

Privacy Notice for Customer Insights Survey *(Privacy Notice Translations Listed Below)*

Last Revised: May 25th 2018

This privacy notice describes how we collect and process your personal information through the Customer Insights Survey (whether completed on-line or verbally) and how that information may be used or disclosed by us. This notice 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 survey. You should carefully read the privacy notices of any other websites. This notice is consistent with Caterpillar's Global Privacy Statement, which describes how Caterpillar collects, processes and shares personal data, rights that you may have under privacy laws, and other information relevant to Caterpillar's processing of personal information. Caterpillar's Global Privacy Statement is available at <http://www.caterpillar.com/dataprivacy>

What personal information does this Customer Insights Survey collect and process?

User Provided Information

We collect personal information that you voluntarily provide through your completion of the survey. For example, your name, email address and telephone number.

Transaction Related Information

You were provided the opportunity to complete the survey because of a recent transaction involving a Cat product or service. Information related to that transaction (e.g., the product or service purchased, the dealer involved) may be combined with your answers.

Automatically Collected Information & Tracking

To the extent that you complete the survey through this website, it automatically collects your Internet Protocol ("IP") address and other technical information provided by your browser (e.g., your browser type, what site referred you to the Survey site, etc.). At this time this website does not respond to "do not track" signals sent by your browser. We may revisit this as standards develop on how such signals should be interpreted and applied. Additionally, this Site sets and retrieves "cookies", which are small identifiers stored by your browser software to identify you, in order to facilitate your usage of this Site. Cookies are only used to maintain the session state, and do not include any response or other personal information.

How do we use this personal information?

The personal information that you provide may be used for:

- Research and analytical purposes, including to assess customer satisfaction and to improve Caterpillar products and services;
- to follow up with you regarding your purchase or this survey;
- to manage Caterpillar's relationship with you; and
- in some cases, for future communications, including to follow up with you regarding your purchase, this survey or as otherwise requested by you.

Information that you provide may also be used and shared in a de-identified, anonymous, or aggregate manner.

Where can I obtain further information about this Customer Insights Survey and its privacy practices?

To make a request to access, update or delete your personal information, or for additional information about this privacy notice, please contact us at:

Caterpillar Inc.
Attn: Customer Insights Program
501 SW Jefferson
LC2160
Peoria, IL 61630
Email: customerinsights@cat.com

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

For additional corporate contact information, please see the Global Privacy Statement at <http://www.caterpillar.com/dataprivacy>

What happens if this privacy notice changes?

Caterpillar reserves the right to amend this data privacy notice. If Caterpillar updates or changes this privacy notice, the changes will be made on this page.

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 (Belgium)

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

Dutch (Netherlands)

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

French (Canada)

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

French (France)

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

German

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

Hungarian

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

Indonesian

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

Italian

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

Japanese

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

Korean

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

Malaysian

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

Norwegian

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

Polish

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

Portuguese (Brazil)

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

Portuguese (Portugal)

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

Russian

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

Spanish (Latin America)

[Customer Insights Survey Data Privacy Notice \(Spanish \(Latin America\)\)](#)

Spanish (Spain)

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

Swedish

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

Tamil

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

Thai

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

Turkish

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