

Internet Privacy Policy

[April 2, 2024]

This Internet Privacy Policy ("**Policy**") applies to "Good Game" located at [http:// https://good-game.biz/login](http://https://good-game.biz/login) ("**Website**").

Commitment to Privacy by Goodyear Polska sp. z o.o.

Goodyear Tire & Rubber Company and its affiliated entities respect the privacy of individuals and appreciate the trust placed in them by visitors to the Website, customers, suppliers, and other entities with which Goodyear transacts. Goodyear processes personal data (as defined below) in a manner consistent with legal regulations applicable in the countries where it operates. Since May 25, 2018, the General Data Protection Regulation ("**GDPR**") has been in effect in European Union countries.¹

Whenever a user visits the Website of **Goodyear Polska sp. z o.o., ul. Krakowiaków 46, 02-255 Warsaw, Poland** (hereafter "**Goodyear**" or "**we**"), we process his personal data (as defined below), acting as a data controller, i.e., the entity responsible for processing the user's personal data, deciding on the purposes and means of processing data.

The purpose of this Policy is to inform the user and explain clearly:

- how and why Goodyear collects, processes, and stores the user's personal data;
- what is the role of Goodyear as a data controller of the user's personal data; and
- what are the user's rights and Goodyear's obligations in connection with the processing of personal data.

Definitions

In this Policy, the following definitions apply:

"**personal data**" means information about an identified or identifiable natural person;²

„**processing**" means an operation or set of operations performed on personal data or sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction, and the verb "to process" shall be interpreted accordingly; and

"**processor**" means a natural or legal person who processes personal data on behalf of the controller. Entities processing personal data on behalf of Goodyear may include its affiliates

¹ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC.

² An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of the natural person.

or related entities, or external vendors and service providers. In all such cases, Goodyear will enter into a data processing agreement with the processor, ensuring the processing of the user's personal data in compliance with GDPR.

Information Collection

Collection Methods

When a user utilizes the Website, some personal data is directly collected through browsing. However, certain features of the Website may require the user to voluntarily provide additional personal data to Goodyear.

Categories of Personal Data Collected:

Goodyear collects the following information about users visiting the Website:

- User's IP address;
- User's internet service provider's domain;
- Type and version of user's browser, operating system, and platform;
- Information on pages visited, search terms, time spent on the Website, and other statistical data;
- Information on user's habits and preferences.

If a user wants to access or use certain features of the Website, Goodyear may also request the following additional data:

- Name, email address, and phone number, employer's name, employer's address,
- Data related to participation in a contest and use of the training platform, especially: information on the results achieved by the participant in the contest or on the training platform, information on awarded prizes, and data necessary for awarding prizes, information on any complaints made by participants.

It should be noted that in some countries, vehicle identification data may be obtained from publicly available sources, and therefore Goodyear may associate the vehicle registration number with identification data.

Payment processing, including payments made by debit and credit cards, is conducted by external service providers. Goodyear does not process or store users' debit or credit card information in connection with transactions made through the Website.

Consequences of Refusing to Provide Personal Data

The user is not obligated to provide Goodyear with their personal data. However, it should be noted that in certain circumstances, refusing to provide personal data, accepting cookies, or adjusting browser settings may affect the way the Website is browsed and prevent the use of some of its features.

Therefore, when collecting personal data (e.g., through forms), Goodyear will indicate whether providing such data is mandatory (e.g., marking the required field with an asterisk) and what the consequences of not providing required data are.

Cookies and Similar Technologies

The Website may use cookies or web beacons. A cookie is a text file that can be saved on a user's computer, device, or system when using the Website. Cookies allow Goodyear to better serve those visiting the Website by offering materials tailored to their needs. These files contain information collected from the user's device and sent via the Website with each subsequent visit, allowing user actions and preferences to be remembered over time. The collected information does not include the user's name, phone number, or email address.

Further information on the use of cookies can be found in the Cookie Policy.

Security

Considering the current state of technology, implementation costs, and the nature, scope, context, and purposes of processing, as well as the risk of varying likelihood and severity for the rights and freedoms of individuals, Goodyear employs appropriate precautions to protect personal data in Goodyear's possession from loss, misuse, and unauthorized access, disclosure, alteration, or destruction, as well as to enable responses in case of improper use, loss, or unauthorized use of such personal data.

Data collected by Goodyear may be stored in data storage systems owned by external entities (see "External Recipients" below). In such cases, Goodyear requires these third parties to apply security practices and systems that ensure information security.

Purposes and Legal Basis for Processing

Processing Purposes

Goodyear and entities processing data on behalf of Goodyear use the user-provided personal data for the following purposes:

- User registration and profile management,
- User login on the Website,
- Implementation of contests/training organized within the Website, communication with users, sending certificates, awards won by the user;
- Complaint handling,
- Communication with the user in response to their request,
- Sending marketing communications,
- Determining the level of Website usage (including preparing usage statistics),
- Improving the Website.

Legal Basis for Processing

Goodyear cannot process personal data if it does not have a valid legal basis. Therefore, personal data can only be processed when:

- Goodyear obtains the user's prior consent to process their personal data;
- Processing is necessary for the performance of contractual obligations of Goodyear towards the user or to take steps at the user's request before entering into a contract;

- Processing is necessary for Goodyear to fulfill legal or regulatory obligations (e.g., tax or accounting obligations); or
- Processing is necessary for the purposes of the legitimate interests pursued by Goodyear and does not unduly affect the interests or fundamental rights and freedoms of the user. It should be noted that when Goodyear processes personal data on this basis, it always tries to maintain a balance between Goodyear's legitimate interest and the privacy of the user.

Examples of "legitimate interests" include:

- Using cost-effective services (e.g., deciding to process data on specific platforms offered by external providers);
- Offering products and services to current or potential customers;
- Better management and administration of customer relationships and their data;
- Improving the quality of services provided to customers by considering their preferences regarding the mode (phone, email, etc.) and frequency of communication;
- Measuring customer interest in Goodyear products and better understanding customer reactions to marketing emails, including through statistical research and other data analysis regarding the status of messages (undelivered, delivered, opened);
- Enabling Goodyear to offer ads and offers tailored to customers, which influences more effective marketing of Goodyear products;
- Selling the entirety or a part of Goodyear's business or assets or acquisition by a third party of assets that may also include personal data;
- Preventing fraud or criminal activities and improper use of Goodyear's products or services and ensuring the security of Goodyear's IT systems, tools, and networks; and
- Achieving corporate and social responsibility objectives.
- Organizing contests/training.

External Recipients

Goodyear may disclose personal data to its employees (to the extent necessary for the performance of their duties) and other Goodyear group companies. Other group companies will act as subsequent controllers (in this case, the user will be separately informed about the processing of their data) or process personal data on behalf and at the request of the controller (as a data processor).

Furthermore, in pursuit of the aforementioned purposes, Goodyear may disclose user personal data to external data processors outside the Goodyear group, to the extent necessary for them to perform the instructions issued by Goodyear.

External data processors include, among others:

- Contest Coordinator - MPL Verbum SA, ul. Szelałowska 45A, 61-626 Poznań, registered in the business registry maintained by the District Court in Poznań, IX Commercial Division of the National Court Register under the number KRS 0000372990.
- IT service providers, cloud services, and database services for Goodyear;
- Consultants, suppliers, and service providers supporting the promotion and marketing of Goodyear's products and services, collecting reviews, opinions, and surveys from users and customers, communicating with

User's personal data may be disclosed to:

- All third parties to whom Goodyear assigns its rights or obligations under a relevant agreement;
- National or international supervisory, enforcement, or stock exchange bodies, and courts in cases where Goodyear is obligated to do so under law or regulation, or upon request from such a body; and
- Governmental administrative bodies or other statutory or public bodies.

No information transmitted by users through the warranty registration form available on the Website for tires will be shared with third parties, except as provided by law.

Transferring Data Abroad

Personal data transferred within or outside Goodyear may also be processed in a country outside the European Economic Area (EEA), which includes EU member states, Iceland, Liechtenstein, and Norway.

In case of transferring user's personal data outside the EEA, prior to their transfer, Goodyear will enter into an agreement with the recipient incorporating the standard data protection clauses adopted by the European Commission to ensure an adequate level of protection for the transferred personal data. Users may request additional information in this regard and assurances of appropriate safeguards by exercising their rights as indicated below (see "User Rights" section).

Data Retention

Goodyear will retain user's personal data for a period of 2 years from the date of last visit to the Website.

However, if users wish to have their personal data deleted from Goodyear's databases before this time, they may request it in the manner described below.

User Rights

The user has the right to access their personal data processed by Goodyear under this Policy. If the user believes that their data held by Goodyear is incorrect or incomplete, they may also request its rectification. Goodyear will promptly correct the relevant data.

The user also has the right to:

- Request deletion of their personal data;
- Request restriction of processing of their personal data;
- Withdraw previously granted consent to Goodyear for processing their personal data (withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal);
- Object to processing of their data for direct marketing purposes; or
- Object to processing of their personal data for other purposes in cases where Goodyear processes personal data on a legal basis other than consent.

Goodyear will honor such request, withdrawal, or objection in accordance with relevant data protection regulations.

Additionally, the user has the right to data portability, i.e., to receive the personal data they have provided to Goodyear in a structured, commonly used, and machine-readable format and to transmit those data to another controller without hindrance from Goodyear and subject to the user's own confidentiality obligations.

To exercise the above rights, an email should be sent to Goodyear's designated Data Protection Officer at: inspektor_ochrony_danych@goodyear.com.

If the user does not wish to receive emails or other communications from Goodyear, they are asked to change their preferences by sending an email to robert_krzowski@goodyear.com. Goodyear will comply with requests to remove names from postal or email correspondence lists in accordance with relevant data protection regulations.

If the user has questions or is dissatisfied with how Goodyear processes their personal data, please contact Goodyear Polska, ul. Krakowiaków 46, 02-255 Warsaw with the note "Good Game" or send an email to robert_krzowski@goodyear.com. Goodyear will review the user's question or complaint and respond as soon as possible.

The user also has the right to lodge a complaint with the relevant data protection authority.

Other Websites

Goodyear's Website may contain links to websites not owned by Goodyear. Goodyear strives to link only to sites that represent a similarly high standard and respect for privacy. However, Goodyear is not responsible for the content of non-Goodyear websites or their privacy practices.

Minors Goodyear does not collect, use, or disclose through the Website personal data (such as name, address, and phone number) of minors under the age of 16 without obtaining prior consent from a parent or guardian. Goodyear does not allow minors under the age of 16 to register or participate in contests or promotional actions conducted through the Website. If a parent or guardian of a minor under the age of 16 determines that the child has provided Goodyear with personal data, they should contact Goodyear if they want such data to be deleted from Goodyear's database. If Goodyear obtains information about the presence of personal data of a minor under the age of 16, such data will be deleted from existing files.

Furthermore, before using or disclosing their personal data on the Website, minors under the age of 16 should obtain consent from a parent or guardian.

Policy Updates

Users will be notified in advance of future updates regarding personal data processing as described in this Policy through the Website (pop-up window or another method) and using other communication channels

