

CALIFORNIA PRIVACY STATEMENT

Last Updated: May 2022

This PRIVACY STATEMENT FOR CALIFORNIA RESIDENTS (“California Privacy Statement”) supplements the information contained in the Privacy Statement of THE GENERAL MOTORS FAMILY OF COMPANIES (including General Motors Company, OnStar, LLC (“OnStar”), and affiliates) (collectively, “GM” or “We”) and applies solely to visitors, users, and others who reside in the State of California (“consumers” or “you”). We adopt this notice to comply with the California Consumer Privacy Act of 2018 (“CCPA”). Any terms defined in the CCPA have the same meaning when used in this California Privacy Statement.

Collection of Personal Information

We may collect certain information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a consumer or household (“Personal Information”). Personal Information does not include de-identified or aggregated information. Please see the following disclosure regarding what we may collect, use, and share based on your use of the products and services and the consent(s) you have provided to us:

Personal Information Categories & Examples

We may collect the following categories of Personal Information

- Identifiers, such as name, postal address, unique personal identifier, internet protocol address, signature, email address, account name, or other similar identifiers;
- Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)), such as bank account number, credit card number, debit card number, or any other financial information, medical information, health insurance information, social security number, physical characteristics or description, passport number, driver’s license or state identification card number, insurance policy number, education, employment, or employment history;
- Protected classification characteristics under California or federal law, such as age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, or veteran or military status;
- Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies;
- Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information,

such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data;

- Internet or other electronic network activity information, including, browsing history, search history, and information regarding a consumer's interaction with an internet website, application, or advertisement;
- Geolocation data;
- Audio, electronic, visual, thermal, olfactory, or similar information; and
- Inferences drawn from other personal information to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.

Personal Information Source Categories

We may collect Personal Information from consumers providing this information directly to us or automatically through their interaction with our products or services; GM dealers; licensors; service providers; marketing partners; and/or independent third-party sources.

Business or Commercial Purpose(s) for which Personal Information is Collected

We may use Personal Information to provide and improve our products and services; improve the quality, safety, and security of our products and services; to administer your account(s) and process your payments for products and services; to operate our websites and applications, including online registration processes; to facilitate and support GM dealer and supplier programs and transactions; to provide customer and vehicle support and service (such as recall information); for warranty administration and validation; to provide product and service updates; develop new products and services; for research, evaluation of use, and troubleshooting purposes; to verify eligibility for vehicle purchase or incentive programs; for marketing and/or analytics purposes; to customize and improve communication content; to comply with legal, regulatory or contractual requirements; to evaluate or conduct a merger, divestiture, acquisition, restructuring, reorganization, dissolution, or other sale or transfer of all of our assets; to detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, and prosecute those responsible for that activity; and to debug to identify and repair errors that impair existing intended functionality.

Categories of Third-Party Sharing of Personal Information

We may share Personal Information with our service providers; emergency service providers, such as law enforcement, roadside assistance providers and ambulance providers; business partners for marketing activities; and independent third parties, such as research institutions, in-vehicle app providers or usage-based insurance providers.

Your Rights and Choices

The CCPA provides certain consumers (i.e., California residents) with specific rights regarding their Personal Information. This section describes the CCPA rights that you

may have and explains how to exercise those rights. You have a right not to receive discriminatory treatment for exercising these privacy rights.

Right to Opt-Out of the Sale of Personal Information

We have disclosed or sold Personal Information to third parties for a business or commercial purpose in the preceding 12 months in the following categories: Identifiers and internet or similar network activity. You have a right to opt-out of the sale of your Personal Information. We do not sell the Personal Information of minors under 16 years of age without affirmative authorization.

Right to Know About Personal Information Collected, Used, Disclosed, or Sold

You have the right to request up to twice in a 12-month period that we disclose certain information to you about our collection, use and disclosure of your Personal Information over the past 12 months. Once we receive your request and verify your identity, we will disclose to you the information you request in the following areas: (1) the categories of Personal Information we collected about you; (2) the categories of sources for the Personal Information; (3) our business or commercial purpose for collecting or selling that Personal Information; (4) the categories of third parties with whom we shared that Personal Information; and (5) the specific pieces of Personal Information we collected about you in the preceding 12 months.

Right to Delete Personal Information Collected or Maintained

You have the right to request that we delete any of your Personal Information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your request and verify your identity, we will delete your Personal Information from our records, unless an exception under the CCPA applies. In our response to your request to delete, we will specify the manner in which we have deleted your Personal Information or, if we must deny your deletion request, the basis for this refusal.

Exercising Your Rights

To exercise the rights described above, please submit a verifiable consumer request to us by either:

- Calling us at 866-MYPRIVACY (697-7482)
- Visiting consumerprivacy.gm.com

Authorizing an Agent

You may designate an authorized agent to submit your consumer request on your behalf, so long as the authorized agent has provided us with a valid Power of Attorney under the California Probate Code or has provided proof that it has your written permission to submit the request and you have submitted an authorized agent designation form. If we do not receive a valid Power of Attorney, we may also require you to verify your identity directly with us and directly confirm that you provided the authorized agent permission to submit the request.

Our authorized agent designation form can be obtained at GM's California Privacy Data Subject Request page or by contacting gm.datacompliance@gm.com. You can submit the completed form to us on our website or by email to gm.datacompliance@gm.com. If you submit your request over the phone, please email all documents to gm.datacompliance@gm.com.

We will not be able to process your request until you provide all required documentation.

Verifying Your Request

We cannot respond to your request to know or request to delete if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use Personal Information provided in a verifiable consumer request to verify your identity or authority to make the request. To verify your identity, we ask that you to provide us with the following information when you submit your request: (1) first name, (2) last name, and (3) phone number or email.

We will use the above information to verify your identity. We will require additional information to verify your identity and fulfill your request depending on the type of request or the information requested by you.

Notice of financial incentive

We may offer financial incentives, as defined by the California Consumer Privacy Act, when you enroll in our My Rewards program. My Rewards is a loyalty program in which participants earn and redeem points by engaging in eligible transactions, including, but not limited to, purchasing or leasing eligible GM vehicles at participating GM dealerships in the United States, purchasing certain goods or services from a participating dealer or online through participating GM websites, purchasing certain services from OnStar, or transacting with the My GM Rewards Credit Card. For a complete description of the most current eligible transactions, as well as details on earning and redeeming points, go to <https://experience.gm.com/rewards>.

We offer the My Rewards program to enhance our relationship with you so that you can enjoy more of our products and services at a lower price. To become a My Rewards member and earn and receive program benefits, users must enroll by providing name, address, and email. Users also have the option to complete a profile with additional information about hobbies and interests to allow for better tailored offers, but this information is not required for program membership. In addition, new members of the My GM Rewards Credit Card are enrolled in My Rewards based on the data provided in the card application. To provide the program benefits, we must receive and track the personal information provided when you enroll in the My Rewards program or when you engage in activities to earn points, such as contact information and purchase history.

In order to complete membership into My Rewards, you also must acknowledge both the [My GM Rewards Program Terms and Conditions](#) and the [GM Privacy Statement](#).

Consumers may withdraw from participation in the My Rewards program at any time by contacting a My Rewards Member Support Specialist at 844-764-2665.

Solely for purposes of complying with the California Consumer Privacy Act, we estimate that the value of a consumer's data related to the My Rewards program to be, on average, \$0.19 per program member. We have calculated the value of a consumer's data by estimating the expenses related to the provision of the My Rewards marketing program per member.

Direct Marketing

California residents have the right to request information from GM regarding the manner in which GM shares certain categories of your personal information with third parties, for the third parties direct marketing purposes. California law provides that you have the right to submit a request to GM at its designated address and receive the following information:

- The categories of information GM disclosed to third parties for the third parties' direct marketing purposes during the preceding calendar year; and
- The names and addresses of third parties that received such information, or if the nature of their business cannot be determined from the name, then examples of the products or services marketed.

You are entitled to receive a copy of this information in a standardized format and the information will not be specific to you individually. You may make such a request by calling 1-866-MYPRIVACY (1-866 697-7482).

Changes to Our Privacy Notice

We reserve the right to amend this privacy notice at our discretion and at any time. When we make material changes to this privacy notice, we will notify you by email or through a notice on our website homepage.

Contact Information

If you have any questions or comments about this notice, our Privacy Statement, the ways in which we collect, use, and share your Personal Information, your choices and rights regarding such use, or wish to exercise your rights under the CCPA, please do not hesitate to contact us at:

Phone: 866-MYPRIVACY (697-7482)

Website: consumerprivacy.gm.com

Email: privacy@gm.com