

Notice at Collection for California Residents

Effective Date: January 1, 2023

1 INTRODUCTION

This Notice at Collection for California Residents (the “**California Notice at Collection**”) describes CNH Industrial Group’s (“**Company**,” “**our**,” “**we**,” or “**us**”) collection and use of Personal Information. This California Notice at Collection applies solely to all visitors, users, and others who reside in the State of California (“**Consumers**” or “**you**”). We adopt this notice to comply with the California Privacy Rights Act of 2020 (“**CPRA**”) and any terms defined in the CPRA have the same meaning when used in this notice.

Note that this California Notice at Collection does not apply employment-related personal information collected from our California-based employees, job applicants, contractors, or similar individuals. Please contact your local human resources department if you are a California employee and would like additional information about how we process your Personal Information.

2 SCOPE OF THIS CALIFORNIA NOTICE AT COLLECTION

This California Notice at Collection applies to information that we collect on our Websites that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your device (“**Personal Information**”). However, publicly available information that we collect from government records and deidentified or aggregated information (when deidentified or aggregated as described in the CPRA) are not considered Personal Information and this California Privacy Addendum does not apply.

This California Notice at Collection does not apply employment-related Personal Information collected from our California-based employees, job applicants, contractors, or similar individuals (“**Personnel**”). Please contact your local human resources department if you are part of our California Personnel and would like additional information about how we process your Personal Information.

This California Notice at Collection also does not apply to Personal Information reflecting a written or verbal business-to-business communication (“**B2B Personal Information**”). Please see our California Privacy Addendum for B2B Personal Information for information regarding our practices regarding your B2B Personal Information.

This California Privacy Addendum also does not apply to certain Personal Information that is excluded from the scope of the CPRA, like Personal Information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA) (which may be collected if you have loan, credit card, or other financial account with us), and the Driver’s Privacy Protection Act of 1994.

3 INFORMATION WE COLLECT ABOUT YOU

We collect the following categories of Personal Information from Consumers:

Category	Applicable Pieces of Personal Information Collected
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A. Identifiers.	A real name; alias, postal address; unique personal identifier; online identifier; Internet Protocol address; email address; account name.
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name; address; telephone number. <i>Some Personal Information included in this category may overlap with other categories.</i>
D. Commercial information.	Records of personal property, products, or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
F. Internet or other similar network activity.	Browsing history; search history; information on a Consumer’s interaction with a website, application, or advertisement.
G. Geolocation data.	Physical location or movements.

We do not collect any Personal Information on or through our Websites that is considered “Sensitive Personal Information” under the CPRA.

4 PURPOSES FOR COLLECTING AND SELLING/SHARING OF YOUR PERSONAL INFORMATION

Company is collecting your Personal Information on our Website to support its business operations, including for the purposes described in the chart below.

We “sell” the personal information we collect for monetary or other valuable consideration. We also “share” it with third parties for cross-context behavioral advertising. To opt-out of the “selling” or “sharing” of your Personal Information, please click [here](#).

Personal Information Category	Sold or Shared	Purpose for Collection
A. Identifiers	Sold and Shared	<ul style="list-style-type: none"> To provide analytics services to Company so we may further understand our audience and how our website is used. To advertise our products and services to you on other websites and in other mediums.
B. California Customer Records personal information	No	N/A
D. Commercial information	Sold and Shared	<ul style="list-style-type: none"> To provide analytics services to Company so we may further

		<p>understand our audience and how our website is used.</p> <ul style="list-style-type: none"> • To advertise our products and services to you on other websites and in other mediums.
F. Internet or other similar network activity	Sold and Shared	<ul style="list-style-type: none"> • To provide analytics services to Company so we may further understand our audience and how our website is used. • To advertise our products and services to you on other websites and in other mediums.
G. Geolocation data	No	N/A

5 PERSONAL INFORMATION RETENTION PERIODS

We maintain Personal Information in our systems and archives for as long as necessary to pursue the purposes described in this Privacy Notice. Personal Information processed for marketing purposes will be retained indefinitely unless and until you opt-out of such marketing. However, we may retain any or all categories of Personal Information when your information is subject to one of the following exceptions:

- When stored in our backup and disaster recovery systems. Your Personal Information will be deleted when the backup media your Personal Information is stored on expires or when our disaster recovery systems are updated.
- When necessary for us to exercise or defend legal claims.
- When necessary to comply with a legal obligation.
- When necessary to help ensure the security and integrity of our Website and IT systems.

When Personal Information is no longer necessary for the purposes described above, Personal Information is deleted or kept in a deidentified form such that it is not reasonably identifiable to any individual.

6 CHANGES TO THIS CALIFORNIA NOTICE AT COLLECTION

Company reserves the right to amend this California Notice at Collection at our discretion and at any time. When we make changes to this California Notice at Collection, we will provide you an updated notice before collecting any additional personal information and update the addendum's effective date. **Your continued provision of personal information following the posting of changes constitutes your acceptance of such changes.**

7 FULL PRIVACY NOTICE & CONTACT INFORMATION

To view our full privacy notice, visit [Privacy Notice](#).

If you have any questions about this Notice or need to access it in an alternative format due to having a disability, please contact us at the following:

Phone: (866) 639-4563
Email: privacy-compliance@cnhind.com
Postal Address: CNH Industrial America LLC
Attn: Legal
700 State Street
Racine, WI 53404