

Basildon, 15th of January 2018

Subject: Iveco Rely On Us – Iveco Privacy Policy



Privacy Policy

IVECO is a brand of CNH Industrial N.V.

CNH Industrial N.V. ("We") are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. We keep certain basic information when you visit our website and recognise the importance of keeping that information secure and letting you know what we will do with it.

For the purpose of the Data Protection Act 1998 (the Act), the data controller is **CNH industrial N.V., Cranes Farm Road, Basildon SS14 3AD.**

This policy only applies to our landing page. If you leave our landing page via a link or otherwise, you will be subject to the policy of that website provider. We have no control over that policy or the terms of the other websites and you should check their policy before continuing to access the site.

Information we may collect from you

We may collect and process the following data about you:

- Information that you provide by filling in the form on our landing page www.ivecorelyonus.co.uk. This includes information provided at the time of registering to use

our site, subscribing to our service or requesting further services. We may also ask you for information when you report a problem with our site.

- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of your visits to our landing page including, but not limited to, traffic data, location data, weblogs, operating system, browser usage and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

IP addresses and cookies

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual and we will not collect personal information in this way. We may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to deliver a better and more personalised service. They enable us:

- To estimate our audience size and usage pattern.
- To store information about your preferences, and so allow us to customise our site according to your individual interests.
- To speed up your searches.
- To recognise you when you return to our site.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you access to our site.

Where we store your personal data

The data that we collect from you may be transferred to, and stored at, a destination inside or outside the European Economic Area ("EEA"). It may also be processed or stored by staff

operating within our network including our dealers or outside the EEA with staff who work for us or for one of our suppliers or a third party. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Uses made of the information

We use information held about you in the following ways:

- To ensure that content from our landing page is presented in the most effective manner for you and for your computer.
- To provide you with information, promotions, products, services or any other marketing purposes which we feel may interest you, where you have consented to be contacted from CNH Industrial N.V., IVECO Limited or your local IVECO dealer.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service.

Disclosure of your information

We may disclose your personal information to third parties:

- We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these.
- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation or to protect the rights, property or safety of CNH Industrial N.V., our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- You agree that we have the right to share your personal information with:
 - Any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

- Selected third parties including: business partners, agencies, suppliers and sub-contractors for the performance of any contract we enter into with them.
- Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others. We do not disclose information about identifiable individuals to our advertisers, but we will provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have clicked on their advertisement on any given day. We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in SW1). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience
- Analytics and search engine providers that assist us in the improvement and optimisation of our landing page.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right to delete your subscription at any time by contacting us at ps.marketing@cnhind.com.

Our communication may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. However, we advise that you check this page regularly to keep up to date with any necessary changes.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to ps.marketing@cnhind.com.

Thank you for your attention,
CNH Industrial N.V.