

LowesTires.com Privacy Policy

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[LowesTires.com](#) online platform allows our customers to research and purchase tires. This Privacy Policy is designed to help you understand how we collect, use, process, and share your personal information, and to help you understand and exercise your privacy rights.

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SCOPE AND UPDATES TO THIS PRIVACY Policy

This Privacy Policy applies to personal information processed by us [and our company affiliates LIST] (collectively “**LowesTires.com**,” “**Treadsy**” “**we**,” “**us**,” or “**our**”), including on our websites, mobile applications, and other online or offline offerings. To make this Privacy Policy easier to read, our websites, mobile applications, and other offerings are collectively called the “**Services**.” If you do not agree with our policies and practices, you should not access or use Services. By continuing to access and use our Services, you agree to this Privacy Policy.

Changes to our Privacy Policy. We may revise this Privacy Policy from time to time in our sole discretion. If there are any material changes to this Privacy Policy, we will notify you as required by applicable law. You understand and agree that you will be deemed to have accepted the updated Privacy Policy if you continue to use our Services after the new Privacy Policy takes effect.

An Important Note: This Privacy Policy does not apply to any of the personal information that we process on behalf of our customers through their use of our Services (“**Customer Data**”). Our customers’ respective privacy policies govern their collection and use of Customer Data. Our processing of Customer Data is governed by the contracts that we have in place with our customers, not this Privacy Policy. For example, if you purchase tires through an employee discount program or a third-party branded site, then we may fulfill the order on behalf of our customer operating such services but our customer’s privacy policy will apply to the personal information you provide through such sites. Any questions or requests relating to Customer Data should be directed to our customer.

PERSONAL INFORMATION WE COLLECT

The categories of personal information we collect depend on how you interact with us, our Services, and the requirements of applicable law. We collect personal information that you provide to us, information we obtain automatically when you use our Services, and information from other sources such as third-party services and organizations, as described below. For residents of certain states, additional disclosures about the information we collect is available in our supplemental disclosure below.

A. Personal Information You Provide to Us Directly

We may collect personal information that you provide to us.

- **Relationship Information.** We may collect personal information when you choose to establish a relationship with us. We may collect information such as: name, email address, username, account number, mobile phone information, shipping address, billing address, vehicle information, etc.
- **Purchases.** We may collect personal information and details associated with your purchases, including payment information. Any payments made via our Services are processed by third-party payment processors. We do not directly collect or store any payment card information entered through our Services, but we may receive information associated with your payment card information (e.g., your billing details).
- **Your Communications with Us.** We may collect personal information, such as email address, phone number, or mailing address when you request information about our Services, register for our newsletter or loyalty program, request customer or technical support, or otherwise communicate with us.
- **Surveys.** We may contact you to participate in surveys. If you decide to participate, we may collect personal information from you in connection with the survey.
- **Interactive Features.** We and others who use our Services may collect personal information that you submit or make available through our interactive features (e.g., messaging and chat features, commenting functionalities, forums, blogs, and social media pages). Any information you provide using the public sharing features of the Services will be considered “public,” unless otherwise required by applicable law, and is not subject to the privacy protections referenced herein. Please exercise caution before revealing any information that may identify you in the real world to other users.
- **Business Development and Strategic Partnerships.** We may collect personal information from individuals and third parties to assess and pursue potential business opportunities.

B. Personal Information Collected Automatically

We may collect personal information automatically when you use our Services.

- **Automatic Collection of Personal Information.** We may collect certain information automatically when you use our Services, such as your Internet Protocol (IP) address, user settings, MAC address, cookie identifiers, mobile carrier, mobile advertising and other unique identifiers, browser or device information, location information (including approximate location derived from IP address), and Internet service provider. We may also automatically collect information regarding your use of our Services, such as pages that you visit before, during and after using our Services, information about the links you click, the types of content you interact with, the frequency and duration of your activities, and other information about how you use our Services.
- **Cookies and Other Technologies (Cookie Policy).** We, as well as third parties that provide content, advertising, or other functionality on our Services, may use cookies, pixel tags, and other technologies (“**Technologies**”) to automatically collect information through your use of our Services.
 - **Cookies.** Cookies are small text files placed in device browsers that store preferences and facilitate and enhance your experience.
 - **Pixel Tags/Web Beacons.** A pixel tag (also known as a web beacon) is a piece of code embedded in our Services that collects information about engagement on our Services. The use of a pixel tag allows us to record, for example, that a user has visited a particular web page or clicked on a particular advertisement. We may also include web beacons in e-mails to understand whether messages have been opened, acted on, or forwarded.

Our uses of these Technologies fall into the following general categories:

- **Operationally Necessary.** This includes Technologies that allow you access to our Services, applications, and tools that are required to identify irregular website behavior, prevent fraudulent activity, improve security, or allow you to make use of our functionality;
- **Performance-Related.** We may use Technologies to assess the performance of our Services, including as part of our analytic practices to help us understand how individuals use our Services (*see Analytics below*);
- **Functionality-Related.** We may use Technologies that allow us to offer you enhanced functionality when accessing or using our Services. This may include identifying you when you sign into our Services or keeping track of your specified preferences, interests, or past items viewed

See [“Your Privacy Choices and Rights”](#) below to understand your choices regarding these Technologies.

- **Analytics.** We may use Technologies and other third-party tools to process analytics information on our Services. These Technologies allow us to better understand how our digital Services are used and to continually improve and personalize our Services. Some of our analytics partners include:

- **Google Analytics.** For more information about how Google uses your personal information (including for its own purposes, e.g., for profiling or linking it to other data), please visit [Google Analytics' Privacy Policy](#). To learn more about how to opt-out of Google Analytics' use of your information, please click [here](#).
- **Microsoft Clarity (Session Replay Analytics).** For more information about how Microsoft uses your personal information (including for its own purposes, e.g., for advertising), please visit the [Microsoft Privacy Statement](#). To learn more about how to opt out of Microsoft's use of your information, please click [here](#).
- **Hotjar (Session Replay Analytics).** We use Hotjar's session replay analytics services. This allows us to record and replay an individual's interaction with the Services. For more information about how Hotjar uses your personal information, please visit the "Personal Data collected from a visitor of a Hotjar Enabled Site" section of [Hotjar's Privacy Policy](#). To learn more about how to opt-out of Hotjar's use of your information, please click [here](#).
- **Social Media Platforms.** Our Services may contain social media buttons, such as Facebook, X, Instagram, and Youtube, which might include widgets such as the "share this" button or other interactive mini programs). These features may collect personal information such as your IP address and which page you are visiting on our Services, and may set a cookie to enable the feature to function properly. Your interactions with these platforms are governed by the privacy policy of the company providing it.

C. Personal Information Collected from Other Sources

Third-Party Services and Sources. We may obtain personal information about you from other sources, including through third-party services and organizations. For example, if you access our Services through a third-party application, such as an app store, a third-party login service, or a social networking site, we may collect personal information about you from that third-party application that you have made available via your privacy settings.

Referrals and Sharing Features. Our Services may offer various tools and functionalities that allow you to provide personal information about your friends through our referral service. Our referral services may also allow you to forward or share certain content with a friend or colleague, such as an email inviting your friend to use our Services. Please only share with us contact information of people with whom you have a relationship (e.g., relative, friend, neighbor, or co-worker).

HOW WE USE YOUR PERSONAL INFORMATION

We use your personal information for a variety of business purposes, including to provide our Services, for administrative purposes, and to market our products and Services, as described below.

A. Provide Our Services

We use your information to fulfil our contract with you and provide you with our Services, such as:

- Providing our Services and products;

- Managing your information and accounts;
- Providing access to certain areas, functionalities, and features of our Services;
- Answering requests for customer or technical support;
- Communicating with you about your account, activities on our Services, and policy changes;
- Processing your financial information and other payment methods for products or Services purchased

B. Administrative Purposes

We use your information for various administrative purposes, such as:

- Pursuing our legitimate interests such as direct marketing, research and development (including marketing research), network and information security, and fraud prevention;
- Detecting security incidents, protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for that activity;
- Measuring interest and engagement in our Services;
- Short-term, transient use, such as contextual customization of ads;
- Improving, upgrading, or enhancing our Services;
- Developing new products and services;
- Ensuring internal quality control and safety;
- Authenticating and verifying individual identities, including requests to exercise your rights under this Privacy Policy;
- Debugging to identify and repair errors with our Services;
- Auditing relating to interactions, transactions, and other compliance activities;
- Sharing personal information with third parties as needed to provide the Services;
- Enforcing our agreements and policies; and
- Carrying out activities that are required to comply with our legal obligations.
- We may use your information for other legitimate business purposes as permitted by law.

C. With Your Consent

We may use personal information for other purposes that are clearly disclosed to you at the time you provide personal information or with your consent.

D. Other Purposes

We also use your personal information for other purposes as requested by you or as permitted by applicable law.

- **Automated Decision Making.** We may engage in automated decision making, including profiling. For example, we may engage profiling to provide you relevant content. Lowe'sTires.com processing of your personal information will not result in a decision based solely on automated processing that significantly affects you unless such a decision is necessary as part of a contract we have with you, we have your consent, or we are permitted by law to engage in such automated decision making. If you have questions about our automated decision making, you may contact us as set forth in "[Contact Us](#)" below.

- **De-identified and Aggregated Information.** We may use personal information to create de-identified and/or aggregated information, such as analyses we create about the total number of users in a location or how users interact with our Services.

HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We disclose your personal information to third parties for a variety of business purposes, including to provide our Services, to protect us or others, or in the event of a major business transaction such as a merger, sale, or asset transfer, as described below.

A. Disclosures to Provide our Services

The categories of third parties with whom we may share your personal information are described below.

- **Service Providers.** We may share your personal information with our third-party service providers and vendors that assist us with the provision of our Services. This includes service providers and vendors that provide us with IT support, hosting, payment processing, customer service, chat features, and related services.
- **Installation Services and Business Partners.** We may share your personal information with business partners to provide you with a product or service you have requested, including dealers, suppliers, manufacturers, third parties that you select to provide installation services with respect to the products you purchase, partners who we conduct joint-marketing activities with, partners who we offer a co-branded service with or provide advertising and related-analytics services to us, or partners who may use your personal information to market their own products and services.
- **Affiliates.** We may share your personal information with our company affiliates for example: for our administrative purposes, IT management, or for them to provide services to you or support and supplement the Services we provide.
- **Other Users or Third Parties You Share or Interact With.** As described above in “[Personal Information We Collect](#),” our Services may allow you to share personal information or interact with other users.
- **Advertising Partners.** We may share your personal information with third-party advertising partners. These third-party advertising partners may set Technologies and other tracking tools on our Services to collect information regarding your activities and your device (e.g., your IP address, cookie identifiers, page(s) visited, location, time of day). These advertising partners may use this information (and similar information collected from other services) for purposes of delivering personalized advertisements to you when you visit digital properties within their networks. This practice is commonly referred to as “interest-based advertising,” “cross-context behavioral advertising,” “targeted advertising,” or “personalized advertising.”
- **APIs/SDKs.** We may use third-party application program interfaces (“**APIs**”) and software development kits (“**SDKs**”) as part of the functionality of our Services. If you have questions about our use of APIs and SDKs, please contact us as set forth in “Contact Us” below.

We may also share your information with third parties as appropriate and permitted by law. The privacy choices you may have about your personal information are determined by applicable law and are described in Section 5 below.

B. Disclosures to Protect Us or Others

We may access, preserve, and disclose any information we store associated with you to external parties if we, in good faith, believe doing so is required or appropriate to: comply with law enforcement or national security requests and legal process, such as a court order or subpoena; protect your, our, or others' rights, property, or safety; enforce our policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual illegal activity.

C. Disclosure in the Event of Merger, Sale, or Other Asset Transfers

If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of assets, or transition of service to another provider, your information may be sold or transferred as part of such a transaction, as permitted by law and/or contract.

YOUR PRIVACY CHOICES AND RIGHTS

Your Privacy Choices. The privacy choices you may have about your personal information are determined by applicable law and are described below.

- **Email Communications.** If you receive an unwanted email from us, you can use the unsubscribe link found at the bottom of the email to opt out of receiving future emails. Note that you will continue to receive transaction-related emails regarding products or Services you have requested. We may also send you certain non-promotional communications regarding us and our Services, and you will not be able to opt out of those communications (e.g., communications regarding our Services or updates to our Terms or this Privacy Policy).
- **Text Messages.** If you receive an unwanted text message from us, you may opt out of receiving future text messages from us by following the instructions in the text message you have received from us or by otherwise contacting us as set forth in “Contact Us” below
- **Precise geo-location.** With your consent, we may also collect precise location-based information via our mobile application. You may opt out of this collection by changing the settings on your mobile device
- **Phone calls.** If you receive an unwanted phone call from us, you may opt out of receiving future phone calls from us by following the instructions which may be available on the call or by otherwise contacting us as set forth in “[Contact Us](#)” below.
- **“Do Not Track.”** Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honor DNT signals.

Cookies and Personalized Advertising. You can control use of certain cookies and Technologies on our Services in the following ways:

- **Browser and Device Controls.** You can stop or restrict the placement of Technologies on your device or remove them by adjusting your preferences as your browser or device permits. However, if you adjust your preferences, our Services may not work properly. Please note that cookie-based opt-outs are not effective on mobile applications. However, you may opt-out of personalized advertisements on some mobile applications by following the instructions for [Android](#), [iOS](#), and [others](#).
- **Ad Industry Opt-outs.** In addition, the online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can access these websites and learn more about targeted advertising and consumer choice and privacy by visiting the [Network Advertising Initiative](#), [the Digital Advertising Alliance](#), [the European Digital Advertising Alliance](#), and [the Digital Advertising Alliance of Canada](#).] Please note you must separately opt out in each browser and on each device.

Your Privacy Rights. In accordance with applicable law, you may have the right to:

- **Access to and Portability of Your Personal Information**, including: (i) confirming whether we are processing your personal information; (ii) obtaining access to or a copy of your personal information; and (iii) receiving an electronic copy of personal information that you have provided to us, or asking us to send that information to another company in a structured, commonly used, and machine readable format (also known as the “right of data portability”);
- **Request Correction** of your personal information where it is inaccurate or incomplete. In some cases, we may provide self-service tools that enable you to update your personal information;
- **Request Deletion** of your personal information;
- **Request Restriction of or Object to** our processing of your personal information where the processing of your personal information: (i) is based on our legitimate interest for direct marketing purposes; (ii) involves processing or sharing of your sensitive personal information for certain non-essential purposes, or in contexts that require your consent; and (iii) is based solely on automated decision making or for profiling in furtherance of decisions that produce legal or similarly significant effects concerning you;
- **Opt-out of Sale, Sharing for Cross-Contextual Advertising, or Targeted Advertising involving your personal information.** Although we do not “sell” your personal information as the term “sale” is typically understood, we may share your information with analytics providers and advertising networks in order to understand how visitors use our websites and serve you ads on and off our websites. You may opt-out of this “sharing” and “targeting advertising” by adjusting your privacy choices as described [above](#).

- **Withdraw your Consent** to our processing of your personal information. Please note that your withdrawal will only take effect for future processing and will not affect the lawfulness of processing before the withdrawal.

If you would like to exercise any of these rights, please contact us as set forth in “[Contact Us](#)” below or use the form [HERE](#). We will process such requests in accordance with applicable laws.

SECURITY OF YOUR INFORMATION

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, no system is 100% secure, and we cannot ensure or warrant the security of any information you provide to us. To the fullest extent permitted by applicable law, we do not accept liability for unauthorized access, use, disclosure, or loss of personal information.

By using our Services or providing personal information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of our Services. If we learn of a security system’s breach, we may attempt to notify you electronically by posting a notice on our Services, by mail, or by sending an email to you.

INTERNATIONAL DATA TRANSFERS

All information processed by us may be transferred, processed, and stored anywhere in the world, including, but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live. We endeavor to safeguard your information consistent with the requirements of applicable laws.

If we transfer personal information which originates in the European Economic Area, Switzerland, and/or the United Kingdom to a country that has not been found to provide an adequate level of protection under applicable data protection laws, one of the safeguards we may use to support such transfer is the [EU Standard Contractual Clauses](#).

For more information about the safeguards we use for international transfers of your personal information, please contact us as set forth below.

RETENTION OF PERSONAL INFORMATION

We store the personal information we collect as described in this Privacy Policy for as long as you use our Services, or as necessary to fulfill the purpose(s) for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws, or based upon other criteria, including, but not limited to, the sensitivity and volume of such data. Additionally, we endeavor to retain all such personal information in accordance with legal requirements.

NOTICE AT COLLECTION AND SUPPLEMENTAL NOTICE FOR CALIFORNIA RESIDENTS AND RESIDENTS OF CERTAIN U.S. STATES

This Notice at Collection and Supplemental Notice is for residents of U.S. states that have adopted comprehensive privacy legislation and others that may come into effect from time to time, including, but not limited to, California, Connecticut, Colorado, Nevada, Oregon, Virginia, and Utah (to the extent applicable to processing of residents personal information, “**Applicable State Laws**”).

The following table describes the **categories of personal information** LowesTires.com has collected and whether we disclosed that personal information for a business purpose (e.g., to a service provider) or for certain advertising purposes to a third-party.

Category of Personal Information Collected by LowesTires / Treadsy	Category of Third Parties Personal Information is Disclosed to for a Business Purpose	Category of Third Parties Personal Information is Shared for Advertising Purposes
<p>Identifiers. A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.</p>	<ul style="list-style-type: none"> • Service providers • Business partners • Affiliates • Other users or third parties you share or interact with • Advertising networks • Data analytics providers • Government entities • Operating systems and platforms • Social networks • Corporate Transaction Recipients 	<p>Only online identifiers shared with:</p> <ul style="list-style-type: none"> • Advertising networks • Data analytics providers • Social networks
<p>Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)) A name, signature, Social Security number, physical characteristics or description, address, telephone number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, Personal Information does not include publicly available information that is lawfully made available to the general public from federal, state,</p>	<ul style="list-style-type: none"> • Service providers • Business partners • Affiliates • Other users or third parties you share or interact with • Advertising networks • Data analytics providers • Government entities • Operating systems and platforms 	<p>N/A</p>

Category of Personal Information Collected by LowesTires / Treadsy	Category of Third Parties Personal Information is Disclosed to for a Business Purpose	Category of Third Parties Personal Information is Shared for Advertising Purposes
or local government records. Note: Some personal information included in this category may overlap with other categories.	<ul style="list-style-type: none"> • Social networks • Corporate Transaction Recipients 	
<p>Commercial information Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<ul style="list-style-type: none"> • Service providers • Business partners • Affiliates • Other users or third parties you share or interact with • Advertising networks • Data analytics providers • Government entities • Operating systems and platforms • Social networks • Corporate Transaction Recipients 	Online browsing and purchase history shared with: <ul style="list-style-type: none"> • Advertising networks • Data analytics providers • Social networks
<p>Internet or other electronic network activity Browsing history, search history, information on a consumer's interaction with an internet website, application, or advertisement.</p>	<ul style="list-style-type: none"> • Service providers • Business partners • Affiliates • Other users or third parties you share or interact with • Advertising networks • Data analytics providers • Government entities • Operating systems and platforms • Social networks • Corporate Transaction Recipients 	<ul style="list-style-type: none"> • Advertising networks • Data analytics providers • Social networks
<p>Professional or employment-related information Current or past job history or performance evaluations.</p>	<ul style="list-style-type: none"> • Service providers • Business partners • Affiliates • Other users or third parties you share or interact with • Government entities 	N/A

Category of Personal Information Collected by LowesTires / Treadsy	Category of Third Parties Personal Information is Disclosed to for a Business Purpose	Category of Third Parties Personal Information is Shared for Advertising Purposes
	<ul style="list-style-type: none"> • Operating systems and platforms • Corporate Transaction Recipients 	
<p>Inferences drawn from other personal information to create a profile about a consumer Profile reflecting a consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.</p>	<ul style="list-style-type: none"> • Service providers • Business partners • Affiliates • Other users or third parties you share or interact with • Advertising networks • Data analytics providers • Government entities • Operating systems and platforms • Social networks • Corporate Transaction Recipients 	<ul style="list-style-type: none"> • Advertising networks • Data analytics providers • Social networks

“Sales” of Personal Information, including under California’s CCPA and Opting Out of Targeted Advertising.

For purposes of Applicable State Laws, we do not “sell” personal information, nor do we have actual knowledge of any “sale” of personal information of minors under 18 years of age as the term “sell” is commonly understood. That said, we may share information with third-party advertising partners for the purpose of promoting our Services as described above, such as for cross-context behavioral advertising and targeted advertising. To the extent that such sharing is considered a “sale” or “sharing” or disclosing for targeted advertising under California or other Applicable State Law, you may limit such sharing by:

- **Exercising Your Privacy Choices and Rights** by following the instructions found above in the section titled, Your Privacy Choices and Rights > Your Privacy Choices > Cookies and Personalized Advertising found [here](#)
- **Request Form.** Completing our online request form [HERE](#).
- **Contact Us.** Contacting us as set forth in “[Contact Us](#)” below.
- **Managing Your Cookie Preferences.**
 - **Browser and Device Controls.** You may also stop or restrict the placement of Technologies on your device or remove them by adjusting your preferences as your

browser or device permits. However, if you adjust your preferences, our Services may not work properly. Please note that cookie-based opt-outs are not effective on mobile applications. However, you may opt-out of personalized advertisements on some mobile applications by following the instructions for [Android](#), [iOS](#), and [others](#).

- **Ad Industry Opt-outs.** In addition, the online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can access these websites and learn more about targeted advertising and consumer choice and privacy by visiting the [Network Advertising Initiative](#), [the Digital Advertising Alliance](#), [the European Digital Advertising Alliance](#), and [the Digital Advertising Alliance of Canada](#). Please note you must separately opt out in each browser and on each device.

The categories of data we share for cross contextual advertising and targeted advertising include:

- Online Identifiers such as IP address, marketing id, device identifiers and characteristics,
- Commercial Information;
- Internet or other Electronic Network Activity, such as Browsing and Usage Information; and,
- Inferences about individual preferences, characteristics, and behaviors

Each of these categories may have been shared with advertising networks and data analytics providers for the purpose of providing targeted advertising and marketing.

Sources of Personal Information We Collect

As more fully described in the section titled [Personal Information We Collect](#), the sources from which we collect personal information include directly from you when you interact with us, automatically from you when you use our sites and services (for example through cookies and other online technologies), from third parties (for example, from providers of government contractor contact information) and through referrals from others.

Purposes for which We May Use the Information We Collect

The business purposes for which we collect personal information are described in more detail in the section titled, [How We Use Your Personal Information](#), and include:

- To provide our Services to you;
- For our Administrative purposes (including security, fraud detection and protection, and improve our Services);
- To process your requests, orders, and transactions (including provide customer service to you);
- To Advertise and Market our products and Services to you;
- With your consent; and,
- To comply with law and enforce our rights and the rights of others.

Our full Privacy Policy can be accessed [here](#).

Retention of Personal Information.

We store the personal information we collect as described in this Privacy Policy for as long as you use our Services, or as necessary to fulfill the purpose(s) for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws, or based upon other criteria, including, but not limited to, the sensitivity and volume of such data. Additionally, we endeavor to retain all such personal information in accordance with legal requirements.

Processing Sensitive Information.

Under applicable laws, you may have the right to limit the processing of sensitive personal information for certain purposes such as profiling or inferring characteristics about you. We do not process sensitive personal information for such purposes.

Additional Privacy Rights for Residents of Certain States

Subject to Applicable Law, if you are a resident of certain states you may have the rights described in the section titled [Your Privacy Rights and Choices](#), in the Privacy Policy, which you may include the following rights: The right to know and access the person we have collected about you; the right to delete personal information we have collected; the right to opt-out or restrict the processing of personal information for specified purposes, such as targeted or cross contextual advertising, and, the right to correct inaccurate personal information.

In accordance with Applicable Law, you may also have the following rights:

Non-Discrimination. We will not discriminate against you, in terms of price or services that we offer, if you exercise any of the rights listed above.

Authorized Agent. Depending on where you live, you may have the right to use an authorized agent on their behalf to exercise a privacy right discussed above. If you are an authorized agent acting on behalf of a user to communicate with us or to exercise a privacy right discussed above, you must be able to demonstrate that you have the requisite authorization to act on behalf of the user, and have sufficient access to that user's laptop, desktop, or mobile device to exercise that user's right digitally. If you are an authorized agent trying to exercise rights on behalf of one of our users, then you can make a request on the user's behalf by contacting us as set forth below in the "[Contact Us](#)" section: Such requests must include the following information: (1) a written authorization from the consumer that includes the consumer's full name, address, telephone number and valid email address used by the consumer to interact with us, that is signed by the consumer and clearly bestows upon the agent the proper authority; and (2) a certificate of good standing with your state of organization. Alternatively, an acting agent can provide a valid power of attorney signed by the consumer on the agent's behalf and a valid email address used by the consumer to interact with us. The email address of the consumer will be used to separately verify the agent's authority with the consumer.

Verification. We are required by law to take reasonable steps to verify your identity prior to responding to your request. Please note that your exercise of these rights is subject to certain exemptions to safeguard the public interest (e.g., the prevention or detection of crime) and our interests (e.g., the maintenance of legal privilege). If we are unable to process your request via you authenticating yourself on the Services,

we may verify your request by asking for information sufficient to confirm your identity, based on the information we have on file. Requests to exercise these rights may be granted in whole, in part, or not at all, depending on the scope and nature of the request and as permitted by applicable law. Where required by applicable law, we will notify you if we reject your request, and notify you of the reasons we are unable to honor your request.

We will respond to your request within forty-five (45) days or within the time provided for under Applicable Law. However, in certain circumstances, we may require additional time to process your request, as permitted by applicable law. We will advise you within forty-five (45) days after receiving your request if such an extension is necessary and why it is needed. If we cannot fulfill your request, our response to you will also explain the reason why we cannot fulfill your request.

We do not charge a fee to process or respond to your consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request. We will not discriminate against you for exercising your privacy rights.

Appeal. You may have the right to appeal our decision or response to your request. To exercise your right to appeal, you can submit an appeal request using the same method used to submit your original request, including by contacting us as set forth in “[Contact Us](#)” above.

De-Identified Information. If we create or receive de-identified information, we will not attempt to reidentify such information, except to comply with Applicable Law or in accordance with our Privacy Policy.

California Shine the Light. The California “Shine the Light” law permits users who are California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom we have disclosed their personal information (if any) for their direct marketing purposes in the prior calendar year, as well as the type of personal information disclosed to those parties.

Right for minors to remove posted content. Where required by law, California residents under the age of 18 may request to have their posted content or information removed from the publicly-viewable portions of the Services by contacting us directly as set forth in “[Contact Us](#)” above

Refer-a-Friend and Similar Incentive Programs As described above in “[How We Use Your Personal Information](#)” (“Share Content with Friends or Colleagues”), we may offer referral programs or other incentivized data collection programs. For example, we may offer incentives to you such as discounts or promotional items or credit in connection with these programs, wherein you provide your personal information in exchange for a reward, or provide personal information regarding your friends or colleagues (such as their email address) and receive rewards when they sign up to use our Services. (The referred party may also receive rewards for signing up via your referral.) These programs are entirely voluntary and allow us to grow our business and provide additional benefits to you. The value of your data to us depends on how you ultimately use our Services, whereas the value of the referred party’s data to us depends on whether the referred party ultimately uses our Services. Said value will be reflected in the incentive offered in connection with each program.

CHILDREN'S INFORMATION

The Services are not directed to children under 13 (or other age as required by local law), and we do not knowingly collect personal information from children.

Protecting children's privacy online is very important to us. If you are a parent or guardian and believe your child has uploaded personal information to our site without your consent and wish to review information collected from your child, or have that information modified or deleted, you may contact us as described in "[Contact Us](#)" below. If we become aware that a child has provided us with personal information in violation of applicable law, we will delete any personal information we have collected, unless we have a legal obligation to keep it, and terminate the child's account.

OTHER PROVISIONS

Third-Party Websites/Applications. The Services may contain links to other websites/applications and other websites/applications may reference or link to our Services. These third-party services are not controlled by us. We encourage our users to read the privacy policies of each website and application with which they interact. We do not endorse, screen, or approve, and are not responsible for, the privacy practices or content of such other websites or applications. Providing personal information to third-party websites or applications is at your own risk.

CONTACT US

If you have any questions about our privacy practices or this Privacy Policy, or to exercise your rights as detailed in this Privacy Policy, please contact us at:

LowesTires.com / Treadsy

By email at: support@lowestires.com

By US mail at: 12200 Herbert Wayne Court, Suite 150, Huntersville, NC 28078

By phone at: 1-888-960-8188