UPDATED PRIVACY POLICY

Effective Date: January 1, 2025.

**Introduction and Scope**

Welcome!  The **Kawasaki Motors Corp., U.S.A. (“KMC,” "we," "us," or "our")** Privacy Policy is provided below. This Privacy Policy applies to your use of any online Service (e.g., website, software, mobile app, kiosk services, and certain e-mails we send) that posts a link to this Privacy Policy, regardless of how you access or use it.  Click [**here**](https://kawasakienginesusa.com/terms-and-conditions)for our Terms and Conditions of Use.

**Your California Privacy Rights**

California residents have certain privacy rights detailed in our California Consumer Privacy Notice [**here**](https://kawasakienginesusa.com/california-privacy-notice). If there is a conflict between this Privacy Policy and the California Consumer Privacy Notice, the California Consumer Privacy Notice will control with respect to California residents.  
  
**KMC PRIVACY POLICY**

Thank you for visiting an online service (e.g., website, software, mobile app, kiosk services, and certain e-mails we send) that posts a link to this Privacy Policy (“**Service(s)**”) owned or operated by KMC.  This Privacy Policy will provide you with information on how KMC collects, uses, and discloses information about you (including the choices KMC offers with respect to that information) and applies to your use of any Service, regardless of how you access or use it.  It does not apply to KMC’s data collection activities offline or otherwise outside of the Service (unless otherwise stated below or at the time of collection). For certain Services, there may be additional notices about information practices and choices. Please read those additional privacy disclosures to understand how they apply to you.

By visiting or otherwise using the Service, you agree to the Service’s [Terms and Conditions of Use](https://kawasakienginesusa.com/terms-and-conditions) and consent to KMC’s data collection, use, and disclosure practices, other activities as described in this Privacy Policy, and any additional privacy statements that may be posted on an applicable part of the Service.  If you do not agree and consent, please discontinue use of the Service, and uninstall any Service downloads and applications.

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**1.** **INFORMATION WE COLLECT**

1. **Information about You that You Provide.**

    KMC, and/or its Service Providers (defined below), may collect information you provide directly to KMC and/or its Service Providers via the Service.  For example, KMC collects information when you use or register for the Service, subscribe to notifications, post on the Service, participate in promotional activities, communicate with us, including through the use of our chat services, or transact through the Service.  In addition, when you interact with Third-Party Services (defined below), you may provide information to those third parties.  For more information on Third-Party Services’ data collection and practices click [**here**](https://kawasakienginesusa.netlify.app/privacy-policy?_gl=1*r4c7qq*_gcl_aw*R0NMLjE3MzA0MjI4NzYuQ2owS0NRancxWXk1QmhELUFSSXNBSTBSYlhhdzBWSFN2Ylk1U2dmV1JKZG1tRmNlUFB4Ymk2WTRDVFh4UnBPYVZNU0NGdTFmMjBCaVN4a2FBaVBJRUFMd193Y0I.*_gcl_au*MTQ4NzczMjg3OC4xNzI3NzM1OTQ0#third-party-content-third-party-services-social-features-advertising-and-analytics). For more information on Service Provider data collection and practices click [**here**](https://kawasakienginesusa.netlify.app/privacy-policy?_gl=1*r4c7qq*_gcl_aw*R0NMLjE3MzA0MjI4NzYuQ2owS0NRancxWXk1QmhELUFSSXNBSTBSYlhhdzBWSFN2Ylk1U2dmV1JKZG1tRmNlUFB4Ymk2WTRDVFh4UnBPYVZNU0NGdTFmMjBCaVN4a2FBaVBJRUFMd193Y0I.*_gcl_au*MTQ4NzczMjg3OC4xNzI3NzM1OTQ0#information-we-share-with-third-parties).

    Information KMC, its Service Providers, and/or Third-Party Services collect may include: your first and last name, e-mail address, phone number, IP address, shipping address, subscriber or username and password, gender, age, zip code, interests, recent and upcoming purchases, and full payment account number (**“Personally Identifiable Information”** or **“PII”**). If you participate in the Kawasaki Sales Rewards or Contingency Rewards Programs, your Social Security Number may also be collected to comply with applicable law.

1. **Information Collected Automatically.**KMC, its Service Providers, and/or Third-Party Services may also automatically collect certain information about you when you access or use the Service (**“Usage Information”**).  Usage Information may include IP addresses, device identifiers, browser type and plug-ins, operating systems, JavaScript enabling, domain registration and configuration, geographic location, information about your use of the Service, and data regarding network connected hardware (e.g., computers or mobile devices).  For more information on Third-Party Services’ data collection and practices click [**here**](https://kawasakienginesusa.com/privacy-policy.html)**.** For more information on Service Provider data collection and practices click [**here**](https://kawasakienginesusa.com/privacy-policy.html). For information on choices some of these third parties may offer you regarding automated data collection click [**here**](https://kawasakienginesusa.com/privacy-policy.html)**.**  
     
   The methods that may be used on the Service to collect Usage Information include:  
   * **Log Information:**Log information is data about your use of the Service, such as IP address, browser type, Internet service provider, referring/exit pages, operating system, date/time stamps, and related data, and may be stored in log files.

* + **Information Collected by Cookies and Other Tracking Technologies:**Cookies, web beacons (also known as **“tracking pixels”**), embedded scripts, location-identifying technologies, device recognition technologies, in-app tracking methods, device and activity monitoring and other tracking technologies now and hereafter developed (**“Tracking Technologies”**) may be used to collect information about interactions with the Service or e-mails, including information about your browsing and purchasing behavior.  
    - **Cookies**

A cookie is a small text file that is stored on a user’s device, that may function as session ID or tracking cookies. Session cookies make it easier for you to navigate the Service and expire when you close your browser. Tracking cookies remain longer and help in understanding how you use the Service and enhance your user experience. Cookies may remain on your hard drive for an extended period of time. If you use your browser’s method of blocking or removing cookies, some but not all types of cookies may be deleted and/or blocked, and as a result some features and functionalities of the Service may not work.  A Flash cookie (or locally shared object) is a data file which may be placed on a device via the Adobe Flash plug-in that may be built-in to or downloaded by you to your device.  HTML5 cookies can be programmed through HTML5 local storage. Flash cookies and HTML5 cookies are locally stored on your device other than in the browser and browser settings won’t control them.  To identify certain types of local shared objects on your device and adjust your settings, please visit [**here**](https://kawasakienginesusa.com/www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager).  The Service may associate some or all of these types of cookies with your devices.

* + - **Web Beacons (“Tracking Pixels”)**

Web beacons are small graphic images, also known as “Internet tags” or “clear gifs,” embedded in web pages and e-mail messages. Web beacons may be used, without limitation, to count the number of visitors to the Service, to monitor how users navigate the Service, and to count content views.

* + - **Embedded Scripts**

An embedded script is programming code designed to collect information about your interactions with the Service. It is temporarily downloaded onto your computer from KMC’s web server, or from a third party with whom KMC works, and is active only while you are connected to the Service and deleted or deactivated thereafter.

* + - **Location-identifying Technologies**

Global Positioning System (**“GPS”**) software, geo-filtering, and other location-aware technologies locate you (sometimes precisely), or make assumptions about your location, for purposes like verifying your location and delivering or restricting content, including third-party ads, based on your location.  If you have enabled GPS or use other location-based features on the Service, your device location may be tracked by us and third parties. Our store finder feature may access and use information about your location, or your account information, to suggest appropriate store locations. Our Service content may be personalized based on various information we may have about you to try to provide you with more location-relevant content.

* + - **Device Recognition Technologies**

Technologies, including application of statistical probability to data sets, as well as linking a common unique identifier to different device use (e.g., a Facebook ID), which attempt to recognize or make assumptions about users and devices (e.g., that a user of multiple devices is the same user or household) (**“Cross-device Data”**).

* + - **In-App Tracking Methods**

There are a variety of Tracking Technologies that may be included in mobile applications, and unlike cookies, these are not browser-based and cannot be controlled by browser settings.  Some use device identifiers or other identifiers such as “Ad IDs,” or may use “SDKs” to associate app user activity to a particular app and to track user activity across apps. SDKs are blocks of code that may be installed in our mobile application by third-party companies with whom we work. SDKs help us understand how you interact with our mobile applications and collect certain information about the device and network you use to access our applications, such as the advertising identifier associated with your device and information about how you interact with our application.

* + - **Device and Activity Monitoring**

Technologies that monitor and may record certain of your interactions with the Service, and/or collect and analyze information from your device, such as, without limitation, your operating system, plug-ins, system fonts, and other data, for purposes such as identification, security, fraud prevention, troubleshooting, tracking and/or improving the Services and customizing or optimizing your experience on the Services.

Some information about your use of the Service and certain third-party services may be collected using Tracking Technologies across time and services and used by KMC and third parties for purposes that include delivering relevant ads and/or other content to you on the Service and certain third-party services. *See* [**Section 10**](https://kawasakienginesusa.com/privacy-policy.html)regarding certain choices regarding these activities. 

1. **Information KMC Collects From Other Sources.** KMC may also obtain information about you from other sources, including Service Providers and Third-Party Services. KMC is not responsible or liable for the accuracy of the information provided by third parties or for third-party policies or practices.
2. **Co-Branded Areas.**Certain areas of the Service may be provided to you in association with third parties (**“Co-Branded Areas”**) and may require you to disclose Personally Identifiable Information to them.  Such Co-Branded Areas will identify the third party and indicate if they have a privacy policy that applies to their collection and use of your information.  If you elect to register for products and/or services, communicate with such third parties, or download their content or applications at Co-Branded Areas, you may be providing your information to both us and the third party.  Further, if you sign-in to a Co-Branded Area with a username and password obtained on the Service, your Personally Identifiable Information may be disclosed to the identified third parties for that Co-Branded Area.  We are not responsible for such third party’s data collection or practices and you should look to such third-party privacy policies for more information.

**2.** **HOW WE USE THE INFORMATION WE OBTAIN.**  
   
    KMC may use information about you, including Personally Identifiable Information, for any purposes not inconsistent with KMC’s statements under this Privacy Policy, or otherwise made by us in writing at the point of collection, and not prohibited by applicable law, including, without limitation, the following:

* Providing Services to you and contacting you with information about our products and services, including reports and customer notifications;
* For editorial and feedback purposes, for marketing and promotional purposes, for a statistical analysis of your behavior while using the Services, for product development, for content improvement, to inform advertisers as to how many visitors have seen or clicked on their advertisements, and to customize content and layout of the Services;
* To provide communications and mailings regarding Services updates, consumer surveys, new products and services, upcoming events, and status of orders placed online;
* To structure content for you to view, for marketing purposes, to improve the performance and availability of our Services, and to provide customer support;
* To market to you, better target your interests, analyze Services usage, improve our content, and customize the Services’ content and layout;
* To help analyze our web page flow, measure promotional effectiveness and store your user preferences;
* To contact you and deliver information to you that you have requested and that is targeted to your interests;
* Process your registration and manage your account;
* Fulfill other purposes disclosed at the time you provide Personally Identifiable Information or otherwise where we are legally permitted or are required to do so;
* Determine your location and manage digital content rights (e.g., territory restrictions); and
* Prevent and address fraud, breach of policies or terms, and threats or harm.

**3.** **INFORMATION WE DISCLOSE TO THIRD PARTIES.**

KMC may disclose Personally Identifiable Information to third parties or KMC’s affiliates (“**Affiliates**”) as follows:

* Advertising and Marketing: Subject to your communications choices explained in [**Section 10.D**](https://kawasakienginesusa.netlify.app/privacy-policy?_gl=1*opm0ww*_gcl_aw*R0NMLjE3MzA0MjI4NzYuQ2owS0NRancxWXk1QmhELUFSSXNBSTBSYlhhdzBWSFN2Ylk1U2dmV1JKZG1tRmNlUFB4Ymk2WTRDVFh4UnBPYVZNU0NGdTFmMjBCaVN4a2FBaVBJRUFMd193Y0I.*_gcl_au*MTQ4NzczMjg3OC4xNzI3NzM1OTQ0#communications), and the rights of certain US state residents explained [**here**,](https://kawasakienginesusa.netlify.app/privacy-policy?_gl=1*opm0ww*_gcl_aw*R0NMLjE3MzA0MjI4NzYuQ2owS0NRancxWXk1QmhELUFSSXNBSTBSYlhhdzBWSFN2Ylk1U2dmV1JKZG1tRmNlUFB4Ymk2WTRDVFh4UnBPYVZNU0NGdTFmMjBCaVN4a2FBaVBJRUFMd193Y0I.*_gcl_au*MTQ4NzczMjg3OC4xNzI3NzM1OTQ0#state-notices) we may use your Personally Identifiable Information to advertise to you, and to send you marketing communications.

* Your Disclosure or Consent:  As more fully described in [**Section 5**](https://kawasakienginesusa.netlify.app/privacy-policy?_gl=1*opm0ww*_gcl_aw*R0NMLjE3MzA0MjI4NzYuQ2owS0NRancxWXk1QmhELUFSSXNBSTBSYlhhdzBWSFN2Ylk1U2dmV1JKZG1tRmNlUFB4Ymk2WTRDVFh4UnBPYVZNU0NGdTFmMjBCaVN4a2FBaVBJRUFMd193Y0I.*_gcl_au*MTQ4NzczMjg3OC4xNzI3NzM1OTQ0#information-you-disclose-publicly-or-to-others)(Third-Party Content, Third-Party Services, Advertising and Analytics), your activities on the Service may, by their nature, result in the sharing of your Personally Identifiable Information with third parties and by engaging in these activities you consent to that and further sharing and disclosure to third parties.  Such third-party data receipt and collection is subject to the privacy and business practices of that third party, not KMC.

KMC may also disclose your Personally Identifiable Information for any purposes not inconsistent with this Privacy Policy, or our written statements at the point of collection, and otherwise not prohibited by applicable law, including, without limitation:

* KMC’s agents, vendors, consultants, and other service providers (collectively **“Service Providers”**) may receive, or be given access to, your information, including, without limitation, Personally Identifiable Information and Usage Information, in connection with their work on KMC’s behalf, provided however, KMC does not authorize its Service Providers to use PII provided by KMC to the Service Providers to send you direct marketing messages other than related to KMC absent your consent.  For more information on choices Service Providers may offer you click [**here**](https://www.kawasaki.com/en-us/about/legal-policies#section-10).
* To comply with the law, law enforcement or other legal process, and, where permitted, in response to a government request such as a search warrant, subpoena or court order; and
* If KMC believes your actions are inconsistent with KMC’s [Terms and Conditions of Use](https://kawasakienginesusa.com/terms-and-conditions), user agreements, applicable terms or policies, or to protect the rights, property, life, health, security and safety of KMC, the Service or its users, or any third party.

In addition, KMC may disclose your Personally Identifiable Information in connection with or during negotiations of any proposed or actual financing of our business, or merger, purchase, sale, joint venture, or any other type of acquisition or business combination of all or any portion of KMC assets, or transfer of all or a portion of KMC’s business to another company, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding (**“Corporate Transactions”**).

**4.** **SWEEPSTAKES, CONTESTS, AND PROMOTIONS.**

KMC may offer sweepstakes, contests, and other promotions (each, a **“Promotion”**), including Promotions jointly sponsored or offered by third parties, which may require submitting Personally Identifiable Information.  If you voluntarily choose to enter a Promotion, your information, including Personally Identifiable Information, may be disclosed to KMC, co-sponsors, Service Providers, and other third parties, including for administrative purposes and as required by law (e.g., on a winners list). By entering, you are agreeing to the official rules that govern that Promotion, which may include consent to additional or differing data practices from those contained in this Privacy Policy.  Please review those rules carefully.  
  
**5.** **THIRD-PARTY CONTENT, THIRD-PARTY SERVICES, ADVERTISING, AND ANALYTICS.**

The Service may include hyperlinks to, or include on or in connection with, the Service (e.g., apps, plug-ins, application programming interfaces (**“APIs”**), and software development kits (**“SDKs”**)), websites, locations, platforms, applications or services operated by third parties (**“Third-Party Service(s)”**). Third-parties, including Meta, may use cookies, web beacons, and other Tracking Technology to collect information about you and use that information to provide measurement services, and target and deliver ads.

If you post information on a third-party service that references the Service (e.g., by using a hashtag associated with KMC or Affiliates in a tweet or status update), your post may be used on or in connection with the Service or otherwise by KMC and Affiliates.  Both KMC and the third party may have access to certain information about you and your use of the Service and any Third-Party Service.

KMC may engage and work with Service Providers and other third parties to serve advertisements on the Service and/or on third-party services.  Some of these ads may be tailored to your interest based on your browsing of the Service and elsewhere on the Internet, which may include use of precise location and/or Cross-device Data, sometimes referred to as “interest-based advertising” and “online behavioral advertising” (**“Interest-based Advertising”**), which may include sending you an ad on a third-party service after you have left the Service (i.e., “retargeting”).

KMC may use Google Analytics, Adobe Analytics, or other Service Providers for analytics services.  These analytics services may use cookies and other Tracking Technologies to help KMC analyze Service users and how they use the Service.  Information generated by these services (e.g., your IP address and other Usage Information) may be transmitted to and stored by these Service Providers on servers in the U.S. (or elsewhere) and these Service Providers may use this information for purposes such as evaluating your use of the Service, compiling statistic reports on the Service’s activity, and providing other services relating to Service activity and other Internet usage.

KMC is not responsible for, and makes no representations regarding, the policies or business practices of any third parties, including, without limitation, analytics Service Providers and Third-Party Services associated with the Service, and encourages you to familiarize yourself with and consult their privacy policies and terms of use. See [Section 10](https://kawasakienginesusa.netlify.app/privacy-policy?_gl=1*15b5z7c*_gcl_aw*R0NMLjE3MzA0MjI4NzYuQ2owS0NRancxWXk1QmhELUFSSXNBSTBSYlhhdzBWSFN2Ylk1U2dmV1JKZG1tRmNlUFB4Ymk2WTRDVFh4UnBPYVZNU0NGdTFmMjBCaVN4a2FBaVBJRUFMd193Y0I.*_gcl_au*MTQ4NzczMjg3OC4xNzI3NzM1OTQ0#choices-tracking-communications-options) for more on certain choices offered by some third parties regarding their data collection and use, including regarding Interest-based Advertising and analytics.

**6.****DATA SECURITY AND MONITORING.**

KMC takes reasonable measures to protect PII from loss, theft, misuse and unauthorized access, disclosure, alteration, and destruction. Nevertheless, transmission via the Internet and online digital storage are not completely secure and KMC does not guarantee the security of your information collected through the Service.

To help protect you and others, KMC and its Service Providers may (but make no commitment to) monitor use of the Service, and may collect and use related information including Personally Identifiable Information for all purposes not prohibited by applicable law or inconsistent with this Privacy Policy, including, without limitation, to identify fraudulent activities and transactions; prevent abuse of, and investigate and/or seek prosecution for, any potential threats to or misuse of the Service; ensure compliance with the [Terms and Conditions of Use](https://kawasakienginesusa.com/terms-and-conditions) and this Privacy Policy; investigate violations of or enforce these documents; improve the Services and your Services experiences, and to protect the rights and property of KMC and Affiliates, third parties, and other users.  Monitoring may result in the collection, recording, and analysis of online activity or communications through our Service.  If you do not consent to these conditions, you must discontinue your use of the Service.

**7.** **INTERNATIONAL TRANSFER.**

The Services are operated in the United States. Given that KMC is part of an international family of businesses, our use of your information may involve the transmission of data on an international basis. This Service is not intended to collect Personal Information from, and is not intended for use by, residents of the European Union, EEA, and Switzerland, and KMC’s data collection processes are not designed to facilitate the use or storage of such information. Accordingly, the information KMC and its Service Providers collect is governed by U.S. law. If you are accessing the Service from outside of the U.S., please be aware that information collected through the Service may be transferred to, processed, stored, and used in the U.S.  Data protection laws in the U.S. may be different from those of your country of residence. Your use of the Service or provision of any information therefore constitutes your consent to the transfer to and from, processing, usage, sharing, and storage of your information, including Personally Identifiable Information, in the U.S. as set forth in this Privacy Policy.

**8.****CHILDREN'S PRIVACY.**

The Service is intended for a general audience and not directed to children less than thirteen (13) years of age. Some portions of the Service, however, may be intended as appropriate for a mixed audience of users under and over 13 years of age, or for users under 13 years of age (e.g., a separate “Kids” section).  For further information on how KMC treats Children’s Personal Information (defined below) in connection with any children’s or mixed-use portions of the Service, please see the Children’s Privacy Policy posted thereon, which will be deemed incorporated herein for purposes of that part of the Service.

KMC does not intend to collect personal information as defined by the U.S. Children’s Online Privacy Protection Act (**“COPPA”**) (**“Children’s Personal Information”**) in a manner that is not permitted by COPPA, and for any children’s or mixed-use portions of the Service KMC will comply with COPPA.  If we obtain knowledge that we have collected Children’s Personal Information in a manner not permitted by COPPA, we will remove such data to the extent required by COPPA.

**9.** **ACCESSING AND CHANGING INFORMATION.**

KMC may provide web pages or other mechanisms allowing you to delete, correct, or update some of your PII, and potentially certain other information about you (e.g., profile and account information).  KMC will make good-faith efforts to make requested changes in KMC’s then-active databases as soon as practicable, but it is not always possible to completely change, remove, or delete all of your information or public postings from KMC’s databases and residual and/or cached data may remain archived thereafter.  Further, we reserve the right to retain data (a) as required by applicable law; and (b) for so long as reasonably necessary to fulfill the purposes for which the data is retained except to the extent prohibited by applicable law.

**10.** **CHOICES: TRACKING AND COMMUNICATIONS OPTIONS.**

1. **Tracking Technologies Generally.** Regular cookies may generally be disabled or removed by tools available as part of most commercial browsers, and in some instances blocked in the future by selecting certain settings.  Browsers offer different functionalities and options, so you may need to set them separately.  Also, tools from commercial browsers may not be effective with regard to Flash cookies (also known as locally shared objects), HTML5 cookies, or other Tracking Technologies.  For information on disabling Flash cookies, go to Adobe’s website [here](https://www.adobe.com/products/flashplayer/end-of-life.html).  Please be aware that if you disable or remove these technologies, some parts of the Service may not work and that when you revisit the Service your ability to limit browser-based Tracking Technologies is subject to your browser settings and limitations.   
      
   Some App-related Tracking Technologies in connection with non-browser usage (e.g., most functionality of a mobile app) can only be disabled by uninstalling the app.  To uninstall an app, follow the instructions from your operating system or handset manufacturer.  Apple and Google mobile device settings have settings to limit ad tracking, and other tracking, but these may not be completely effective.

Your browser settings may allow you to automatically transmit a “Do Not Track” signal to online services you visit.  Note, however, there is no consensus among industry participants as to what “Do Not Track” means in this context.  Like many online services, KMC currently does not alter KMC’s practices when KMC receives a “Do Not Track” signal from a visitor’s browser. To find out more about “Do Not Track,” you can visit [here](https://allaboutdnt.com/), but KMC is not responsible for the completeness or accuracy of this third-party information.  Some third parties, however, may offer you choices regarding their Tracking Technologies. One way to potentially identify cookies on our web site is to add the free Ghostery plug-in to your browser [here](https://www.ghostery.com/), which according to Ghostery will display traditional, browser-based cookies associated with the web sites (but not mobile apps) you visit and privacy and opt-out policies and options of the parties operating those cookies.  KMC is not responsible for the completeness or accuracy of this tool or third-party choice notices or mechanisms.   For specific information on some of the choice options offered by third-party analytics and advertising providers, see the next section.

1. **Analytics and Advertising Tracking Technologies.** You may exercise choices regarding the use of cookies from Google Analytics by going [here](https://tools.google.com/dlpage/gaoptout) or downloading the Google Analytics Opt-out Browser Add-on.  You may exercise choices regarding the use of cookies from Adobe Analytics by going [here](https://www.adobe.com/privacy/opt-out.html) ([http://www.adobe.com/privacy/opt-out.html](https://www.adobe.com/privacy/opt-out.html)) under the section labeled “Tell our customers not to measure your use of their web sites or tailor their online ads for you.”

You may choose whether to receive some Interest-based Advertising by submitting opt-outs.  Some of the advertisers and Service Providers that perform advertising-related services for us and third parties may participate in the Digital Advertising Alliance’s (**“DAA”**) Self-Regulatory Program for Online Behavioral Advertising.  To learn more about how you can exercise certain choices regarding Interest-based Advertising, including use of Cross-device Data for serving ads, visit [here](https://optout.aboutads.info/?c=2&lang=EN), and visit [here](https://youradchoices.com/appchoices) for information on the DAA’s opt-out program specifically for mobile apps (including use of precise location for third party ads).  Some of these companies may also be members of the Network Advertising Initiative (**“NAI”**). To learn more about the NAI and your opt-out options for their members, visit [here](https://optout.networkadvertising.org/?c=1).  Please be aware that, even if you are able to opt out of certain kinds of Interest-based Advertising, you may continue to receive other types of ads.  Opting out only means that those selected members should no longer deliver certain Interest-based Advertising to you but does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks).  Also, if your browsers are configured to reject cookies when you visit these opt-out webpages, or you subsequently erase your cookies, use a different device or web browser or use a non-browser-based method of access (e.g., mobile apps), your NAI / DAA browser-based opt-out may not, or may no longer, be effective.  KMC supports the ad industry’s [Self-regulatory Principles for Online Behavioral Advertising](https://www.iab.com/wp-content/uploads/2015/05/ven-principles-07-01-09.pdf) and expects that ad networks KMC directly engages to serve you Interest-based Advertising will do so as well, though KMC cannot guaranty their compliance. KMC is not responsible for effectiveness of, or compliance with, any third-parties’ opt-out options or programs or the accuracy of their statements regarding their programs.

In addition, we may serve ads on third-party services that are targeted to reach people on those services that are also identified on one of more of our databases (**“Matched List Ads”**).  This is done by using Tracking Technologies or by matching common factors between our databases and the databases of the Third-Party Services.  For instance, we may use such ad services offered by Facebook or Twitter and other Third-Party Services.  We are not responsible for these Third-Party Services, including, without limitation, their security of the data.  If we use Facebook to serve Matched List Ads on Facebook services, you should be able to hover over the box in the right corner of such a Facebook ad, or go to your account settings, and find out what options Facebook offers you to control such ads.  If we use Twitter Matched List Ads, you should be able to review your ad options in account settings on Twitter.  We are not responsible for such third parties’ failure to comply with your or our opt-out instructions, they may not give us notice of opt-outs to our ads that you give to them, and they may change their options without notice to us or you.

1. **Mobile Apps.** With respect to KMC’s mobile applications (**“apps”**), you can stop all collection of data generated by use of the app by uninstalling the app.  Also, you may exercise specific privacy choices, such as enabling or disabling certain features (e.g., location-based services, push notifications, etc.), by adjusting the permissions in your mobile device and/or the app’s settings. Beware that if GPS precise location services are disabled, other means of establishing or estimating location (e.g., connecting to or proximity to Wi-Fi, Bluetooth, beacons, or our networks) may persist. To learn more about how you can control location permissions using your mobile device’s operating system settings, please visit the following links depending on which device you use:  
      
   Android:  
   For Android 11.0 and above visit [here](https://support.google.com/googleplay/answer/9431959?hl=en&visit_id=638356684331500645-2260619307&rd=1)  
   For earlier versions of Android visit [here](https://support.google.com/googleplay/answer/9431959?visit_id=638356684333697532-3327379669&rd=1)  
      
   iOS:  
   visit [here](https://www.apple.com/legal/privacy/data/en/location-services/)
2. **Communications.** You can opt out of receiving certain promotional communications (emails or text messaging) from KMC at any time by (i) for promotional e-mails, following the instructions provided in emails to click on the unsubscribe link, or if available, by changing your communication preferences by logging onto your account; and (ii) for app push notifications, turning off push notifications on the settings of your device and/or the app, as applicable.  Please note that your opt-out is limited to the e-mail address or phone number used and will not affect subsequent subscriptions.  If you opt-out of only certain communications, other subscription communications may continue.  Even if you opt out of receiving promotional communications, KMC may, subject to applicable law, continue to send you non-promotional communications, such as those about your account, transactions, servicing, or KMC’s ongoing business relations.
3. **Cross-Device Data.** To learn more about how you can exercise certain choices regarding Cross-device data for Interest-based Advertising, *see* the prior section regarding the DAA’s Interest-based Advertising choices.
4. **Chat Services.** We and our Service Providers may collect and store Personally Identifiable Information and other information that you provide through our chat services, which may incorporate Generative AI Services or “**GAIS**” technologies. By using this feature, you understand that we and our Service Providers may process the information obtained through the chat services to provide the Service and utilize GAIS. Please *see* our [Terms and Conditions of Use](https://www.kawasaki.com/en-us/about/legal-policies#termsConditionsUse) for more information.

**11.** **STATE NOTICES.**

1. **Nevada Residents.**  Nevada “consumers” have the right to instruct us not to “sell” “covered information” as those terms are defined by Chapter 603A of the Nevada Revised Statutes. Although we do not currently “sell” “covered information” of Nevada “consumers” as those terms are defined under that law, you may contact us [here](https://privacyportal.onetrust.com/webform/045ffde2-647c-41d8-8fd2-848407f04871/602f068a-0570-431c-806d-d862e6b8d8b2) and provide your name, Nevada resident address, and email address to be verified and exercise your opt-out rights in the event we do sell covered information under that law in the future. If you change your email address or other contact information, contact us in the same manner to update your contact information to help facilitate your opt-out. Changing your contact information elsewhere (e.g., informational requests, account information, etc.) will not update your Nevada opt-out information and we will only use the information provided to our opt-out program for managing opt-outs.  It is your responsibility to keep your opt-out information current. If after opting-out you direct us to share you covered information with others, we will do so regarding of your prior opt-out.
2. **Your California Privacy Rights.**

Residents of California have additional rights explained [here](https://kawasakienginesusa.com/california-privacy-notice).

1. **Connecticut Privacy Notice.**  Connecticut law requires any person or entity that collects Social Security numbers from Connecticut residents in the course of business to create a privacy protection policy and to publish or display it publicly.  It is our policy to protect the confidentiality of Social Security numbers in our possession from misuse and improper disclosure by maintaining and enforcing policies and physical and electronic safeguards against misuse and improper disclosure.  Unlawful disclosure of Social Security numbers is prohibited, and access to them is limited to personnel who need access to such information in order to perform their job functions.
2. **Privacy Notice for Residents of Additional U.S. States.**

This section supplements the other parts of our Privacy Policy and provides additional information for residents of certain U.S. states other than California, including Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, and Virginia (each a **“Covered State”**). If you are a resident of a Covered State, please see below for more information regarding how to exercise the rights available under Covered State privacy laws. Capitalized terms defined in Covered State privacy laws that are used in this section shall have the same meaning as in the applicable law.

We may Process the following categories of Personal Data for the purposes described in the chart below. You can also learn more about our disclosure of Personal Data and the categories of Third Parties we disclose Personal Data to in the [Information We Disclose to Third Parties](https://www.kawasaki.com/en-us/about/legal-policies#section3) section above.

| **Category of Personal Data** | **Purposes for Processing** |
| --- | --- |
| Personal Identifiers  Commercial Information  Internet Usage Data | Maintaining and servicing accounts  Providing customer service  Processing or fulfilling orders and transactions  Verifying customer information  Advertising and marketing, including interest-based advertising  Analytics  Undertaking activities to verify or maintain the quality or safety of our products, and to improve, upgrade, or enhance our products, services, websites, and apps  For internal research and auditing, including as relates to technical and product development as well as online advertisements  Warranty and recall purposes  Customer Service  Registration for events  Ordering, shipping, and returns  Government Compliance  Debugging to identify and repair errors that impair intended functionality  Allowing you to participate in the features we offer through our websites and apps, including a customized site or app experience |
| Protected Classification Characteristics, such as age and gender | Maintaining and servicing accounts  Providing customer service  Processing or fulfilling orders and transactions  Verifying customer information  Advertising and marketing, including interest-based advertising  Analytics  Undertaking activities to verify or maintain the quality or safety of our products, and to improve, upgrade, or enhance our products, services, websites, and apps  For internal research and auditing |
| Geolocation Data | Maintaining and servicing accounts  Providing customer service  Processing or fulfilling orders and transactions  Verifying customer information  Advertising and marketing, including interest-based advertising  Analytics  Undertaking activities to verify or maintain the quality or safety of our products, and to improve, upgrade, or enhance our products, services, websites, and apps  For internal research and auditing, including as relates to technical and product development as well as online advertisements  Registration for events  Ordering, shipping, and returns  Allowing you to participate in the features we offer through our websites and apps, including a customized site or app experience |
| Sensory Information, such as audio recordings of customer care calls | Maintaining and servicing accounts  Providing customer service  Processing or fulfilling orders and transactions  Verifying customer information  Undertaking activities to verify or maintain the quality or safety of our products, and to improve, upgrade, or enhance our products, services, websites, and apps  For internal research and auditing, including as relates to technical and product development as well as online advertisements  Warranty and recall purposes |
| Professional or Employment Information | Maintaining and servicing accounts  Providing customer service  Processing or fulfilling orders and transactions  Verifying customer information  Advertising and marketing, including interest-based advertising  Analytics  Undertaking activities to verify or maintain the quality or safety of our products, and to improve, upgrade, or enhance our products, services, websites, and apps  For internal research and auditing, including as relates to technical and product development |
| Inferences | Undertaking activities to verify or maintain the quality or safety of our products, and to improve, upgrade, or enhance our products, services, websites, and apps  For internal research and auditing, including as relates to technical and product development as well as online advertisements  Advertising and marketing, including interest-based advertising Allowing you to participate in the features we offer through our websites and apps, including a customized site or app experience |

We may Process your Personal Data for Targeted Advertising. You have the right to opt out of the Processing of your Personal Data for Targeted Advertising, as described below.  

We do not Sell Personal Data in exchange for money. However, some of our advertising practices may be considered a “Sale” under certain Covered State privacy laws. Covered State residents can opt out of the “Sale” of your Personal Data, which may overlap with your right to opt-out of Targeted Advertising.

We may disclose the categories of Personal Data listed below to advertising partners, social media platforms, data cooperatives, and exchanges.

* + Personal Identifiers
  + Commercial Information
  + Internet Usage Data
  + Geolocation Data

If you are a resident of a Covered State, subject to certain conditions and restrictions set out in applicable laws, you have the following rights with regard to your Personal Data:

* + Right to Access/Confirm. You have the right know what Personal Data we may hold about you and access your Personal Data.
    - Delaware residents may also request a list of categories of third parties to which we disclose their Personal Data.
    - Oregon residents may also request a list of specific third parties to which we disclose Personal Data. Oregon residents please note that the controller of your Personal Data is Kawasaki Motors Corp., USA.
  + Right to Correct. You have the right to request that we correct inaccuracies in your Personal Data.
  + Right to Delete. You have the right to request that we delete certain Personal Data that we have collected from or obtained about you.
  + Right to Opt-Out of Sales. You have the right to opt-out of the Sale of Personal Data, which may overlap with your right to opt out of Targeted Advertising. You can opt out of Sales by clicking Do Not Sell or Share My Personal Information in the website footer and updating your cookie preferences.
  + Right to Opt-Out of Targeted Advertising. You may request that we stop disclosures of your Personal Data for Targeted Advertising by clicking Do Not Sell or Share My Personal Information in the website footer and updating your cookie preferences.
  + Right to Opt-Out of Profiling. You have the right to opt out of our processing of Personal Data for the purposes of profiling. Our profiling does not result in decisions that produce legal or similarly significant effects concerning your economic situation, health, personal preferences, interests, reliability, behavior, location, or movements, and as such this right is not applicable.
  + Right to Appeal. If you are unsatisfied with our actions related to the exercise of one of your privacy rights above, you may appeal our decision.

Residents of Covered States may submit their privacy requests using our web form [here](https://privacyportal.onetrust.com/webform/045ffde2-647c-41d8-8fd2-848407f04871/2f46b12d-e278-4db2-8bdd-2af97a4d988e), or by calling (855) 976-2844. Please note that, depending on the nature of your request, you may be asked to provide information to verify your identity before your request can be processed. We will confirm receipt of your request and respond to your request as soon as we reasonably can and no later than legally required.  We use commercially reasonable efforts to authenticate the identity of the consumer submitting a request.   

If you choose to exercise any of the privacy rights described above, you will not receive discriminatory treatment from us.

**12.** **CHANGES TO THIS PRIVACY POLICY.**

We reserve the right to change this Privacy Policy prospectively, effective upon the posting of the revised Privacy Policy, and your use of our Service indicates your consent to the privacy policy posted at the time of use.  If you have a subscription to a Service, material changes to the Privacy Policy will only become effective with respect to the aspect of that subscription Service at the end of the then-current term unless you otherwise consent.  To the extent any provision of this Privacy Policy is found by a competent tribunal to be invalid or unenforceable, such provision(s) shall be severed to the extent necessary for the remainder to be valid and enforceable.

**13.** **CONTACT KMC.**

If you have any questions about this Privacy Policy, please contact KMC [here](mailto:privacy@kawasaki-usa.com) or at Kawasaki Motors Corp., U.S.A., P.O. Box 25252, Santa Ana, California 92799-5252 (Attention: General Counsel).

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