

Last Revised: February 24, 2020

**Customer Insight Program (CIP) is a business-to-business customer satisfaction survey executed by Caterpillar Inc. on behalf of the Caterpillar dealer.**

The CIP is a voluntary business-to-business customer satisfaction survey conducted on-line or verbally [orally/telephonically]. Caterpillar and the applicable dealer determine which business customers may be relevant for a particular survey and the dealer identifies the contact individual for those customers that have agreed to or otherwise should participate in the survey as a representative of that customer. If you participate in a CIP survey, you may provide answers to questions relating to your business's satisfaction with the Cat product or service or interactions with the dealer. This may include information that may identify or otherwise relate to you (e.g., your name, e-mail address, title, telephone number). The results from the survey are collected on behalf of the dealer. The de-identified results (the results minus any information that identifies or relates to a natural person) are shared with Caterpillar (Caterpillar Inc. and its affiliates and subsidiaries worldwide).

For information about how your applicable Caterpillar dealer collects, processes, and shares personal data, and rights please contact your dealer. For information about how Caterpillar collects, processes, and shares personal data for its business purposes, and for rights that you may have under applicable data protection laws related to those data, please see Caterpillar's Global Data Privacy Statement <http://www.caterpillar.com/dataprivacy>.

If you wish to opt-out or revoke consent for participating in any CIP surveys, please email us at [customerinsights@cat.com](mailto:customerinsights@cat.com) and we will inform your dealer.

**For more information about this Customer Insights Program or to contact Caterpillar Inc.:**

Customer Insights Program  
501 SW Jefferson Avenue  
Peoria, IL 61630  
[customerinsights@cat.com](mailto:customerinsights@cat.com)

**Customer Insights Survey Privacy Notices in the corresponding translated languages**

**Chinese**

[Customer Insights Survey Data Privacy Notice \(Chinese\)](#)

**Czech**

[Customer Insights Survey Data Privacy Notice \(Czech\)](#)

**Dutch (Netherlands)**

[Customer Insights Survey Data Privacy Notice \(Dutch \(Netherlands\)\)](#)

**Filipino (Tagalog)**

[Customer Insights Survey Data Privacy Notice \(Tagalog\)](#)

**French (Canada)**

[Customer Insights Survey Data Privacy Notice \(French \(Canada\)\)](#)

**French (France)**

[Customer Insights Survey Data Privacy Notice \(French \(France\)\)](#)

**German**

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**Indonesian**

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