

Privacy Policy

Effective date: January 1, 2020

Last Reviewed: January 1, 2020

This Privacy Policy is intended to comply with the California Consumer Privacy Act of 2018 (CCPA) and to help you understand what data we collect, why we collect it, what we do with it, and your options regarding our collection and use of that data. Any terms defined in the CCPA have the same meaning when used in this notice.

Information Collection

Personal Information Collected through This Website

- Email address
- First name and last name
- Any other personal information containing in your inquiry
- Personal information collected by Google Analytics

We use Google Analytics to collect information about use of this site. Google Analytics collects information such as how often users visit this site, what pages they visit when they do so, and what other sites they used prior to coming to this site. We use the information we get from Google Analytics only to improve our website and services. Google Analytics collects only the IP address assigned to you on the date you visit this site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this site, the cookie cannot be used by anyone but Google. Google's ability to use and share information collected by Google Analytics about your visits to this site is restricted by the Google Analytics Terms of Services and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to this site by disabling cookies on your browser.

Personal Information in Third-Party Consumer or Business Lists

We may resell third-party consumer or business lists from our partner company, Infogroup, as a part of our marketing service.

Personal Information Inadvertently Collected through Our Field Surveys

We conduct field surveys on US highways for our products and R&D purposes. While our device on a survey vehicle is intended to capture images of signages on a highway, identifying information, such as license plates, may be inadvertently collected despite the fact that such information is not collected to identify the individual. The capturing of identifying information in this way is extremely rare and we process the data to de-identify any personal information collected. We never use, sell or share personal information inadvertently collected through our field surveys for any purposes.

Use of Data

We use the collected personal information that remains identifiable for the following purposes:

- To answer your inquiries of our group business including our products and services
- To provide information concerning our products and services
- To gather analysis or valuable information so that we can improve our website
- To help our clients provide more relevant marketing and communication by using the third-party lists
- For testing, research, analysis, and product development, including to develop and improve our website, products, and services
- As described to you when collecting your personal information or as otherwise set forth in the CCPA

Retention of Data

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your personal information to the extent necessary to comply with our legal obligations (for CCPA, please refer the section below), resolve disputes and enforce our legal agreements and policies.

Disclosure of Data

Disclosure for Law Enforcement

Under certain circumstances, we may disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

We may disclose your personal information in the good faith belief that such action is necessary:

- To comply with a legal obligation
- To protect and defend our rights or property
- To prevent or investigate possible wrongdoing in connection with this website, our products or services
- To protect the personal safety of users of this website or the public
- To protect against legal liability

Security of Data

The security of your data is important to us and we use commercially acceptable means to protect your personal information.

Service Providers

We may share personal information with service providers as part of our direct marketing service. We may also share personal information collected from our website with web developers or analytics service providers to provide relevant marketing and communications to our customers.

Service providers have access to your personal information only to perform its tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Links to Other Sites

This website may contain links to other sites that are not operated by us. If you click a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Children's Privacy

This website does not address anyone under the age of 18 ("Children").

We do not knowingly collect personal information from anyone under the age of 18. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us. If we become aware that we have collected personal information from children without verification of parental consent, we take steps to delete that information.

California Privacy Rights

If you are a California resident, California Consumer Privacy Act (CCPA) may provide you with additional rights regarding our use of your personal information. To learn more about CCPA, visit <https://www.oag.ca.gov/privacy/ccpa>.

Your Rights to Know

We acknowledge your right to know about personal information collected, used, shared or sold, both as to the categories and specific pieces, in accordance with CCPA.

We never collect personal information from consumers directly, except in the limited circumstances of on highways during our field surveys. Nor do we ever use or share personal information inadvertently collected through our field surveys for any purposes. However, we may resell a third-party consumer or business list which has potential to include California consumers licensed by our partner company called Infogroup to our client for a marketing or an analytics purpose. We don't further use the list in a manner that is incompatible with the purpose. We delete the list in our server once our client receives it. We never sell the personal information of minors under 16 years of age.

In the last 12 months, a list of consumer or business data, specifically Names, Addresses, Email Addresses, Phone Numbers, Genders, Employer names and Job titles have been

purchased from Infogroup (a data aggregator) and resold to a third party. The list is deleted from our server following completion of the sale. We also conduct field surveys that may include license plates, inadvertently. However, such this information is not stored in an identifiable manner nor it shared, sold, or disclosed to third parties.

If you have questions or concerns regarding this, please call us at 877.624.9471 (toll-free), email to contact@zenrin.com or use the other contact resources listed below.

Your Rights to Delete or Opt-Out of Sale of Personal Information

Since we don't collect personal information directly, please contact our partner company Infogroup to remove your data from the database, or to opt-out of sale of your personal information.

<https://www.infogroup.com/consumer-choice/>

Your Right Not to be Discriminated Against

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time, at least once every 12 months. We will notify you of any changes by posting the new Privacy Policy on this page.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page-

Contact Us

If you have any questions about this Privacy Policy and how we process personal information in accordance with CCPA, please contact us:

- By email: contact@zenrin.com
- By visiting this page on our website: <http://www.zenrin.com/contact-us/>
- By toll-free telephone number: 877.624.9471
- By mail: 1350 Bayshore Highway, Suite 580, Burlingame, CA 94010

For direct marketing related personal information, please contact our partner company Infogroup to remove your data from the database, or to opt-out of sale of your personal information through the following link since we don't collect personal information from consumers directly.

ZENRIN

<https://www.infogroup.com/consumer-choice/>