

WAYSHIELD PROTECTION PRODUCTS PRIVACY POLICY

Revised: July 3, 2025

SCOPE AND APPLICATION

This Privacy Policy describes the information Wayshield Protection Products collects about you during visits to the website, why we collect it, how we use it, and under what circumstances we may share it. This Privacy Policy applies to individuals who access this website ("Website") and the services provided through our Website (collectively, "Services").

Please note that Wayshield Protection Products is a brand operated by Toyota Motor Insurance Services, Inc. ("TMIS"), but this Privacy Policy pertains only to website Services provided by Wayshield Protection Products; for information about the privacy practices of other Toyota affiliates, please visit the privacy disclosures posted at <https://www.toyotafinancial.com/> or such other affiliates.

Please read this Privacy Policy carefully before you use our Website.

HOW WE COLLECT INFORMATION

We may collect information about you, directly or indirectly from you, through our Services online.

THE TYPES OF INFORMATION WE COLLECT

We collect personal information from you through your use of the Website and Services. Personal information is information that is linked or reasonably linkable to an identified or identifiable individual. We collect the following types of personal information:

Personal Information You Provide

When you file a claim on the Website, you will provide us with your name, email address, phone number, and any other information you choose to provide.

Personal Information as You Navigate Our Website

We automatically collect certain information when you use the Website and Services through our use of cookies and other technologies, such as the following:

- *Usage Details* about your interaction with our Services (such as the date, time, and length of visits, and specific pages or content accessed during the visits, search terms, frequency of the visits, referring website addresses)
- *Device information and online identifiers* including the IP address and other details of a device that you use to connect with our Services (such as device type and unique device identifier, operating system, browser type, mobile network information, the device's telephone number and your choice of communication settings such as Wi-Fi, Bluetooth, and Global Positioning System ("GPS"))

HOW WE USE THE INFORMATION THAT WE COLLECT

Except where otherwise noted, we may use the personal information that we obtain about you for the following business and commercial purposes as allowed by applicable laws:

- *To process* any claims you may have;
- *Engage in customer satisfaction and marketing activities*, and tailor the content that we display to you in our Services and communications, including data analytics, industry and market research, and offer services and information that we believe may be of interest to you;
- *Inform you about changes* to this Privacy Policy, our Terms and other administrative developments;
- *Comply with and enforce as needed applicable legal requirements, industry standards, our policies, and our contractual rights*, which includes, for example, for audit, compliance, policy, procedures, or regulation needs, to maintain the security our systems and services,

and to investigate customer and insurance claims, and fraudulent activities; and

- *Engage in data analytics to operate, evaluate, and improve our Services*, including for customer analysis and modeling, to monitor the performance of our Services through metrics such as total number of visitors, traffic, and demographic patterns, as well as optimize, diagnose or fix issues with the Services.

We may also use or share information in an anonymized or aggregate manner for many purposes such as research, analysis, modeling, as well as improvement of our Services.

HOW WE SHARE YOUR INFORMATION

We will not disclose your personal information to third parties without your consent, except in the following circumstances.

- We may share your information as permitted by law, including, for example, with our corporate affiliates, and with service providers that we believe need the information to perform a technology, business, or other professional function for us (examples include IT and cloud services, maintenance and hosting of our Services, data analytics providers, and other service providers). We only provide such vendors with information so they can perform their required functions on our behalf.
- We also may disclose information about you (i) if we are required to do so by law or legal process such as a subpoena, when we believe in good faith that disclosure is necessary or proper; (ii) when we believe disclosure is necessary to prevent harm or financial loss; (iii) in connection with an investigation of suspected or actual fraudulent or illegal activity, including a violation of our Terms; or (iv) under exigent circumstances to protect the personal safety of our staff, users or the public.
- We reserve the right to transfer the information we maintain in the event we sell or transfer all or a portion of our business or assets. If we engage in such a sale or transfer, we will make reasonable efforts to direct the recipient to use your personal information in a manner that is consistent with this Privacy Policy.
- Where appropriate, we will limit sharing of your information in accordance with the choices you have provided us and applicable law.

Universal Opt-Out Mechanisms

We do not engage in “sales,” or “shares,” or “targeted advertising” as those terms are defined under applicable laws and, therefore, the websites operated by TMCC do not recognize the Global Privacy Control (“GPC”) signal. For more information and to download and use a browser supporting the GPC browser signal, click here: <https://globalprivacycontrol.org/orgs>. If you choose to use the GPC signal, you will need to turn it on for each supported browser or browser extension you use.

Some internet browsers incorporate a “Do Not Track” feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the “Do Not Track” signal, the websites operated by TMCC do not currently interpret, respond to or alter their/its practices when they receive/it receives “Do Not Track” signals.

Your Privacy Rights and Additional Disclosures

Depending on the state in which you reside, you may have certain privacy rights regarding your personal data. Please note that personal information we collect in connection with certain of the Services you obtain for personal, family or household use, including your personal account with TMCC, is not subject to the requirements of these privacy laws because such data is already protected under existing federal privacy laws, including the Gramm-Leach-Bliley Act. Please see [TMCC's GLBA Privacy Policy](#) for more information about our privacy practices with respect to such data. If you are a California resident, for more information about your privacy rights, please see the [California Privacy Statement](#) of this Privacy Policy. For other state residents, your privacy rights may include (if applicable):

- The right to confirm whether or not we are processing your personal data and to access such personal data and the categories of personal data we are processing or have processed;
- The right to obtain a copy of your personal data that we collected from and/or about you in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the information to another controller without hindrance, where the processing is carried out by automated means;
- The right, at our option, to obtain a list of specific third parties, other than natural persons, to which we have disclosed your personal data or any personal data;
- The right to obtain a list of categories of third parties to which we have disclosed your personal data;

- The right to delete personal data that we collected from and/or about you, subject to certain exceptions;
- The right to correct inaccurate personal data that we maintain about you, subject to certain exceptions;
- The right, if applicable, to opt out of the processing of your personal data for purposes of (1) targeted advertising; (2) the “sale” of your personal data (as that term is defined by applicable law); and (3) profiling in furtherance of decisions that produce legal or similarly significant effects concerning you;
- If we are required by applicable law to obtain your consent to process sensitive personal data, the right to withdraw your consent; and
- The right not to receive discriminatory treatment by us for the exercise of your privacy rights. To exercise your rights, you or your authorized agent may (1) request access to, or correction or deletion of, your personal information, or (2) appeal our decision with respect to a request you have submitted, in the following ways:
- For Toyota Motor Insurance Services:

By visiting <https://www.toyotafinancial.com/us/en/data-privacy-request.html>, <https://www.lexusfinancial.com/us/en/data-privacy-request.html>, or calling 1-866-422-7220.

How We Protect Personal Information

We maintain administrative, technical, and physical safeguards designed to protect the personal information you provide against accidental, unlawful, or unauthorized access, destruction, loss, alteration, disclosure, or use.

CHILDREN’S PRIVACY

Our Services are designed for a general audience and are not directed to children. In connection with our online Services, we do not knowingly solicit or collect personal information online from children under the age of 13. If you believe that a child under age 13 may have provided us with personal information, please contact us as specified in the How to Contact Us section of the Privacy Policy.

NOTICE TO CALIFORNIA RESIDENTS

This California Privacy Statement (“Statement”) supplements Wayshield’s Privacy Policy. The Statement addresses personal information we collect online

and offline. This Statement does not apply to Toyota Motor Credit Corporation's personnel, vendor or business-to-business customer representatives, or to customer or consumer data covered by GLBA or FCRA.

This Statement uses certain terms that have the meaning given to them in the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2020, and its implementing regulations (collectively, the "CCPA/CPRA"). **Collection of Personal Information**

We currently collect (and may have collected during the 12-month period prior to the effective date of this Statement) the following categories of personal information about you:

- Identifiers (name, postal address, Internet Protocol address, email address, driver's license number)
- Unique personal identifiers (device identifier; cookies, beacons, pixel tags, mobile ad identifiers, or other similar technology)
- Telephone number
- Internet or other electronic network activity information (browsing history; search history; and information regarding consumer's interaction with website, application or advertisement)
- Commercial information (records of personal property, products or services purchased, obtained, or considered, or other commercial information including product protection policy number and vehicle identification number)

Use of Personal Information

In addition to the purposes stated above in the Section "**HOW WE USE THE INFORMATION WE COLLECT**" we currently collect and have collected the above categories of Personal Information for the following business or commercial purposes:

- Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, or providing other services
- Undertaking activities to verify or maintain the quality or safety of a service, and to improve, upgrade, or enhance the service
- Advancing our commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction

Sources of Personal Information

During the 12-month period prior to the effective date of this Statement, we may have obtained personal information about you from the following categories of sources:

- Directly from you
- Through your device
- Data brokers
- Advertising networks
- Social networks
- Data analytics providers
- Government databases

Disclosures of Personal Information

During the 12-month period prior to the effective date of this Statement, we may have disclosed your personal information to certain categories of third parties, as described below.

We may have disclosed the following categories of personal information about you for a business purpose to the following categories of recipients:

Category of Personal Information	Categories of Recipients
Identifiers (name, postal address, Internet Protocol address, email address, driver's license number)	Business partners; IT and cloud service providers; maintenance and hosting providers; data analytics providers
Unique personal identifiers (device identifier; cookies, beacons, pixel tags, mobile ad identifiers, or other similar technology)	Business partners; IT and cloud service providers; maintenance and hosting providers
Telephone number	Business partners; IT and cloud service providers; maintenance and
	hosting providers
Commercial information (records of personal property, products or services)	Business partners; IT and cloud service providers; maintenance and hosting providers

purchased, obtained, or considered, or other commercial information including product protection policy number and vehicle identification number)	
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We disclosed Personal Information for the following business or commercial purposes:

- Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, or providing other services
- Undertaking activities to verify or maintain the quality or safety of a service, and to improve, upgrade, or enhance the service
- Advancing our commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction

Sale or Sharing of Personal Information

We have not sold or shared Personal Information in the twelve (12) months preceding the Last Updated date of this Privacy Policy. We do not knowingly collect, sell, or share the Personal Information of consumers under 16 years of age. We do not collect or process sensitive personal information for the purpose of inferring characteristics about individuals.

Profiling

We do not engage in profiling in furtherance of decisions that produce legal or similarly significant effects concerning you.

Retention of Personal Information

We retain your Personal Information for as long as necessary to fulfill the purposes for which we collect it, such as to provide you with the service you have requested, and for the purpose of satisfying any legal, accounting, contractual, or reporting requirements that apply to us.

Your Rights

If you are a California resident, you have the following rights with respect to your Personal Information:

- (1) The right to know what Personal Information we have collected about you, including the categories of Personal Information, the categories of sources from which we collected Personal Information, the business or commercial purpose for collecting, selling or sharing Personal Information (if applicable), the categories of third parties to whom we disclose Personal Information (if applicable), and the specific pieces of Personal Information we collected about you;
- (2) The right to delete Personal Information that we collected from you, subject to certain exceptions;
- (3) The right to correct inaccurate Personal Information that we maintain about you;
- (4) If we sell or share Personal Information, the right to opt out of the sale or sharing;
- (5) If we use or disclose sensitive Personal Information for purposes other than those allowed by the CCPA and its regulations, the right to limit our use or disclosure; and
- (6) The right not to receive discriminatory treatment by us for the exercise of privacy rights the CCPA confers.

How to Submit a Request to Access, Delete, and/or Correct

You or your authorized agent may submit a request to access, delete, and/or correct by calling us at 1-866-422-7220 or through our interactive webform available [here](#).

For authorized agents, we may require the individual's signed permission demonstrating the agent has been authorized by the individual to act on the individual's behalf.

For questions or concerns about our privacy policies and practices, please contact us as described in the "[How to Contact Us](#)".

Verifying Requests. To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to your personal information or complying with your request. If you request access to, or correction or deletion of your personal information, we may require that you provide certain information to confirm your identity and/or locate your personal

information in our records. In addition, we may require you to sign a declaration under penalty of perjury that you are the individual whose personal information is the subject of the request.

Additional Information. If you choose to exercise any of your rights under the CCPA/CPRA, you have the right to not receive discriminatory treatment by us. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request.

CHANGES TO OUR PRIVACY POLICY

As permitted by law, we may change this Privacy Policy by posting a revised version of the policy to our website. We encourage you to periodically review the Privacy Policy posted on the website for information about our privacy practices.

HOW TO CONTACT US

If you have any questions, concerns or comments about this Privacy Policy, our privacy practices, or if you would like us to update information or preferences you provided to us, please contact us at **1-800-228-8559**.

To view the Online Privacy Policy in Chinese, [click here](#).

To view the Online Privacy Policy in Spanish (Mexico), [click here](#).

To view the Online Privacy Policy in Spanish (Puerto Rico), [click here](#).

To view the Online Privacy Policy in Korean, [click here](#).

To view the Online Privacy Policy in Vietnamese, [click here](#).

To view the Online Privacy Policy in Tagalog, [click here](#).

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