Wayshield Protection Products Privacy Policy

Revised: November 2, 2026

This Privacy Policy ("Privacy Policy") describes the types of personal information Wayshield Protection Products, a trademark used by Motor Insurance Services, Inc. ("TMIS") and its subsidiaries, may obtain about you through wayshieldprotect.com (the "Website") and any interactive feature, mobile device application, or other service that posts a link to this Privacy Policy, as well as any offline activities through which we obtain information about you (each, a "Service," and together, the "Services"); how we may use the information; with whom we may share it; and the choices available to you regarding our use of the information. We also describe measures we take to protect the security of the information and how you can contact us about our privacy practices. Personal information as used in this Privacy Policy includes any information that constitutes "personal data", "personally identifiable information" and any other similar term used in applicable laws.

Please note that Wayshield Protection Products is a brand operated by Toyota Motor Insurance Services, Inc. (TMIS"), but this Privacy Policy pertains only to the Services provided by Wayshield Protection Products.

This Privacy Policy describes our practices with respect to personal information collected regarding individuals in the United States. If you are located in another country, please review the applicable Toyota privacy notice for your country.

Information We Collect

We collect personal information from you through your use of the Services. We collect the following types of personal information:

Personal Information You Provide

- *Identifiers.* When you file a claim, you will provide us with your name, phone number, and email address;
- *Agreement information.* You may also provide us with the agreement number associated with your optional product; and
- *Survey information*. Your responses to survey questions we may send you for research purposes or to improve our Services.

Personal Information as You Navigate Our Website

We automatically collect certain personal information through your use of our Website and our use of cookies and other tracking technologies, including usage information such as the pages you access on the Website and the frequency of access, including day and time.

When you use our Services, we may obtain certain information by automated means, such as cookies, web beacons, web server logs, embedded scripts, browser fingerprinting, recognition technologies, and other similar technologies. A "cookie" is a text file that websites send to a visitor's computer or other internet-connected device to uniquely identify the visitor's browser or to store information or settings in the browser. A "web beacon," also known as an internet tag, pixel tag or clear GIF, links web pages to web servers and cookies and may be used to transmit information collected through

cookies back to a web server. The information we collect in this manner may include your device IP address, Internet Service Provider, unique device identifier, web browser characteristics (including type and version), system font, device characteristics (including device platform, version, and settings (e.g., Wi-Fi, Bluetooth, GPS)), operating system, plug-ins, system fonts, language preferences, referring/exit page URLs, clickstream data, page visits, and dates, times and durations of website visits.

We may use these automated technologies to collect information about your equipment, browsing actions, and usage patterns. These technologies help us to (1) remember your information so you do not have to re-enter it; (2) track and understand how you use and interact with our Services; (3) tailor the Services around your preferences; (4) measure the usability of our Services and the effectiveness of our communications; and (5) otherwise manage and enhance our Services.

To customize your cookie preferences for the Websites, including opt-out of sale or sharing/targeted advertising, click on "Your Privacy Choices" in the footer of such website. Additionally, your browser may tell you how to be notified about certain types of automated collection technologies and how to restrict or disable them. Please note, however, that without these technologies, you may not be able to use all of the features of the Services. For mobile devices, you may be able to manage how your device and browser share certain device data by adjusting the privacy and security settings on your mobile device.

How We Use Your Personal Information

In addition to the purposes stated above, we may use all the personal information we collect in accordance with applicable law such as to:

- Process, manage, and administer accounts and plans;
- Maintain and improve our Website and Services;
- Protect the security and integrity of our Website and Services;
- Investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or violations of our Terms of Use, and to otherwise fulfill our legal obligations;
- Monitor compliance with and enforce this Privacy Policy and any applicable agreements and policies;
- Defend our legal rights and the rights of others;
- Fulfill any other purposes for which you provide it;
- Conduct surveys for marketing our products and services;
- For any purpose that is reasonably necessary to or compatible with the original purpose for which we collected the personal information as disclosed to you; and
- Comply with applicable law.

We also may use the information in other ways for which we provide specific notice at the time of collection.

Additionally, we may use artificial intelligence, machine learning, or other automated technologies to provide products and services. We do not collect, use, or sell your personal information for the purpose of training large language models.

How We Share Your Personal Information

We may share the personal information that we collect about you in the following ways:

- With our affiliates, such as our parent, subsidiaries, and other affiliated companies;
- With vendors who perform data or Website-related services on our behalf (e.g., email, hosting, maintenance, backup, analysis, etc.);
- To the extent that we are required to do so by law;
- In connection with any legal proceedings or prospective legal proceedings;
- To establish, exercise, or defend our or a third party's legal rights, including providing information to others for the purposes of fraud prevention;
- With any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information;
- With any other person or entity as part of any business or asset sale, equity transaction, merger, acquisition, bankruptcy, liquidation, or similar proceeding, or in preparation for any of these events and that person or entity may use your personal information for their own purposes;
- To conduct surveys for marketing our products and services;
- With any other person or entity where you consent to the disclosure; and
- For any other purpose disclosed by us when you provide personal information or for any other purpose, we deem necessary, including to protect the health or safety of others.

Universal Opt-Out Mechanism

We do not engage in "sales," or "shares," or "targeted advertising" as those terms are defined under applicable laws and, therefore, this Website does 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: Global Privacy Control — Take Control Of Your Privacy. 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 this Website does not currently interpret, respond to, or alter their/its practices when they receive/it receives "Do Not Track" signals.

Security

We maintain commercially reasonable security measures to protect the personal information we collect and store from loss, misuse, destruction, or unauthorized access. However, no security measure or modality of data transmission over the Internet is 100% secure. Although we strive to use commercially acceptable means to protect your personal information, we cannot guarantee absolute security.

Data Retention

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.

Third-Party Links

The Website may contain links that will let you leave the Website and access another website. Linked websites are not under our control. We accept no responsibility or liability for these other websites.

Children's Privacy

The Website and Services are not intended for children under 13 years of age. We do not knowingly collect, use, or disclose personal information from children under 13.

Updates to Our Privacy Policy

We may update this Privacy Policy from time to time, and without prior notice to you, to reflect changes in our personal information practices. We will indicate at the top of the notice when it was most recently updated. If the changes are material, we will provide notice of the changes on our Website prior to the changes becoming effective.

Your Privacy Rights and Additional Disclosures

Depending on the state in which you reside, you may have certain privacy rights regarding your personal information. For example, California, Colorado, Connecticut, Delaware, Minnesota, New Jersey, Oregon, Texas, and other states have passed privacy laws. If you are a California resident, please see our "**California Privacy Statement**" section below. For other state residents, your privacy rights may include (if applicable):

- The right to confirm whether or not we are processing your personal information and to access such personal information and the categories of personal information we are processing or have processed;
- The right to obtain a copy of your personal information 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 to obtain a list of specific third parties or categories of third parties to which we have disclosed your personal information;
- The right to delete personal information that we collected from and/or about you, subject to certain exceptions;
- The right to correct inaccurate personal information that we maintain about you, subject to certain exceptions;
- The right, if applicable, to opt out of the processing of your personal information for purposes of (1) targeted advertising; (2) the "sale" of your personal information (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 your personal information is profiled in furtherance of decisions that produce legal or similarly significant effects concerning you, you have the right to question the result of the profiling, to be informed of the reason that the profiling resulted in the decision, and, if feasible, to be informed of what actions you might have taken to secure a different decision (and the actions that you might take to secure a different decision in the future). If applicable, you also have the right to review the personal information used in the profiling and, if the decision is determined to have been based upon inaccurate personal information, the right to have the data corrected and the profiling decision reevaluated based upon the corrected data;
- If we are required by applicable law to obtain your consent to process sensitive personal information, the right to withdraw your consent; and

- The right not to receive discriminatory treatment by us for the exercise of your privacy rights.

We do not use personal information for profiling in furtherance of decisions that produce legal or similarly significant effects concerning individuals.

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:

By visiting https://www.wayshieldprotect.com/content/wayshieldprotect/us/en/data-privacy-request.html or by calling us at 1-866-422-7220.

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 **1-888-422-7220** or email tfs_office_of_privacy@toyota.com

CALIFORNIA PRIVACY STATEMENT

This California Privacy Statement ("Statement") supplements TMCC's Privacy Policy. The Statement addresses personal information we collect online and offline and is intended solely for, and is applicable only as to, California residents.

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").

1. Collection and Use of Personal Information

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

- **Identifiers:** identifiers such as name, postal address, telephone number, email address;
- **Unique personal identifiers:** device identifier; cookies, beacons, pixel tags, mobile ad identifiers, or other similar technology; and
- **Online Activity:** Internet and other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with websites, applications, or advertisements.

We may use (and may have used during the 12-month period prior to the revised date of this Statement) the categories of personal information listed above for the purposes described in the Privacy Policy and for certain business purposes specified in the CCPA, such as:

- Performing services, including maintaining or servicing accounts, providing customer service, processing, or fulfilling orders and transactions, verifying

customer information, processing payments, providing financing, or providing similar services;
- Undertaking activities to verify or maintain the quality or safety of a service, and to improve, upgrade, or enhance the service;
- Short-term, transient use, including, but not limited to, non-personalized advertising shown as part of your current interaction with us;
- Helping to ensure security and integrity to the extent the use of your personal information is reasonably necessary and proportionate for these purposes;
- Debugging to identify and repair errors that impair existing intended functionality;
- Undertaking internal research for technological development and demonstration;
- Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured for, or controlled by us; and
- Providing advertising and marketing services, except for cross-context behavioral advertising (which is addressed in the "Sale or Sharing of Personal Information" section of this Statement).

2. Collection and Use of Sensitive Personal Information

We do not collect or use personal information for the purpose of inferring characteristics about individuals (and have not collected or used this type of personal information during the 12-month period prior to the revised date of this Statement. We do not use sensitive personal information for purposes other than those allowed by the CCPA and its regulations.

3. Sources of Personal Information

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

- Directly from you
- Through your device

4. Sale or Sharing of Personal Information

We disclosed all of the categories of personal information identified in the Collection and Use of Personal Information section above to service providers or contractors for the business and commercial purposes identified above in the 12 months preceding the last revised date of this Privacy Policy.

We have not sold or shared personal information in the 12 months preceding the revised date of this Privacy Policy and we do not collect, sell, or share personal information of consumers under 16 years of age.

We do not process sensitive personal information for the purpose of inferring characteristics about individuals and, consequently, do not collect sensitive personal

information or use it for purposes other than those allowed by the CCPA and its regulations.

5. Retention of Personal information

For an explanation of how long we retain personal information, please see the "**Data Retention**" section above.

6. Targeted Advertising

We do not process personal information for targeted advertising.

7. Profiling

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

8. Disclosures of Personal Information

During the 12-month period prior to the revised date of this Statement, we may have disclosed the following categories of personal information to certain categories of service providers or contractors for the business purposes listed in the Collection and Use of Personal Information section above:

Category of Personal Information
Identifiers
Online Activity
Unique Personal Identifiers

9. California Privacy Rights

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

- 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;
- The right to delete personal information that we collected from you, subject to certain exceptions;
- The right to correct inaccurate personal information that we maintain about you;
- If we sell or share personal information, the right to opt out of the sale or sharing;
- The right to opt out of the use of automated decision-making technology to make a significant decision about you;
- 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
- The right not to be retaliated against for the exercising privacy rights the CCPA confers.

How to Submit a Request

You or your authorized agent may submit an access, correction, or deletion request in the following way:

By calling 1-888-422-7220 or by filling out our privacy request form available at: https://www.wayshieldprotect.com/content/wayshieldprotect/us/en/data-privacy-request.html.

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 section of the Privacy Policy.

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. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request.

Shine the Light. We do not disclose personal information to third parties for their direct marketing purposes. Accordingly, we have no obligations under California Civil Code § 1798.83.

To view the Online Privacy Policy in Chinese, click here.

To view the Online Privacy Policy in Spanish, 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.