

# ATD'S AND NTD'S MEDALLIA PRIVACY POLICY

Last modified: September 20, 2016

## 1. Introduction

American Tire Distributors, Inc. (“ATD”, “we”, or “us”) respects your privacy and is committed to protecting it through our compliance with this policy. This policy describes the types of information we and our affiliates may collect from you or that you may provide when you visit the websites atd.medallia.com/atd or ntd.medallia.com/ntd (our “**Website**”) and our practices for collecting, using, maintaining, protecting and disclosing that information.

This policy applies to information we collect:

- On this Website in connection with the Medallia project, and
- In e-mail, text and other electronic messages between you and this Website.

It does not apply to information collected by:

- Us online through any other one of our websites or applications not associated with the Medallia project;
- us offline or through any other means, including on any other website operated by ATD or any third party (including our affiliates and subsidiaries); or
- any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, you should not access or use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see *Changes to our Privacy Policy* below). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

## 2. Children Under the Age of 13

Our Website is not intended for children under 13 years of age. No one under age 13 may provide any information to or on the Website. We do not knowingly collect personal information from children under 13.

## 3. Information We Collect About You and How We Collect It

We may collect several types of business information from and about users of our Website and through surveys, but generally limited information (if any) by which you may be personally identified, such as name, business address, business e-mail address, business telephone number, or any other identifier by which you may be contacted online or offline (“**personal business information**”); provided, however, you may disclose such information to us through your use of the Website, or information that is about you, but does not identify you; and about your internet connection, the equipment you use to access our Website and usage details.

We may collect this information: directly from you when you provide it to us; automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses and information collected through cookies, web beacons and other tracking technologies; and from third parties, for example, our service providers for our business partners.

## 4. Information You Provide to Us

The information we collect on or through our Website may include:

- Information that you provide by filling in forms and surveys on our Website. This includes information provided at the time of subscribing to one of our services, posting material or requesting further services.
- Business names, address, sales leads, contact information for third parties that may include individuals names, phone numbers, addresses, email addresses, which some of this information may contain personal information, but typically will be business related only.
- We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including e-mail addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.

You also may provide information to be published or displayed (hereinafter, “**posted**”) in public areas of the Website, or transmitted to other users of the Website or third parties (collectively, “**User Contributions**”). Your User Contributions are posted on and transmitted to others at your own risk. Although we limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

## 5. Third-party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Website may be served by third-parties, including advertisers, ad networks and servers, content providers and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see *Choices About How We Use and Disclose Your Information*.

**6. How We Use Your Information**

We use information that we collect from you for our internal business purposes.

**7. Disclosure of Your Information**

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. We may disclose personal business information that we collect or you provide as described in this privacy policy for any other purpose disclosed by us when you provide the information. We may also disclose your personal business information to comply with any court order, law or legal process, including to respond to any government or regulatory request, or if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of ATD, our customers or others;

**8. Choices About How We Use and Disclose Your Information**

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this Website may then be inaccessible or not function properly.

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's *website*.

**9. Accessing and Correcting Your Information**

You may contact us by any means below to request access to, correct or delete any personal business information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect. Proper access and use of information provided on the Website, including User Contributions, is governed by our Terms of Use.

**10. Data Security**

We have implemented measures designed to secure information we collect, process and transfer from accidental loss and from unauthorized access, use, alteration and disclosure. Unfortunately, the transmission of information via the internet is not completely secure. Although we strive to protect your personal business information, we cannot guarantee the security of information transmitted to our Website. Any transmission of information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

**11. Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable e-mail address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

**12. Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

American Tire Distributors' customers  
[customer\\_experience\\_team@atd-us.com](mailto:customer_experience_team@atd-us.com) or write to us at:  
American Tire Distributors, Inc.  
12200 Herbert Wayne Ct, Suite 150  
Huntersville, NC 28078

National Tire Distributors' customers  
[customer\\_experience\\_team@ntdcanada.com](mailto:customer_experience_team@ntdcanada.com) or write to us at:  
National Tire Distributors  
5035 S Service Rd  
Burlington, ON L7L 4X4