

Effective April 1, 2015

HINO MOTORS CANADA, LTD. ("Hino")
PRIVACY POLICY

This sets out Hino's Privacy Policy and how we strive to protect the confidentiality of your personal information which we have received from you, our valued customers, or from our dealers.

The specific purpose of our Privacy Policy is to inform you of the nature of the personal information we collect, why we collect it, how it is used, how it is disclosed and how you may correct errors in your personal information collected by us.

We understand the importance of your personal information and take pride in our commitment to maintaining the confidentiality of your personal information. We use our best efforts to ensure that your personal information is collected, used and disclosed only in the manner to which you have consented, and to ensure that we meet or exceed the requirements of all laws and regulations applicable to privacy issues in Canada.

1. What is "Personal Information?"

"Personal Information" can be broadly defined to mean any information that can be used to identify you. This includes, but is not necessarily limited to, your name, your mailing address, your telephone number(s), your email address(es) and other information such as driver's license and insurance information which you may have provided to us or to our dealer(s) in the course of dealing with our dealers or ourselves. It does not include aggregate information which does not identify you specifically.

2. Collection of your Personal Information

We primarily obtain your personal information from or through the Hino dealer from whom you bought a new Hino truck. That dealer provides us with your personal information for the purpose of the New Hino Truck Warranty which applies to your new Hino truck. We may obtain your personal information when you complete and submit to us an information request form on our website. We may also obtain your personal information from or through a Hino dealer if you complete the "Subsequent Owner Warranty Registration Card" in the Hino Service and Warranty Information booklet, if you have service transactions with one or more of our dealers, and if you participate in a customer survey or inquire or if you request information from us or visit a Hino website.

In order to try to ensure that we provide you with the best and most accurate service possible, it is our policy to try to ensure that all decisions involving your personal information are based on the use of the most complete, accurate and up-to-date information available.

In that regard, please note we rely primarily on you to provide us with your most complete, accurate and up-to-date personal information and to inform us, directly or through a Hino dealer, of any changes to your personal information.

3. Your Consent Respecting the Collection, Use and Disclosure of Personal Information

Your consent may be given expressly or implied, depending upon the circumstances.

We obtain your written, oral or electronic consent to collect, use or disclose your personal information before or at the time we, or our agents, obtain your personal information, whether in connection with your vehicle purchase, the Hino Truck Warranty or in other contexts (see above), or when you submit your information request to us through our website. Note that when you visit a Hino website, you consent to Hino's collection, use and disclosure of your personal information which you provide on the website. Further please note that, in other cases, your consent is understood, such as when you respond to a customer satisfaction survey, request a product information brochure from the website or register for updates on the website.

By clicking “I have read and I agree” you are giving Hino permission, as applicable, to collect, use and disclose your personal information as described above under the headings “Collection of your Personal Information”, “Disclosure of your Personal Information and Transfer of Your Personal Information Outside of Canada” and “Use of Personal Information for Marketing Purposes”. Also please note that by providing any personal information in any email request or any interactive activities on Hino’s website you consent to Hino’s collection of that information.

You may at any time withdraw or change your consent to Hino’s use or disclosure of your personal information, or request Hino to delete it from Hino’s files, subject to legal and contractual restrictions. However, please understand that if you do not provide personal information required to supply a product or service, Hino may not be able to provide that product or service.

Hino will only send email, text or other electronic messages to you if you have existing vehicle warranty or some other form of business relationship with Hino, or have asked for or otherwise agreed to receive emails, texts or other electronic messages from Hino, or if required by law. Any electronic message that you receive from Hino will identify Hino as the sender, enable you to contact Hino directly and provide for a means of unsubscribing from further electronic messages. Hino may also from time to time request your consent on behalf of any of or all of Hino dealerships and dealer associations, and Hino marketing partners. Electronic messages that you receive from any of these entities will identify the sender, enable you to contact the sender directly and provide for a means of unsubscribing from further electronic messages from the sender, and in the case of Hino marketing partners, unsubscribe from all Hino marketing partner electronic messages.

4. Disclosure of your Personal Information and Transfer of Your Personal Information Outside of Canada

We disclose your personal information to third parties only with the consent that you have previously provided to us, and we require them to comply with the requirements of this Privacy Policy.

Some examples of third parties to whom your information may be disclosed (and the reasons that may be done) are:

- To Hino Motors, Ltd., or Hino Motors Manufacturing U.S.A., Inc., in order to establish and maintain your Hino truck’s warranty status and in order to try to assist Hino in providing you with excellent service for, and information concerning, your Hino truck.
- To third party manufacturers of Hino parts in connection with the warranty status of your Hino truck;
- To Hino dealers in order to assist them in providing you with service and with information concerning your Hino truck;
- To third parties whose services we use for marketing purposes; and
- To third parties which conduct parts and service business for us.

The personal information that you provide to Hino may be transferred outside of Canada for processing. Hino may store personal information on servers located in other jurisdictions, including the United States and Japan. Please note that the privacy laws in such jurisdictions differ from Canadian privacy laws and that in some jurisdictions your personal information may be accessed by law enforcement authorities or the courts. Your personal information may be transferred to third party service providers that Hino uses to assist in managing and processing your personal information. Hino’s third party service providers are required to use, maintain and disclose your personal information only in accordance with Hino’s instructions to them and only on Hino’s behalf.

If you would like to obtain more information about Hino’s policies and practices with respect to the transfer and processing of personal information outside of Canada, please contact us in any the way described below at “Contacting Us, Reviewing and Updating Your Personal Information”.

5. Use of Personal Information for Marketing Purposes

We will not sell your personal information to any third party at any time.

Your personal information may be used to include you in advertising or marketing campaigns which we alone, or in co-operation with third parties for whose services we arrange, conduct to increase awareness of our products and/or services. By notice to us in writing, you may opt out of receiving advertising or marketing information from us or from third parties hired by us.

Unless you request Hino not to do so, you agree that Hino may use and disclose to Hino dealerships and to dealer associations your personal information for the purposes of selectively including you in advertising and marketing campaigns. Some of Hino's advertising and marketing campaigns may include sending out Hino newsletters, service reminders and promotional offers. If you would prefer that Hino not use your personally identifiable information for such advertising or marketing campaigns, please contact Hino in any of the ways described below under the heading "How You Can Review and Update Your Personal Information". You may notify Hino that you do not wish us to use your personal information for any purposes that are not required to supply you with a product or service at any time by contacting us in any of the ways described below under the heading "How You Can Review and Update Your Personal Information". Hino will seek your further consent to any additional uses of personal information for which Hino has not obtained your consent previously.

6. Hino's Website and Related Information

Non-Personally Identifiable Information. When you visit Hino's website, unless you tell Hino who you are or reveal any other personal information, Hino does not collect or store any information about you. The only information Hino collects and stores is non-personally identifiable information such as the name of your internet service provider, the type of the internet browser you used, and referring website and the pages you request. Hino uses this non-personally identifiable information to generate aggregate statistics regarding Hino's website activity.

Cookies. Cookies are files that your web browser places on your computer's hard drive that permit Hino to tell whether, and if so, how many times, you have accessed Hino's website previously, your language of choice, your dealer of choice, the Province in which your internet provider resides, internet user behavioral analysis, and your computer system's flash preference. You may choose to decline to accept cookies if your browser permits but doing so may affect your use of Hino's website and your ability to access certain features of the websites.

Pixel tags. A pixel tag is a transparent graphic image, sometimes called a web beacon, clear GIFs or tracking beacon, placed on a website or in an e-mail, which indicates to us that a page or e-mail has been viewed. In addition, a pixel tag may tell your browser to get content from another server.

Third-Party Links. Hino's website may contains links to other sites. When you click on links that take you to third party websites, you will be subject to the third parties' privacy policies. While Hino supports the protection of privacy on the internet, Hino is not responsible for the actions of third parties or for their privacy practices. Hino encourages the users of its website to be aware when they leave the website and go to another website that they should read the privacy policies of each and every website with which they interact.

Children. Hino does not use its website to knowingly solicit personal information from or to market to persons under the age of majority.

7. We Strive to Protect your Personal Information

We have adopted a number of safeguards in our ongoing effort to safeguard your personal information from unauthorized collection, use or disclosure. The measures in question are contractual, organizational, structural and technological.

8. Retention of Personal Information

We retain your personal information only for the period of time that it is necessary to fulfill the purposes for which it was collected and the purposes identified when you provided the personal information and for any new purposes identified and consented to by you, and for an appropriate time after that. Your personal information will be kept in files stored on Hino's databases located at Hino's head office, or located at premises used by Hino for that storage.

9. Contacting Us, Reviewing and Updating your Personal Information

Questions or complaints with respect to our Privacy Policy, and requests to access, correct or remove your personal information from our records, should be directed in writing to:

Hino Motors Canada, Ltd.

Attn: Privacy Officer

6975 Creditview Road, Unit 2, Mississauga, Ontario. L5N 8E9

Or by telephone: 905-670-3352

10. Amendments to this Privacy Policy

We reserve the right, at any time, to modify this Privacy Policy at Hino's sole discretion and you agree to be bound by any such modifications, which shall effective immediately upon Hino posting the revised Privacy Policy on its website.

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