

This Privacy Notice explains how personal data (“Data”) provided by the users to – and collected by – CNH Industrial Brazil Ltda (“Controller”) through this website will be handled in compliance with the Brazilian Data Protection Law (“Lei Geral de Proteção de Dados Pessoais”, law n. 13709 of August 14th, 2018 and any other amendments, hereinafter “LGPD”). We are committed to protecting and respecting your privacy.

1. WHAT DATA WE COLLECT

Ordinarily, we collect directly by the users the following categories of Data:

- a. Data provided by users in order to receive a specific service as part of business relationship (such as contact information, professional data, financial or technical information)
- b. browsing Data (e.g. IP address, location, country, browsing time, access time) or data arising from your interaction with our website
- c. cookies and internet tracking systems

Normally, the user provides this data, but in some cases, Controller may collect the Data from a third party or from public records. The Controller protects Data obtained from such third parties according to the practices described in this Privacy Notice.

2. FOR WHAT PURPOSES WE USE DATA

Data collected may be processed by the Controller for the following purposes:

- i. Fulfilling your requests by providing information about our products, services, offers and commercial network;
- ii. Pursuing our interest to establish, maintain and improve our relationship with the user, as well as the quality of our products and services also through market researches or surveys on customers satisfaction;
- iii. Sending commercial communications and newsletters as well as advertising on our products and services. All these activities could be done in hardcopy, by automated or electronic means including via mail or e-mail, phone (e.g. automated phone calls, SMS, MMS, fax) and any other means (e.g. web sites, mobile apps);
- iv. Communicating the Data to our subsidiaries and affiliates as well as our authorized dealer and distributor network. Such partners will process Data with the purpose of sending commercial communications as well as advertising on their products and services.

Data is collected and processed on the basis of the contract for the processing under point (i) and our legitimate interest for the processing under points (ii), (iii) and (iv).

Data may be processed electronically, within IT systems, and manually, in paper form. Data will be processed and stored for its whole lifecycle, ensuring security and confidentiality of the same in compliance with principles of fairness, lawfulness and transparency and in accordance with the provisions of the applicable laws and regulations.

3. CONSEQUENCES OF FAILURE TO PROVIDE DATA

The user may refuse to provide Data. However, if the user chooses not to provide Data necessary to receive a product or a service, the user might have access to partial contents or information. On the other hand, if the user does not provide Data whose provision is marked as optional will allow the user to access the service or to receive the product in any event.

4. WITH WHOM WE SHARE DATA

We are part of the CNH Industrial Group, a global leader in the capital goods sector. Data may be shared and communicated to our subsidiaries and affiliates of the CNH Industrial Group, trusted external parties, service

providers, authorized dealers and distributors and business partners, based in and outside Brazil, which are under specific contractual obligation and may use it solely for the fulfillment of the purposes listed above. Data may be communicated to third parties also to comply with legal obligations, to operate and maintain our and the CNH Industrial Group security, protect our and the CNH Industrial Group rights or property, to respond to order of Public Authorities or to exercise our rights before judicial authorities.

5. HOW WE TRANSFER DATA TO THIRD COUNTRIES

To perform Data processing activities as detailed above, we may transfer Data in countries outside of Brazil, including storing such Data in digital or physical databases managed by entities acting on our behalf. Database management and Data processing are limited to the purposes of the processing and are carried out according to applicable data protection laws and regulations.

In case Data are transferred outside of the Brazilian territory, the Company will use any appropriate contractual measures to guarantee adequate protection of the Data.

6. RETENTION OF PERSONAL DATA

We maintain Data in our systems and archives for as long as necessary to pursue the purposes described in this Privacy Notice considering the applicable legal and contractual requirements.

When Data is no longer necessary for the purposes for which it is processed, Data is deleted or kept in a form which does not permit the identification of data subjects, provided that we are not legally required or permitted to hold such Data. We may continue to store Data for a longer period, as may be necessary to protect our interests related to potential liability connected to the provision of the services or products or the processing of Data.

7. DATA CONTROLLER

CNH Industrial Brazil Ltda is the Controller for the Data it collects, processes and stores in the framework of this Privacy Notice.

8. YOUR RIGHTS REGARDING YOUR DATA

As from the effective entry into force of the Brazilian Data Protection Law, you may exercise your rights as defined by LGPD, among these:

- Right of access or confirmation of existence of the Data: right to obtain from the Controller a confirmation as to whether Data is being processed and information about public and private entities with which the Data are shared, and, if so, to demand to gain access to your Data.
- Right to correction: right to obtain from the Controller the correction of incomplete, inaccurate or out-of-date Data
- Right to anonymization, blocking or deletion: right to obtain from us to anonymize, block or delete of unnecessary or excessive Data or Data processed in noncompliance with the provisions of the LGPD. The Controller shall immediately inform the processing third parties with which it carried out the shared use of Data so that they can repeat an identical procedure.
- Right to data portability: right to receive the Data you provided to the Controller in a structured, commonly used and machine-readable format. You also have the right to transmit that Data to another controller without hindrance from the Controller, especially following these conditions: the processing is based on consent or on a contract and the processing is carried out by automated means.
- Right to make a petition: without prejudice to any other administrative or judicial dispute, if you believe the data processing has been carried out illicitly or not compliant with LGPD, you have the right to raise a petition before the Data Protection National Authority - ANPD.

You can exercise the abovementioned rights by contacting Controller with the following means:

- Filling the online form you can find [here](https://privacy.cnhindustrial.com/en-us/footer/Pages/form.aspx) <https://privacy.cnhindustrial.com/en-us/footer/Pages/form.aspx>.
- Writing an email to privacy-compliance@cnhind.com
- Writing to our "Encarregado pelo tratamento de dados pessoais–(Person responsible for processing personal data)":
 - E-mail: privacidade-brasil@cnhind.com
 - Address: CNH Industrial Brasil Ltda - Av. Juscelino Kubitschek de Oliveira, 11825 - Cidade Industrial De Curitiba, Curitiba - PR, 81020-490
To the attention of “Encarregado pelo tratamento de dados pessoais”

If additional personal information is needed to verify identity, the Controller may contact you, if necessary. This information, along with other personal data we already hold, will be processed to meet your request, as required by applicable law. Where necessary, certain information may be transferred to other companies within or outside the CNH Industrial Group that act as data processors of personal data, in order to meet your request. Data will be processed for the necessary amount of time to evaluate and handle your request, after which Data will be archived for a suitable time period allowing the Controller to demonstrate that the request has been handled correctly and timely.

9. UPDATES TO THIS PRIVACY NOTICE

This Privacy Notice was drafted in July 2020. We reserve the right to amend or update the Privacy Notice from time to time to reflect changing legal requirements or our processing activities. The Controller will publish any update on this website and it will be effective upon posting. The Controller encourages all of you to periodically review this Privacy Notice to learn how we protect personal data.