your Personal Information, Usage Information and Device Identifier, (including IP address), to third parties to comply with a legal obligation; when we believe in good faith that the law requires it; at the request of governmental authorities conducting an investigation; to verify or enforce our Terms of Use or other applicable policies; to respond to an emergency; or otherwise to protect the rights, property, safety, or security of the Site, Toyota, third parties, visitors to our Site or the public, as determined by us in our sole discretion.

Surveys. We may conduct surveys on the Site. We may use the information that you submit, including your responses to the survey questions, for the purposes identified to you prior to your participation in the survey. In some cases, we may publish the results of the survey, but will do so only as aggregate information and you will not be individually identified. As we may be conducting certain surveys with our business partners or other third parties, we may also share the anonymized results of those surveys with those third parties, but we will not share Personal Information.

INFORMATION WE RECEIVE FROM THIRD PARTIES

We may receive information about you from third parties. For example, if you are on another web site and you opt-in to receive information from Toyota, that web site will forward to us your e-mail address and other information about you so that we may contact you as requested.

You may also choose to participate in a third party application or feature (such as one of our Facebook or Twitter applications or a similar application or feature on a third party web site) through which you allow us to collect (or the third party to share) information about you, including Usage Information and Personal Information. In addition, we may receive information about you if other users of a third party web site give us access to their profiles and you are one of their "connections" or information about you is otherwise accessible through your "connections" web page, profile page, or similar page on a social networking or other third party web site or interactive service.

We may also supplement the information we collect about you through the Sites with outside records from third parties in order to enhance our ability to serve you, to tailor our content to you and to offer you opportunities to purchase products or services that we believe may be of interest to you.

YOUR CHOICES AND ACCESS TO YOUR INFORMATION

We give you choices. We strive to keep your Personal Information updated and accurate. You may update your Personal Information by clicking on "*Update Profile*" at any time.

In accordance with our routine record keeping, we may delete certain records that contain Personal Information you have submitted through the Sites. We are under no obligation to store such Personal Information indefinitely and disclaim any liability arising out of, or related to, the destruction of such Personal Information. In addition, you should be aware that it is not always possible to completely remove or delete all of your information from our databases without some residual data because of backups and other reasons.

CHILDREN'S PRIVACY

The Sites are not intended for children under the age of 13. Toyota does not knowingly collect Personal Information from children that young. If you are under the age of 13, please do not submit your e-mail address or any other Personal Information to us through the Sites.

SECURITY OF YOUR INFORMATION

We take information security seriously and use certain reasonable security measures to help protect your Personal Information. However, no electronic data transmission or storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure or warrant the security of any information you transmit to us, and you use the Sites and provide us with your information at your own risk.

LINKS TO OTHER WEB SITES

The Sites include links to other web sites, such as the sites for Technical Information Services and YouTube. These web sites are not under our control, even though they may use the Toyota name or logo on their site through an agreement with us.

Such other web sites do not necessarily follow our Privacy Policy, and may place their own cookies on your Device. This practice is standard on the web, and we do not control cookies or web beacons that may be placed on your Device by third parties whose advertising or links appear on our Sites. These web sites may have their own privacy and information security policy and terms and conditions. Visitors should consult the other web sites' privacy notices as we have no control over information that is submitted to, or collected by, these third parties.

CONSENT TO PROCESSING AND TRANSFER OF INFORMATION

The Sites are operated in the United States. Given that we are an international business, our use of your information necessarily involves the transmission of data on an international basis. If you are located in the European Union, Canada or elsewhere outside of the United States, please be aware that information we collect may be transferred to and processed in the United

States. By using the Sites, or providing us with any information, you consent to the collection, processing, maintenance and transfer of such information in and to the United States and other applicable territories in which the privacy laws may not be as comprehensive as or equivalent to those in the country where you reside and/or are a citizen.

CHANGES

Please note, we may change information on the Site and/or this Privacy Policy, at any time without prior notice to you, and any changes will be effective immediately upon the posting of the revised Privacy Policy on the Site. However, Toyota will use your Personal Information in a manner consistent with the Privacy Policy in effect at the time you submitted the information, unless you consent to the new or revised policy.

HOW TO CONTACT US

To contact us with a question, email us at adminSTARElite@toyota.com or call us at 800-331-4331, or mail your inquiry to:

Toyota Motor Sales, U.S.A., Inc.
P.O. Box 259001
Plano, TX 75025-9001

You may also obtain an update on our information practices by sending a request to:

Toyota Motor Sales, U.S.A., Inc.
P.O. Box 259001
Plano, TX 75025-9001