

GEAR Privacy Statement

1. General statement:

Global Enterprise Asset Repository (GEAR), owned and operated by Ford Motor Company U.S., respects your privacy and is committed to protecting it. This Privacy Statement explains GEAR's policies and practices regarding information GEAR collects from Company personnel and suppliers, including personally identifiable information. It is through this Privacy Statement that we intend to provide you with a level of comfort and confidence in how we collect, use, and safeguard the information, including any information that you provide through this website, and how you can contact us if you have any questions or concerns. By explaining our data handling practices we aim to develop a trusting and long-lasting relationship with you.

2. The business purpose of GEAR:

This Privacy Statement applies to the Global Enterprise Asset Repository (GEAR) website located at www.gear.ford.com (used by our global advertising and Marketing personnel and suppliers to access GEAR resources, and by anyone who seeks to complete a registration form to access a GEAR website), referenced herein as "GEAR" or "website."

The purpose of this website is to provide digital images and videos to our global advertising and marketing personnel and suppliers.

For added convenience, a select set of website features are accessible from web-enabled mobile devices as a mobile-optimized web experience. The intent is to provide screens that are optimized for the size of screen and operating system. On some devices these website features may be limited in functionality.

3. Information about GEAR:

GEAR is owned by Ford Motor Company, P.O. Box 6248, Dearborn, MI 48126, U.S.A., ATTN: M&S Global Enterprise Asset Repository.

Ford Motor Company uses a third-party supplier, WPP/Global Team Blue ("Ford GEAR Administrator") to provide GEAR administration support.

4. Personally identifiable information we collect from you:

When you visit GEAR we will not collect any personally identifiable information unless you provide it to us voluntarily. For purposes of this Privacy Statement, personally identifiable information is information that identifies you as an individual such as your name, street address, telephone number, and email address.

Our primary goal in collecting personal information from you is to register you to use a GEAR website and to provide you with the functionality and services that you need to have a meaningful and customized experience while using the website features. For example, we need to collect personal information in order to register you and to grant appropriate access to GEAR. In addition, when you download a digital image or video from this website, the IP address of your device and your User ID may be associated to the digital image or video so that GEAR can associate you to the download.

Advertising agency personnel

Advertising agency personnel who want to access GEAR resources on www.gear.ford.com must complete the registration form and submit it on this website. Upon receipt of the registration form, the agency administrator/Ford GEAR Administrator will provide your personal information to Ford for purposes of providing you access to GEAR.

Ford Personnel

With respect to Company personnel who would like to avail themselves of GEAR resources, such personnel will have a choice about whether to register for access to the GEAR website using their CDS ID and password, or to request specific GEAR resources by sending an email to gearna@ford.com.

Email addresses provided in order to forward a link to an asset are used for the purpose of sending the email to your intended recipient, and to document asset history.

This website may use session and persistent “cookies” to collect personally identifiable information in order to verify log in credentials. An explanation on collection methods and how they work is included in Section 7 – Methods to Collect Information, below.

5. How we use the personally identifiable information we collect:

Personally identifiable information collected by GEAR may be used for GEAR administration purposes, namely:

- To fulfill a website user request (e.g., for digital images and videos, or for advertising or marketing materials)
- To provide you with credentials to use the GEAR website
- Responding to comments or requests for information from you
- Reviewing requests for or to develop new products or services
- Making your experience more customer friendly
- Contacting you if necessary in the course of processing your request
- Generating website analytics that improve our website layout, content, product offerings and services
- Compile user data that is stored in our corporate database
- Matching personal data collected with data that Ford has already collected about you
- Matching digital images with the person’s userid or other credentials who downloaded the image
- Complying with legal requirements

6. How aggregate or non-personally identifiable information is collected from website visitors:

GEAR also collects non-personally identifiable information (also referred to as “non-personal information” or “aggregate information”) from website users. We collect this information on an aggregate/anonymous basis. Non-personal information includes tracking the website pages that are visited or the amount of time spent on our website.

GEAR’s primary goal in collecting aggregate information is to be able to perform website metrics that allow us to improve the website. We need to collect aggregate/anonymous information for the following reasons, including but not limited to, tracking page visits and peak website usage times, performing website click through analysis and website layout re-design.

We may use session and persistent “cookies,” and session logs to collect aggregate or other non-personally identifiable information about website users. An explanation for each of these items and how they work is included in Section 8 - Methods used to collect aggregate or non-personally identifiable information.

7. How aggregate or non-personally identifiable information is used:

Non-Personally identifiable information GEAR collects may be used to:

- Compile aggregate and statistical data to help in website design and to identify popular features
- Measure website activity to allow us to update our website to better meet user wants and needs
- Make the user experience more customer friendly
- Develop new and improved products, services and marketing

GEAR utilizes non-personally identifiable information for the purpose of performing analytics on the user’s experience while visiting this website. This analysis may be performed:

- on an aggregate level and does not identify you or your information personally
- by a third-party supplier acting on behalf of GEAR
- to improve our website and the user experience
- to track user movement across this and other Ford Motor Company websites or to track other events within or across this and other Ford Motor Company websites (which may include the use of session and/or persistent cookies)

Any information that is provided to a third-party supplier is to be used only for the purpose of performing the analytics and compiling reports of the data. The third-party supplier is restricted from using this data in any other way other than to provide these services to Ford Motor Company and they may not share or resell this data.

8. Methods used to collect aggregate or non-personally identifiable information:

A “cookie” is a small text file that helps us in many ways to make your visit to our website more enjoyable and meaningful to you. For example, cookies avoid you having to log in every time you come back to one of our websites. They also allow us to tailor a website or advertisement to better match your interests and preferences. There are a couple different types of cookies.

A “session” cookie is stored only in your computer’s working memory (RAM) and only lasts for your browsing session. When you close all your browser’s windows, or when you shut down your computer, the session cookie disappears forever.

A “persistent” cookie is stored on your computer’s hard drive until a specified date, which could be tomorrow, next week, or 10 years from now. Persistent cookies stay on your computer until either a) they expire, b) they are overwritten with newer cookies, or c) you manually remove them. Most browsers can be configured not to accept cookies, however, this may prevent you from having access to some website functions or features.

GEAR may use spotlight ads/web beacons/GIF/pixel tags which are website instrumentation tools that help us to determine, for instance, whether a page has been viewed or not and, if so, how many times. Emails or electronic newsletters we send may use tools (e.g., pixel tags or web beacons) to gather email metrics and information to improve the reader’s experience such as how many of the emails are opened, if they were printed or forwarded, the type of device (e.g., mobile or PC) from which they were opened, and the city, state, and county associated with the applicable IP address. In general, any electronic image viewed as part of a webpage, including an ad banner, can act as a web beacon.

This website may generate a “session log” when you visit our website. We use session logs to help us determine how people travel through our website. In this way, we can structure our pages so that the information most frequently visited is easier to find. By tracking page visits, we can also determine if the information we’re providing is being used. The only data gathered is the Internet Protocol (IP) address from which you came, the website that referred you, the pages you visited and the date and time of those visits.

9. Sharing your information:

GEAR does not share, sell, or rent personally identifiable information with third parties for their independent use without providing you a choice.

We may share personally identifiable information that we collect about you with other companies within the Ford Motor Company family of companies or subsidiaries. For GEAR administration purposes, our “family of companies” is the group of companies related to us by common control or ownership.

If suppliers, contractors or partners have access to your personal information in connection with providing services, they are required by contract to keep the information confidential, not use this information for any purpose other than to carry out the services they are performing for Ford Motor Company, and to use reasonable precautions to protect the Personally Identifiable Information.

Website metrics for this website may be shared with other Ford Motor Company websites or subsidiaries or affiliates.

We will only disclose your personally identifiable information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) protect and defend the rights or property of Ford Motor Company and this website; or, (b) to protect the personal safety of users of Ford Motor Company, its websites, or the public.

10. Access to and control over the use of your information:

Website users may update their profile by contacting GEAR Business Support at gearna@ford.com.

The scope of access available for this request is for information stored in the database that holds the data for GEAR. Any personal information that has been collected from you on other Company websites will not be accessible or changeable through the processing of this request. In addition, your local laws may give you certain rights such as the right to stop using the website, and to withdraw your consent.

11. Security of your information:

Safeguarding information of visitors to our website is important to us. While no systems, applications or websites are 100% secure, we use systems, policies and procedures to reasonably protect information from loss, misuse or alteration.

Vendors, contractors or partners of GEAR who have access to your personally identifiable information in connection with providing services for GEAR are required to keep the information confidential.

Vendors are not permitted to use this information for any other purpose than to carry out the services they are performing for GEAR.

12. Processing of personal data:

By visiting this site and by providing your personally identifiable information to us, you understand and consent to the collection, use, processing, transfer, and disclosure of your personally identifiable and non-personally identifiable information globally --- including to the United States – in accordance with this Privacy Statement. Therefore, by visiting this site and by providing such information, you consent to the transfer of such information across country borders, and to the use, processing, and disclosure of such information in global locations. Your consent shall be deemed to include your consent to transfer of the personally identifiable or non-personally identifiable information to locations that may have different levels of privacy protection than in your own country.

13. Links to other websites:

This website does not provide links to other websites.

14. Contacting us:

If you have would like to request access to personally identifiable information you have provided in connection with the Program, or to request modification or deletion of such personally identifiable information, or if you have any questions, comments or concerns about this online Privacy Statement, the GEAR website privacy practices, or have any questions regarding the contents of this website please contact us at GEAR Business Support at gearna@ford.com or by writing Ford Motor Company, P.O. Box 6248, Dearborn, MI 48126, U.S.A., ATTN: M&S Global Enterprise Asset Repository.

We are committed to working with consumers to obtain a fair and rapid resolution of any complaints or disputes about privacy and the handling of your data. We will be happy to respond to your questions and comments.

15. Privacy statement effective date and revision days:

Occasionally we may update the privacy statement for GEAR in order to reflect any changes to the website or our privacy practices. If we update this statement, the new statement will be posted to the website ten (10) days prior to the changes taking effect.

The effective date of this privacy statement is October 18, 2017.