

## PRIVACY NOTICE FOR MILLION MILER CLUB PROGRAM WEBSITE

Last Revised: June 23, 2021

This privacy notice describes how we collect and process the personal information through the Million Miler Club submission form on [https://www.cat.com/en\\_US/campaigns/awareness/million-miler-form.html](https://www.cat.com/en_US/campaigns/awareness/million-miler-form.html). 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 Website collect and process, and why?

#### User-Provided Information

The Million Miler Club submission form collects the submitting customer's first/last name, email address, company, and country. The purpose for collecting this information is to document and verify membership in Million Miler club, to communicate with you, and to provide you with the benefits of membership, including access to special giveaways and discounts. This information may be shared with our affiliated companies, dealers, business partners, and suppliers, to provide you with the benefits of membership and for future communications.

#### Automatically Collected Information & Tracking

Cookies and other tracking technologies, in general, are used to improve website and application efficiency, enable better processing of information, and for various other reasons. To learn more about cat.com's usage of cookies, please refer to the cookie notice by visiting [caterpillar.com/cookies](http://caterpillar.com/cookies) or by selecting "Cookies" on the website or application website.

#### Third Party Integration, Services, and Tracking

We link to third party solutions that enable third-party companies to collect certain information when you visit this Site. These companies use non-personally-identifiable information (e.g., click stream information, browser type, time and date, subject of advertisements clicked or scrolled over, hardware/software information, cookie and session ID) and information that may allow for identifying you (e.g., static IP address) during your visits to this Site and other websites in order to provide advertisements for products likely to be of greater interest to you or advertising-related services, such as ad delivery, reporting, attribution, analytics, and market research. These third parties typically use a cookie, pixel tag, web beacon or other similar tracking technologies to collect this information. For example, in the course of visiting our site, these third parties may place or recognize a unique cookie on your browser in order to collect certain information about you and your interest in our Products and could be used to show you ads on other websites based on your interests. This information may also be used to relate devices which belong to the same user (based on user behavior or other information collected) or re-identified to an individual user (e.g. an email address). More information on these is available in our Cookie Disclosure. This includes:

- Microsoft's Bing Ads - Bing Ads collect user information (including personally identifiable information) from Microsoft online properties, apps and other technologies like tags, pixels or unique tracking codes ("Bing Ads User Data"). Microsoft uses Bing Ads User Data for purposes of delivering Bing Ads including, where applicable, retargeting and conversions. Microsoft uses Bing Ads User Data for its own purposes, including to improve its services. To learn more about how Microsoft collects, uses and processes personally identifiable information, including information on how to control the use of your data for interest-based advertising from Microsoft, please see its Privacy Statements at <https://privacy.microsoft.com/en-us/privacystatement>.
- Facebook Ads – Facebook collects user information (including personally identifiable information) from Facebook, Instagram, Messenger and other products and features offered by Facebook apps and other technologies like tags, pixels or unique tracking codes ("Facebook User Data"). Facebook uses Facebook User Data for purposes of delivering Facebook Ads including, where applicable, retargeting and conversions. Facebook uses Facebook User Data for its own purposes, including to improve its services. To learn more about how Facebooks collects, uses and processes information and how you can manage or delete information about you please see its Data Policy at <https://www.facebook.com/about/privacy>.
- Google's Google Analytics - Google Analytics is a third-party analytics service. We use Google Analytics to collect information about the use of this Site. Google Analytics collects information on visitor behavior on this Site such as how often users visit this Site, what pages they view when they do so, and what other websites they used prior to coming to this Site. We use the information we get from Google Analytics to analyze user behavior, improve Site performance, personalize the user experience, and analyze the effectiveness of our marketing campaigns. Google Analytics collects only the IP address assigned to you on the date you visit this site, rather than your name or other identifying information. Google Analytics anonymizes the IP address before it is stored. We do not receive the non-anonymized IP address. We may combine the Google Analytics data with first and third-party data information which may include personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this site, the cookie cannot be used by anyone but Google. To learn more about how Google collects and uses data, visit <https://policies.google.com/privacy/partners>. For opt-out options specific to Google Analytics, please visit <https://tools.google.com/dlpage/gaoptout>.

#### Website Linkages

As users explore [caterpillar.com](http://caterpillar.com), they may encounter linkages to other Caterpillar and non-Caterpillar websites. Users are advised that as links are selected, they may encounter different features and experiences that may have different privacy notices and processes not associated with [caterpillar.com](http://caterpillar.com).

#### Do Not Track Signals

At this time, this Website does not respond to "Do Not Track" signals that may be sent by your browser. We may revisit this as standards develop on how such signals should be interpreted and applied.

### Where can I obtain further information about this submission form, the Million Miler Club and its privacy practices?

For further information on the Million Miler Club submission form and its privacy practices, contact [millionmiler@cat.com](mailto:millionmiler@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 this page. Your use of the Website following the posting of changes to this privacy notice will demonstrate your acceptance of those changes.