

United Way Email Collection Privacy and Consent Notice

This privacy notice describes the personal information that we collect from you from this www.caterpillar.com/unitedway website (this, "Site") and how that information may be used or disclosed by us.

This policy does not apply to information that we collect through other means (e.g., other websites or other methods such as telephone calls), or to information collected on any other company or third-party site regardless of whether such site links to or is accessible from this Site. You should carefully read the privacy notices of any other websites.

How do we collect personal Information?

We collect personal information that you voluntarily provide to the Site through the 'Sign Up for Updates' request form link.

What personal information do we collect?

User Provided Information

We collect personal information that you voluntarily provide to this Site. For example, if you sign up for United Way campaign updates, you will receive e-mail updates regarding campaign dates, deadlines, pledging options and instructions.

Automatically Collected Information & Tracking

When you visit this Site, it automatically collects your Internet Protocol ("IP") address and other technical information provided by your browser (e.g., your browser, what site referred you to this Site, etc.). This Site does not honor "do not track" signals sent by your browser. Additionally, this Site sets and retrieves "cookies", which are small identifiers stored by your browser software to identify you, including cookies that are set by third parties that are used to track your use of this Site. For more information on these cookies, please see <http://www.caterpillar.com/en/legal-notice.html>.

How do we use this personal information?

The information that you provide will be used to send you e-mail updates on United Way campaign dates, deadlines, pledging options and instructions. (e.g., if you sign up for United Way updates then your information will be used for the purpose of sending you the requested information. Additionally, we may contact you to confirm that you received the requested information and to understand if you have any additional questions. Also, we may use your information in a de-identified fashion for legitimate business purposes, including analyzing and reporting on the nature of requests and to make improvements to our Site and materials.

Additionally, we may use and/or disclose your personal information as required by law or regulation, or as requested by government authorities or for the protection of persons or property.

How do we safeguard personal information?

We utilize reasonable measures to protect personal information against loss, manipulation, falsification, unauthorized access, or unauthorized disclosure. Due to the design of the Internet and networking and computing technologies, we cannot guarantee that communications between you and the Site will be free from unauthorized access by third parties.

Will we disclose the personal information that we collect?

Your personal information will be shared within the Caterpillar enterprise (e.g., its affiliates and subsidiaries). We may disclose your personal information when it is necessary to answer your inquiry or

to fulfill the purposes of the Site. In any case, the disclosure of personal information is only to those with a legitimate business reason to access the information. Notwithstanding the above disclosures, we will disclose personal information when required or permitted by law or according to relevant corporate policies.

Your consent.

By providing personal information to us, you consent to the collection and use of the personal information in accordance with the purposes described in this privacy notice. Since this service is available to individuals in a variety of global locations, you are also consenting to transferring your personal information to countries or jurisdictions that may not provide the same level of data protection as the legal jurisdiction in which you are located.

Where can I obtain further information about this privacy notice?

To make a request to access, update or delete your personal information (including to opt-out of future advertising, marketing or opinion poll communications from Caterpillar), or for additional information about this privacy notice, please contact us at:

Caterpillar Inc.
Attn: Erika Kempf
100 N.E. Adams Street, Peoria, IL 61629-1480
E-Mail: Kempf_Erika_C@cat.com
Phone: 309-675-1475

Or you may contact Caterpillar's Office of Business Practices at <http://codeofconduct.cat.com/> or by calling +1 (800)-300-7898.

What happens if this privacy notice changes?

We reserve the right to amend this privacy notice. If we update or change this privacy notice, the changes will be made on this page. Your use of the Site following the posting of changes to this privacy notice will demonstrate your acceptance of those changes.

Last Revised: March 2016