

Privacy Policy

Effective as of 06/22/2018

We would like you to know that we have updated our Privacy Policy as of 06/22/2018 to make it more clear and easier to understand.

INTRODUCTION

The **Subaru Lock Information Site (SLIS)** is a technical resource website owned and maintained by Subaru of America, Inc. (SOA). SLIS is committed to serving you by providing up to date, reliable technical information on Subaru vehicles. This Privacy Policy describes the way this website collects, uses and shares personal and non-personal information.

SOA reserves the right to change this Privacy Policy from time to time, and such changes will be effective immediately upon posting to this Web site. We suggest periodically visiting the page to review our Policy.

Your privacy is important to SOA. We want you to feel comfortable when you access our website. We will only collect personal information about you (including but not limited to your name, address, telephone number, email address, and your credit card number) when you place an immobilizer key request through this site.

Please note that SOA will provide the National Insurance Crime Bureau (NICB) with a record of each transaction that occurs through this website. Information may contain, but is not limited to, a user's LSID number, date and time of transaction, and VIN.

PERSONAL INFORMATION WE COLLECT AND HOW WE USE IT

Information Gathered

When you submit an immobilizer key request or send an e-mail message to us, you voluntarily give us personal information such as your name, address and e-mail address. If you choose to share this information with us, it is stored on SOA systems so that we can respond to you and fulfill your requests for information.

Transmission of data over the Internet is not 100% secure. Consequently, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk. Once we receive your transmission, we make reasonable efforts to ensure security on our systems and to protect your information from unauthorized access, disclosure, alteration, or destruction. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by a breach of such security systems.

If Subaru learns of a breach in its security system that results in a disclosure of users' information, we may attempt to notify you electronically so that you can take appropriate protective steps. By providing Personal Information to us or using any Subaru-controlled Website or Application, you agree that we can communicate with you electronically regarding security, privacy, and administrative issues. Subaru may post a notice on our Website(s) or through an Application if a security breach occurs. Subaru may also send an email to you at the email address you have provided to us. Depending on where you live, you may have a legal right to receive notice of a security breach in writing.

The information gathered by us when you submit an immobilizer key request or send an e-mail message to us may be used for our marketing purposes. However, none of this information is ever disclosed to marketers, periodical publishers or any other outsiders other than as specifically listed in this Policy.

How We Use Information

Personally identifiable information collected on SLIS may be used to:

- Fulfill and deliver an immobilizer key request.
- Respond to your communications to us regarding SLIS.
- To make the user experience more customer friendly.
- Contact you, if necessary, in the course of processing an immobilizer key request.
- Generate site analytics that improve our site layout, content, product offerings and services.
- Provide the National Insurance Crime Bureau with a record of each transaction that occurs.

Non-Personally identifiable information collected on SLIS may be used for any purpose, including:

- Compiling aggregate and statistical data to help in website design and to identify popular features.
- Measuring site activity to allow us to update our site to better meet user wants and needs.
- Other uses we deem desirable.

SLIS utilizes session log data and your personal and non-personal data for the purpose of performing analytics on the users' experience while visiting this site. This analysis:

- Is performed on an aggregate level and does not identify you or your information personally.
- Involves the use of a third-party vendor acting on behalf of SLIS.
- Is performed in order to improve our website and the user experience.
- May include the use of session and/or permanent cookies to track user movement across this and other SOA websites or to track other events within or across this and other SOA websites.
- Any information that is provided to the third-party vendor is to be used only for the purpose of performing the analytics and compiling reports of the data. The third-party vendor is restricted from using this data in any other way other than to provide these services to SOA and they may not share or resell this data.

Processing Your Requests

When you interact with us, you will be asked for information needed to complete your request. The information you provide is used to process your transactions, to create and share reports about these transactions, and/or to provide related customer service. When you request information or submit a request, we may share your Personally identifiable and/or Non-Personally identifiable information with our third-party vendors and/or suppliers who will conduct your transaction.

Cookies

"Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. Our cookies do not contain any personal identifying information. They do, however, help identify the pages you've viewed on Subaru-controlled websites and the amount of time you spent on each page. This information helps us identify the areas of our site that are most important to our customers which, in turn, helps ensure you will have a pleasant visit when you come to SLIS.

When multiple devices are used by the same person to access Subaru-controlled websites and/or applications, we may link those devices. This linking of devices does not identify you personally, but only identifies that the same user is accessing Subaru-controlled websites and/or applications through more than one device. For more information about device linking or for information on how to opt-out of this linking, please go to <https://cross-device-privacy.adobe.com>.

Access To And Control Of Your Information

Currently, you cannot access the personal information that you have submitted to SLIS, or that we have collected through SLIS in some other fashion, directly. You may, however contact us at [Subaru.com/contactus](https://www.subaru.com/contactus) and request that this information be verified. When e-mailing us, please supply us with the e-mail and user name that you used for registration, along with detailed instructions on what information you would like to have verified.

The scope of access available for this request is limited to the information stored in the database that holds the SLIS data. Any personal information that has been collected from you on SOA company websites, or third-party websites, is not accessible or changeable through the processing of this request.

CHILDREN

Subaru Websites or Applications are not directed at children. If you are under 16 or otherwise would be required to have parent or guardian consent to share information with Subaru, you should not send any information about yourself to us. If a person under 13 submits information through any part of a Subaru Website or Application, and we learn the person submitting the information is a child, we will attempt to delete this information as soon as possible. Because we do not knowingly collect any Personal Information from persons under 13, we do not use or disclose such information to third parties.

US MARKET ONLY

All information posted on this site is intended for the US market only and will be interpreted and governed solely by US law. If you access this site from a location outside the US, you are responsible for compliance with all applicable non-US laws and regulations. Subaru distributes vehicles only in the United States (and excluding Hawaii).

CALIFORNIA PRIVACY RIGHTS

Under California Civil Code Section 1798.83, also known as California's "Shine the Light Law," residents of California may request and receive, free of charge, a copy of Subaru's California Information Disclosure Notice for the previous calendar year. This Notice lists the third-party entities with which Subaru shared Personal Information for the third parties' direct marketing purposes. Subaru does not share information obtained through SLIS for third parties' marketing purposes.

DO NOT TRACK

Some web browsers have settings that include "do not track signals." There are no agreed upon industry standards for sending and responding to those signals. As a result, our sites and services do not respond to those signals from browsers.

QUESTIONS?

We are committed to protecting your privacy and to being transparent about how we use your information. We use the information we gather from this site to enhance your overall experience. If we can answer any questions or concerns you may have about our privacy Policy, please contact us at [Subaru.com/contactus](https://www.subaru.com/contactus) and we'll be happy to help in any way we can.