

# Privacy Notice – Highlights/Notice at Collection

This U.S. and Canada Disclosure supplements the information contained in Robert Bosch GmbH Auf der Breit 4, 76227 Karlsruhe (hereinafter “RB” or “We” or “Us”), internet pages and mobile applications (together also referred to as “Online Offers”), Privacy Notice and applies solely to all visitors, users, and others of the Online Offers. We adopt this U.S. and Canada Disclosure to comply with the U.S. and Canada Data Protection Requirements and any terms defined in U.S. and Canada privacy frameworks have the same meaning when used in this U.S. and Canada Disclosure.

## I. Collection of Personal Information

Our Online Offers have collected the following personal information from users of our Online Offers within the last twelve (12) months.

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or sharing for targeted advertising	Retention
<b>Identifiers</b> We collect this information from our users, customers, and business partners. We also generate identifiers internally.	Full name, telephone, e-mail, address, IP address	Business - To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.  Commercial- To improve our offerings and responding to submitted inquiries and customer service requests and other questions or comments.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information  We do not sell this data for monetary considerations.  We share certain examples from this data category for cross-context behavioral advertising, tracking the usage experience to resolve problems and complaints.	We store your data for as long as it is necessary to render our Online Offers and connected services or for as long as we have a justified interest in storing the data (e.g. we might still have a justified interest in postal mail marketing after fulfillment of our contractual obligations). In all other cases we delete your personal data with the exception of data we are obliged to store for the fulfillment of legal obligations (e.g. due to retention periods under the tax and commercial codes we are obliged to have documents such as contracts and invoices available for a certain period of time).  We retain customer inquiries for 30 days or until the request is resolved.
<b>Personal Information</b> We collect this information from our	Full Name, telephone, address, Company,	Business- To enable use of our sites, services, and products, to communicate with	We disclose this data with our service providers and with business partners, including those whom	We store your data for as long as it is necessary to render our Online Offers and connected services or for as long as

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or sharing for targeted advertising	Retention
users, customers, and business partners	Country, email, IP address	<p>you, and to understand how our Users interact with our sites.</p> <p>Commercial- To improve our offerings and responding to submitted inquiries and customer service requests and other questions or comments.</p>	<p>you instruct us to send this information</p> <p>We do not sell this data for monetary considerations.</p> <p>We may share this data for cross-context behavioral advertising, tracking the usage experience to resolve problems and complaints.</p>	<p>We have a justified interest in storing the data (e.g. we might still have a justified interest in postal mail marketing after fulfillment of our contractual obligations). In all other cases we delete your personal data with the exception of data we are obliged to store for the fulfillment of legal obligations (e.g. due to retention periods under the tax and commercial codes we are obliged to have documents such as contracts and invoices available for a certain period of time).</p> <p>We retain customer inquiries for 30 days or until the request is resolved.</p>
<b>Geolocation Data</b>	IP Location	<p>Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.</p> <p>Commercial- To improve our offerings and responding to submitted inquiries and customer service requests and other questions or comments.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information</p> <p>We do not sell this data for monetary considerations.</p> <p>We may share this data for cross-context behavioral advertising, tracking the usage experience to resolve problems and complaints.</p>	<p>We store your data for as long as it is necessary to render our Online Offers and connected services or for as long as we have a justified interest in storing the data (e.g. we might still have a justified interest in postal mail marketing after fulfillment of our contractual obligations). In all other cases we delete your personal data with the exception of data we are obliged to store for the fulfillment of legal obligations (e.g. due to retention periods under the tax and commercial codes we are obliged to have documents such as contracts and invoices available for a certain period of time).</p>

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or sharing for targeted advertising	Retention
				We retain customer inquiries for 30 days or until the request is resolved.
<p><b>Internet or other similar network activity</b></p> <p>We collect this information from our users and customers</p>	<p>Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.</p>	<p>Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.</p> <p>Commercial- To improve our offerings and responding to submitted inquiries and customer service requests and other questions or comments.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information</p> <p>We do not sell this data for monetary considerations.</p> <p>We may share this data for cross-context behavioral advertising, tracking the usage experience to resolve problems and complaints.</p>	<p>We store your data for as long as it is necessary to render our Online Offers and connected services or for as long as we have a justified interest in storing the data (e.g. we might still have a justified interest in postal mail marketing after fulfillment of our contractual obligations). In all other cases we delete your personal data with the exception of data we are obliged to store for the fulfillment of legal obligations (e.g. due to retention periods under the tax and commercial codes we are obliged to have documents such as contracts and invoices available for a certain period of time).</p> <p>We retain customer inquiries for 30 days or until the request is resolved.</p>
<p><b>Professional or employment-related information</b></p> <p>We collect this information from our users, customers, and business partners</p>	<p>Company Name</p>	<p>Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.</p> <p>Commercial- To improve our offerings and responding to submitted inquiries and customer service requests and other</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information</p> <p>We do not sell or share this data</p>	<p>We store your data for as long as it is necessary to render our Online Offers and connected services or for as long as we have a justified interest in storing the data (e.g. we might still have a justified interest in postal mail marketing after fulfillment of our contractual obligations). In all other cases we delete your personal data with the exception of data we are obliged to</p>

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or sharing for targeted advertising	Retention
		questions or comments.		<p>store for the fulfillment of legal obligations (e.g. due to retention periods under the tax and commercial codes we are obliged to have documents such as contracts and invoices available for a certain period of time).</p> <p>We retain customer inquiries for 30 days or until the request is resolved.</p>

RB will continue to collect the personal information described above. If any additional personal information is collected by RB, we will provide any required notice(s), and where applicable obtain any required consent(s), in accordance with applicable laws in the relevant jurisdiction.

## II. Sources of Personal Information

RB collects personal information from the following categories of sources:

1. Directly from You. For example, when given by you or collected from you through your access to and/or use of our Online Offers, in context of when you contact customer support or otherwise interact or communicate with RB, representatives, or internal business partners through our Online Offers. This information may include, without limitation, your first and last name, address, phone number, e-mail address, country, company and any other information you choose to provide us.
2. Indirectly from You. For example, from observing your use of our Online Offers and/or the Services, or services related thereto. The following data may be collected automatically: the website from which you visit RB (referrer), pages viewed, files downloaded (downloads), individual links clicked, search words or search phrases (site search), duration of visit, browser used, device data (e.g., unique device identifier, MAC address, IP address, serial number, hardware model, network information and operating system and version), and other relevant details and/or information. If the visit is a result of online advertising such as banners, video ads, search engine advertising, etc., RB or its representatives, or internal business partners may record which banner, adware, etc. motivated or assisted with the visit to our Online Offers.

RB will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated or incompatible purposes without providing you notice or obtaining your consent, where required by applicable laws in the relevant jurisdiction.

### III. Disclosure, Sale and Sharing of Personal Information – Past 12 Months

RB may use, store, compile, process, share and disclose your personal information with third parties for the purposes stated above. Your personal information is disclosed with the following:

- RB affiliated entities, including RB's parent company in Germany, Robert Bosch GmbH, to leverage shared services and improve our Services;
- RB service providers, consultants, marketing partners, and other internal business partners and entities performing work on RB's behalf, such as hosting, advertising service providers, data analytics companies, marketing service companies, list managers and delivery companies.
- Relevant authorities in accordance with, and as RB deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

By accessing and/or using our Online Offers or the Services, you consent to the above uses and disclosure of your personal information in accordance with this notice.

Sale or Sharing of Personal Information. In the preceding twelve (12) months, RB does not sell personal information for monetary consideration. RB may share the following categories of personal information for cross-context behavioral advertising:

- a. Identifiers
- a. Personal Information.
- b. Geolocation
- c. Internet or other similar network activity.

We share or sell your personal information for the business and commercial purposes listed in Section III to the following categories of third parties:

- Social Media Networks
- Advertising Networks

To exercise the right to opt-out, you may submit a request to us via the "Privacy settings" link or directly at this [email link](#).

### IV. California "Shine the Light" Privacy Rights

California's "Shine The Light" law permits those RB customers who are residents of California to annually request a list of their personal information (if any) that RB disclosed to third parties for direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties. At this time, RB currently does not share any personal information with third parties for direct marketing purposes.

### V. How We Respond to Do Not Track Signals

The "Do Not Track" ("DNT") privacy preference is an option that may be made in some web browsers allowing you to opt-out of tracking by websites and online services. At this time, global standard DNT technology is not yet finalized and not all browsers support DNT. We therefore do not recognize and/or respond to all DNT signals.

## VI. Your Rights - US

State specific privacy laws within the United States provide data subjects certain rights regarding the personal information that businesses collect and how the collected personal information is used. If you would like to exercise data subject right available to you, find the “Exercise your Rights” section below. Our privacy team will examine your request and respond to you as quickly as possible.

We may still use any aggregated and de-identified Personal Information that does not identify any individual and may also retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our Agreements. We maintain and use all de-identified information in de-identified form. We do not attempt to reidentify it except to ensure our de-identification processes are in compliance with applicable law.

Dependent on the state of your residence \* you may be provided the following data subject rights:

**Right to Confirm/Know/Disclose** - what personal information Bosch has collected about you, the sources from which it is collected, the purposes for collecting, selling, or sharing it, and the categories of third parties to whom we disclose it.

**Right to Access/Obtain** - a copy of the personal information collected about you, including information about automated decision making.

**Right to Data Portability** - receive your personal information in a transferable and readily usable format, when technically feasible.

**Right to Delete** - your personal information, subject to certain exceptions.

**Right to Correction** - of the personal information we maintain about you.

**Right to Opt-Out** –of sale or sharing of personal information to third parties, targeted advertising, profiling, automated decision making, collection of sensitive personal information, or collection of personal information through the operation of a voice or facial recognition.

**Right to Question the Results of Profiling** - and to review your personal information used for profiling, to question the results, to be informed of the reasons of the resulting decision, and to be informed of what actions you can take to secure a different decision.

If a decision was based on inaccurate personal information, you have the right to have the personal information corrected and the profiling decision reevaluated.

**Right to Restrict Sensitive Personal Information** - to limit the use and disclosure or to opt-out.

**Right to Appeal** – our decision regarding your submitted request.

**Right to not be discriminated against** for exercising your privacy rights

\* States include California, Colorado, Connecticut, Delaware, Florida, Iowa, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah, Virginia.

## VII. How to Exercise Your Rights

To exercise your rights, submit a verifiable consumer request or access request, as applicable, to us by either:

Calling us at (888-43-BOSCH (888-432-6724)).

Sending an email to: [privacy.policy@us.bosch.com](mailto:privacy.policy@us.bosch.com)

You can also ask us not to sell or share your personal information via the “Privacy settings” link at the footer of our website.

To assist RB in processing your request when exercising your rights, supply the following information:

- Full name
- Phone number
- Address
- Any information you can provide about your previous contact with RB (e.g. contact point / touchpoint with RB, screenshots, reference to a specific product/newsletter)

Only you (or based on your state of residence, an authorized agent authorized by you to act on your behalf – see **Section Authorized Agent** below for more information) may make a verifiable consumer request or access request, as applicable related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. Your verifiable consumer request or access request, as applicable, must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request or access request does not require you to create an account with us, but if you already have an account with us, you may be required to make your request through that account.

We will only use personal information provided in a verifiable consumer request or access request, as applicable, to verify the requestor’s identity or authority to make the request.

## **VIII. Response Timing and Format**

We endeavor to respond to a verifiable consumer request or access request, as applicable, within forty-five (45) days of its receipt, or sooner where required by applicable law (including Canadian Privacy Laws). If we require more time (up 90 days in total), where permitted by applicable law, we will inform you of the reason and extension period in writing. Opt-out requests will be honored as soon as feasibly possible, but no later than 15 days from the date we receive the request.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide in response to a verifiable consumer request will only cover the 12-month period preceding the verifiable consumer request's receipt, unless otherwise required by applicable law. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

For data portability requests, where applicable, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request or access request, as applicable, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the

request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

## **IX. Personal Information Sales: Opt-Out and Opt-In Rights**

RB does not sell your personal information to third parties for monetary consideration as defined by relevant laws. However, RB engages in online advertising practices (and certain analytics or similar activities) whereby we share personal information with other companies and service providers in compliance with the law in order to deliver more meaningful ads and other communications to consumers, and for other similar reasons provided in this Privacy Notice. These practices may be considered a “sale”, “sharing” or targeted advertising for cross-context behavioral advertising as defined in the CPRA, VCDPA, and other relevant U.S. state laws.

Based on your state of residence and if you are 16 years of age or older, you may have the right to direct us to not sell your personal information at any time (the "right to opt-out"). Furthermore, where required by applicable law in the relevant jurisdiction, we will obtain your consent prior to selling your personal information. We do not sell the personal information of consumers we actually know are less than 16 years of age, unless we receive affirmative authorization (the "right to opt-in") from either the consumer who is between 13 and 16 years of age, or the parent or guardian of a consumer less than 13 years of age. Consumers who opt-in to personal information sales may opt-out of future sales at any time. Once you make an opt-out request, we will wait at least twelve (12) months before asking you to reauthorize personal information sales. However, you may change your mind and opt back in to personal information sales at any time by submitting a request to us via this [email link](#).

To exercise the right to opt-out, you may submit a request to us via this [email link](#).

To disable sharing through cookies set by third parties that may be considered “sales” or “sharing” under the CPRA, VCDPA, and other relevant U.S. state laws, please refer to the “Settings” link in the cookie banner of our Online Offers.

## **X. Authorized Agent**

### **I. California**

As a California resident you may also exercise your request to know or request to delete through an authorized agent. When you submit your request through an authorized agent, we require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.

The foregoing does not apply when you have provided your authorized agent with a power of attorney pursuant to California Probate Code sections 4000 to 4465; provided, that we may require a copy of such power of attorney before fulfilling any request.

### **II. Colorado**

As a Colorado resident you may also exercise your request to opt-out through an authorized agent. When you submit your request through an authorized agent, we require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and

2. Verify your own identity directly with us.

## **XI. Non-Discrimination**

We will not discriminate against you for exercising any of your rights. Unless permitted by applicable law, we will not: (a) deny you goods or services; (b) charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; (c) provide you a different level or quality of goods or services; or (d) suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

## **XII. Filing a Complaint**

Regulatory authorities that oversee the privacy laws and regulations, including the Office of the Privacy Commissioner of Canada, advise individuals to file an objection or challenge with the relevant company before lodging a formal complaint with a regulatory authority. If you are dissatisfied with RB's response to an objection or challenge filed under Article XX above, or you wish to file a complaint with a regulatory authority first, you may do so as follows:

**Under PIPEDA:** You may file a complaint with the [Office of the Privacy Commissioner of Canada](#). Depending upon the province where you live, you may also (or instead) have the right to file a complaint with the applicable provincial privacy commissioner/regulator.

**Under US state laws:** You may file a complaint with the applicable state Attorneys General Office or regulatory agency.

## **XIII. Changes to Privacy Notice**

Due to the constantly changing nature of RB business, RB reserves the right to change, update, revise and/or modify this Privacy Notice at any time at RB's sole discretion, and RB will post any new or revised Privacy Notice here. Any such change, update, revision and/or modification will be effective immediately upon posting on this website, unless we are required to provide direct notice or obtain your consent pursuant to applicable laws. Use of information that RB gathers now will be subject to the Privacy Notice in effect at the time of use. By using or navigating around our Online Offers or utilizing any of the Services, you acknowledge that you have read and understood and agree to be bound by this Privacy Notice in and the applicable Terms of Use. If you do not agree to be so bound, do not remain on our Online Offers. You are responsible for checking our Online Offers frequently to keep apprised of recent changes.

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The effective date of this Privacy Notice is 2025.05.21

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