

Privacy Notice for Cat® Tech Benefits AR

Last Revised:

27 March 2019

This privacy notice describes how Caterpillar collects and processes the personal information through the **Cat® Tech Benefits AR app**. 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 app Cat® Tech Benefits AR app collect and process, and why?

Cat® Tech Benefits AR app is a mobile device application that is designed to demonstrate the added value of Cat ease of use features in the newest generation machines, through augmented reality.

This App utilizes content stored on your device (as part of the app) that allows you to test and see the result of the new on-board features of various machines in action.

Cat® Tech Benefits AR app is not designed or intended to any collect personal information and store any information about you other than the contact form that you can choose to fill out in case you want to receive more info on a specific feature. The contact form is not part of the app and will lead you to a dedicated page on www.cat.com. You will have to express your consent on that page and Caterpillar's Global Privacy Statement (<http://www.caterpillar.com/dataprivacy>) applies to this form as well.

Please note that if you select "Share Usage Information" on the next page, then information about your usage of the App will be shared with Caterpillar by utilizing Google Analytics. Caterpillar generally uses this information in a manner that does not enable us to directly identify you and uses it to understand how the App is being used and to potentially make updates to the App. More information on Google Analytics can be found at <https://marketingplatform.google.com/about/analytics/> and you can always change your preference with regard to sharing usage information by going back to this legal agreement and changing your preference regarding tracking.

Where can I obtain further information about this app Cat® Tech Benefits AR app and its privacy practices?

For more information about the **Cat® Tech Benefits AR app**, please contact us at:

Caterpillar Inc.

Attn: Cat project owner

Cat_Tech_Benefits_AR_Support@cat.com

For additional information about Caterpillar's privacy practices, including corporate contact information, please see the Global Privacy Statement at <http://www.caterpillar.com/dataprivacy>

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 https://www.cat.com/en_GB/campaigns/awareness/cat-tech-benefits-AR.html. Your use of the **Cat® Tech Benefits AR** following the posting of changes to this privacy notice will demonstrate your acceptance of those changes.