

CALIFORNIA PRIVACY STATEMENT  
Last Updated: January 1, 2023

This California Privacy Statement supplements the United States privacy statements of General Motors Holdings LLC and its affiliates (“GM,” “We,” “Our,” “Us”), including the U.S. Consumer Privacy Statement, the U.S. Connected Services Privacy Statement, and the U.S. Employee Privacy Statement (in addition to any other privacy statements or disclosures referenced in or incorporating those statements) and applies to Personal Information of California residents who interact with Our websites, products, programs, and services, including those We may offer under different brands, such as Cadillac, Buick, GMC, Chevrolet, OnStar, or another GM brand, and are covered by the California Consumer Privacy Act of 2018, as amended by the California Consumer Privacy Rights Act of 2020 (the “CPRA”) (such California residents may also be referred to as “You” or “Your”). This Privacy Statement does not apply to General Motors Financial Company, Inc. or Cruise LLC, each of which has its own Privacy Statement.

Collection of Personal Information

We may collect certain information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a consumer or household (“Personal Information”). In some cases, We may also collect “Sensitive Personal Information,” which includes any Personal Information that reveals, for example, Your social security or driver’s license number, account log-in credentials, precise geolocation, and some types of demographic information, such as Your racial or ethnic origin.

Personal Information does not include de-identified, aggregate, or publicly available information.

Please see the following disclosure regarding the information We may collect, use, and share based on Your interactions with Us and the consent(s) You have provided to Us.:

Categories of Personal Information and Sensitive Personal Information	Categories of Sources	Business or Commercial Purpose(s) for Collection	Disclosures to Third Party Businesses
Identifiers, such as name, postal address, unique personal identifier, internet protocol address, signature, email address, account name, or other similar identifiers.	You provide this information directly to Us or automatically through Your interaction with Our products or services; GM dealers; service providers; and business partners.	Provide and improve Our products and services; improve the quality, safety, and security of Our products and services; to administer Your account(s) and process Your payments for products and services; to operate Our websites and applications, including online registration processes; to facilitate and support GM dealer and supplier programs; to provide customer and vehicle support and service (such as recall information); for warranty administration and	<u>Disclosures for a Business or Commercial Purpose:</u> Our service providers; emergency service providers, such as law enforcement, roadside assistance and ambulance; businesses We work with on marketing activities; and independent third parties, such as research institutions, in-vehicle app

		validation; to provide product and service updates; develop new products and services; for research, evaluation of use, and troubleshooting purposes; to verify eligibility for vehicle purchase or incentive programs; for marketing and/or analytics purposes; to customize and improve communication content; to comply with legal, regulatory or contractual requirements; to evaluate or conduct a merger, divestiture, acquisition, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets; to detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, and prosecute those responsible for that activity; and to debug to identify and repair errors that impair existing intended functionality.	providers or usage-based insurance providers. <u>Disclosures as "Sales"</u> : Businesses We work with on marketing activities. <u>Disclosures as "Sharing"</u> : Businesses We work with on marketing activities.
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)), such as bank account number, credit card number, debit card number, or any other financial information, medical information, health insurance information, social security number, physical characteristics or description, passport number, driver's license or state identification card number, insurance policy number, education, employment, or employment history.	You provide this information directly to Us or automatically through Your interaction with Our products or services; GM dealers; licensors; service providers; advertising platforms; and/or independent third-party sources.	Provide Our products and services; to administer Your account(s) and process Your payments for products and services; to provide customer and vehicle support and service (such as recall information); for warranty administration and validation; to support dealer transactions; and to comply with legal, regulatory, or contractual requirements.	<u>Disclosures for a Business or Commercial Purpose</u> : Our service providers; emergency service providers, such as law enforcement, roadside assistance, and ambulance. <u>Disclosures as "Sales"</u> : None <u>Disclosures as "Sharing"</u> : None

<p>Protected classification characteristics under California or federal law, such as age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, or veteran or military status.</p>	<p>You provide this information directly to Us or automatically through Your interaction with Our products or services; GM dealers; service providers; advertising platforms; and/or independent third-party sources.</p>	<p>For marketing and/or analytics purposes; to customize and improve communication content; and to comply with legal, regulatory, or contractual requirements.</p>	<p><u>Disclosures for a Business or Commercial Purpose:</u></p> <p>Our service providers; emergency service providers, such as law enforcement, roadside assistance, and ambulance; businesses We work with on marketing activities (excluding Sensitive Personal Information).</p> <p><u>Disclosures as "Sales":</u> None</p> <p><u>Disclosures as "Sharing":</u> None</p>
<p>Commercial information, such as products or services purchased, obtained or considered, or other purchasing or consuming histories or tendencies.</p>	<p>You provide this information directly to Us or automatically through Your interaction with Our products or services; GM dealers; service providers; advertising platforms; and/or independent third-party sources.</p>	<p>Provide Our products and services; to improve the quality, safety, and security of Our products and services; to administer Your account(s) and process Your payments for products and services; to operate Our websites and applications, including online registration processes; to facilitate and support GM dealer and supplier programs; to provide customer and vehicle support and service (such as recall information); for warranty administration and validation; for marketing and/or analytics purposes; to customize and improve communication content; and to comply with legal, regulatory, or contractual requirements.</p>	<p><u>Disclosures for a Business or Commercial Purpose:</u></p> <p>Our service providers; and business partners for marketing activities.</p> <p><u>Disclosures as "Sales":</u> None</p> <p><u>Disclosures as "Sharing":</u> None</p>
<p>Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying</p>	<p>You provide this information directly to Us or automatically through Your interaction with Our products or services.</p>	<p>Provide Our products and services; for research, evaluation of use, and troubleshooting purposes; and to comply with legal, regulatory, or contractual requirements.</p>	<p><u>Disclosures for a Business or Commercial Purpose:</u></p> <p>Our service providers and emergency service providers, such as law enforcement, roadside assistance, and ambulance.</p> <p><u>Disclosures as "Sales":</u> None</p>

information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.			<u>Disclosures as "Sharing"</u> : None
Internet or other electronic network activity information, including, browsing history, search history, and information regarding Your interaction with an internet website, application, or advertisement.	You provide this information directly to Us or automatically through Your interaction with Our products or services; GM dealers; service providers; advertising platforms; and/or independent third-party sources.	Provide Our products and services; to improve the quality, safety, and security of Our products and services; for research, evaluation of use, and troubleshooting purposes; develop new products and services; to operate our websites and applications, including online registration processes; for marketing and/or analytics purposes; to customize and improve communication content; and to comply with legal, regulatory, or contractual requirements.	<u>Disclosures for a Business or Commercial Purpose</u> : Our service providers; companies We enter into business relationships to market Our products and services; and independent third parties, such as in-vehicle application providers. <u>Disclosures as "Sales"</u> : Businesses We work with on marketing activities. <u>Disclosures as "Sharing"</u> : Businesses We work with on marketing activities.
Geolocation Data	You provide this information directly to Us or automatically through Your interaction with Our products or services.	Provide Our products and services; to develop new products and services; for research, evaluation of use, and troubleshooting purposes; for marketing and/or analytics purposes; to customize and improve communication content; and to comply with legal, safety, regulatory, or contractual requirements.	<u>Disclosures for a Business or Commercial Purpose</u> : Our service providers; emergency service providers, such as law enforcement, roadside assistance, and ambulance; and business partners for marketing activities. <u>Disclosures as "Sales"</u> : None <u>Disclosures as "Sharing"</u> : None
Audio, electronic, visual, thermal, olfactory, or similar information.	You provide this information directly to Us or automatically through Your interaction with Our products or services; GM	Provide Our products and services; for research, evaluation of use, and troubleshooting purposes; and to comply with legal, safety, regulatory, or contractual requirements.	<u>Disclosures for a Business or Commercial Purpose</u> : Our service providers and emergency service providers, such as law enforcement, roadside assistance, and ambulance.

	dealers; and/or service providers.		<u>Disclosures as "Sales":</u> None <u>Disclosures as "Sharing":</u> None
Professional or employment-related information.	You provide this information directly to Us or automatically through Your interaction with Our websites; service providers; and/or independent third-party sources.	To evaluate candidates for employment relationships, to support and manage Your employment relationship, if applicable, to operate Our websites and applications, including online registration processes; to facilitate and support compensation, benefit, or other employment-related programs; develop new products and services; for research, evaluation of use, and troubleshooting purposes; to comply with legal, regulatory or contractual requirements; to evaluate or conduct a merger, divestiture, acquisition, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets; to protect against malicious, deceptive, fraudulent, or illegal activity, and prosecute those responsible for that activity; and to debug to identify and repair errors that impair existing intended functionality.	<u>Disclosures for a Business or Commercial Purpose:</u> Our service providers and businesses We work with on marketing activities (excluding Sensitive Personal Information). <u>Disclosures as "Sales":</u> None <u>Disclosures as "Sharing":</u> None
Inferences drawn from other personal information to create a profile about You reflecting Your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.	You provide this information directly to Us or automatically through Your interaction with Our products or services; GM dealers; service providers; advertising platforms; and/or independent third-party sources.	Provide Our products and services; for marketing and/or analytics purposes; to customize and improve communication content; and to comply with legal, safety, regulatory, or contractual requirements.	<u>Disclosures for a Business or Commercial Purpose:</u> Our service providers and business partners for marketing activities. <u>Disclosures as "Sales":</u> None <u>Disclosures as "Sharing":</u> None

We retain Your information for as long as We believe is necessary to achieve the business and commercial purposes that We've notified to You, as set forth above. When We determine that

Your personal information is no longer necessary for these purposes, We take steps securely to delete or deidentify it.

### Minors' Privacy

We do not knowingly Sell or Share the Personal Information of minors under 16 years of age without affirmative authorization.

### Your Rights and Choices

The CPRA provides California residents with specific rights regarding their Personal Information and Sensitive Personal Information. This section describes the CCPA rights that You may have and explains how to exercise those rights. When We receive a request to exercise Your rights, such as a request to delete Your Personal Information, We may need to retain certain information for recordkeeping purposes, to complete any transactions that You began prior to Your request, or for other purposes as required or permitted by applicable law.

#### *- Right to Access Your Personal Information*

You have the right to request that We disclose the Personal Information that We've collected about You.

#### *- Right to Delete Your Personal Information*

You have the right to request that We delete the Personal Information that We've collected from You.

#### *- Right to Correct Your Personal Information*

You have the right to request that We correct the Personal Information that We've collected about You.

#### *- Right to Opt-Out of the Sale of Your Personal Information*

You have a right to opt-out of the "Sale" of Your Personal Information.

#### *- Right to Opt-Out of the Sharing of Your Personal Information*

You have a right to opt-out of the "Sharing" of Your Personal Information for cross-contextual behavior advertising.

#### *- Right to Opt-Out of Automated Decision-Making Technology*

You have a right to opt-out of certain types of automated decision-making technology that evaluates, analyzes, or predicts certain personal aspects about You concerning Your performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements.

#### *- Exercising Your Rights*

To exercise the rights described above, please submit a verifiable request to Us by either:

- Calling Us at 866-MYPRIVACY (697-7482)
- Visiting [consumerprivacy.gm.com](https://consumerprivacy.gm.com)

Other than as required by law, we do not respond to signals or mechanisms enabled in web browsers indicating a preference to exercise the rights listed above. At this time, we do not honor “do not track” signals if enabled in a web browser.

### *Authorizing an Agent*

You may designate someone else to act on Your behalf as Your authorized agent to exercise some of Your privacy rights. Your authorized agent may need to provide documentation supporting the agent’s authority to make this request on Your behalf, such as Our authorized agent form. We may also require You to verify Your identity directly with Us and confirm the request before We will process it.

Further information about how to submit this request and the documentation We require to support it is available within Our Consumer Privacy Request Form, available at [consumerprivacy.gm.com](https://consumerprivacy.gm.com). Your authorized agent can also contact Us at [gm.datacompliance@gm.com](mailto:gm.datacompliance@gm.com) to request a copy of Our authorized agent form and to submit this request on Your behalf. Documentation supporting Your authorized agent’s right to submit this request on Your behalf, such as a copy of Our authorized agent form signed by You or a Power of Attorney, must be submitted with this request. If this request is submitted over the phone, Your authorized agent will be asked to email supporting documentation to [gm.datacompliance@gm.com](mailto:gm.datacompliance@gm.com).

### *Verifying Your Request*

For Your protection, We take reasonable steps to verify all requests before they are processed. This may include, for example, a request from Us for You to confirm Your identity, to validate documents You submit to Us, to verify Your authority to make the request, or for other purposes. In all cases, We reserve the right to deny Your request in accordance with applicable law if We cannot verify You or Your authority to make the request. If We deny some or all of Your request, We will notify You and explain the basis for Our denial.

### *Right of No Retaliation following Exercise of Rights*

We do not discriminate against any consumer after exercising any of the rights listed above.

### “Shine the Light”

We maintain a policy not to disclose Your Personal Information to third parties for their own direct marketing purposes if You exercise Your option to prevent Us from disclosing Your information to third parties for such purposes. You may exercise Your right at any time to prevent Us from disclosing Your information to third parties for their own direct marketing purposes by calling 1-866-MYPRIVACY (1-866 697-7482).

### Notice of financial incentive

We may offer financial incentives, as defined by the CPRA, when You enroll in Our My Rewards program. My Rewards is a loyalty program in which participants earn and redeem points by engaging in eligible transactions, including, but not limited to, purchasing or leasing eligible GM

vehicles at participating GM dealerships in the United States, purchasing certain goods or services from a participating dealer or online through participating GM websites, purchasing certain services from OnStar, or transacting with the My GM Rewards Credit Card. For a complete description of the most current eligible transactions, as well as details on earning and redeeming points, go to <https://experience.gm.com/rewards>.

We offer the My Rewards program to enhance Our relationship with You so that You can enjoy more of Our products and services at a lower price. To become a My Rewards member and earn and receive program benefits, users must enroll by providing name, address, and email. Users also have the option to complete a profile with additional information about hobbies and interests to allow for better tailored offers, but this information is not required for program membership. In addition, new members of the My GM Rewards Credit Card are enrolled in My Rewards based on the data provided in the card application. To provide the program benefits, We must receive and track the personal information provided when You enroll in the My Rewards program or when You engage in activities to earn points, such as contact information and purchase history.

In order to complete membership into My Rewards, You also must acknowledge both the [My GM Rewards Program Terms and Conditions](#) and the [GM Privacy Statement](#). You may withdraw from participation in the My Rewards program at any time by contacting a My Rewards Member Support Specialist at 844-764-2665.

Solely for purposes of complying with the CPRA, We estimate that the value of a consumer's data related to the My Rewards program to be, on average, \$0.19 per program member. We have calculated the value of a consumer's data by estimating the expenses related to the provision of the My Rewards marketing program per member.

### Changes to Our Privacy Notice

We may amend this California Privacy Statement from time to time. In some cases, We will notify You of this change by posting a new effective date at the top of this California Privacy Statement, and Your continued use of Our products and services covered by this California Privacy Statement will mean You accept the changes. In other cases, if We intend to collect, use or disclose information in a way that is materially different from the way that We disclosed at the time of collecting Your Personal Information, then We will notify You as required by law, such as by email or through a notice on the applicable website.

### Contact Information

If You have any questions or comments about this notice, Our Privacy Statement, the ways in which We collect, use, and share Your Personal Information or Your Sensitive Personal Information, Your choices and rights regarding such use, or wish to exercise Your rights under the CCPA or the CPRA, please do not hesitate to contact Us at:

Phone: 866-MYPRIVACY (697-7482)

Website: [consumerprivacy.gm.com](https://consumerprivacy.gm.com)

Email: [privacy@gm.com](mailto:privacy@gm.com)