

General Motors

U.S. Consumer Privacy Statement

Last updated: June 24, 2025

[View and print](#) our entire U.S. Consumer Privacy Statement (PDF)

We envision a world with zero crashes, zero emissions and zero congestion. To achieve this bold vision, evolve our vehicles, and create safer experiences for you and others, we collect information about you and the world around you that we need to power the products and services we offer, to improve your experience in your vehicle, and to advance future technologies like electric vehicles and autonomous driving.

We are committed to providing you with a trusted experience and respecting your privacy when it comes to personal information. When we say Personal Information, we mean information that identifies, relates to, or could reasonably be linked to you.

This Privacy Statement includes details about:

- Personal Information we collect from and about you
- How we use this Personal Information to deliver products and services, keep vehicles and roadways safe, and innovate and evolve our vehicles for the next generation
- How and when we may disclose Personal Information, and
- Your choices and rights regarding privacy and access to Personal Information about you

De-identified data: We may use privacy-enhancing and technical protection measures like de-identification to prevent data from being reasonably associated with you or your vehicle. When we de-identify data, we take reasonable steps to help ensure that the de-identified data is not re-identified and require the same commitment from any third parties to which we disclose de-identified data. De-identified data is not Personal Information and may be used and disclosed for purposes not covered by this Privacy Statement.

I. What this Privacy Statement covers

GM affiliates: Our Privacy Statement covers Personal Information that GM collects online and offline across all GM brands of products, services, websites and apps. When we say GM, we mean General Motors Holdings LLC and its affiliates based in the United States. These include brands like Cadillac, Buick, GMC, Chevrolet, OnStar, Enclave, ACDelco, Car Bravo, and Future Roads.

Additional Information for California Consumers: Our California supplement to this Privacy Statement is available [here](#).

Washington Health Policy: Our Washington Health Policy supplement to this Privacy Statement is available [here](#).

What This Privacy Statement Doesn't Cover

Certain GM affiliates: This Privacy Statement does not apply to products or services offered by GM Financial, General Motors Insurance, or Cruise. Please review their privacy statements available on their websites.

GM dealers: Dealers that sell or lease GM vehicles are separate legal entities from GM with their own privacy practices. This Privacy Statement does not apply to any GM dealer's collection, use, or disclosure of Personal Information. We encourage you to contact your GM dealer if you have questions about its privacy practices.

Third-party services: Through the use of GM products and services, you may be able to access third-party services, applications, and websites not offered or controlled by GM. These may be available to you on your vehicle, such as your carrier data plan, navigation services, or apps available to download such as through an app store on your connected vehicle. We recommend that you review the privacy disclosures and permissions of these third-party services before using them or providing Personal Information to them. Unless otherwise expressly stated by GM, this Privacy Statement does not apply to your use of these third-party services or any Personal Information third-party services may collect, use, or disclose.

GM employees and candidates for employment: Candidates for employment at GM have a separate privacy statement and should visit <https://search-careers.gm.com/en/privacy/> to learn more. Current and former GM employees can find the privacy statement applicable to their relationship with GM on the company intranet site or via their human resources representative.

II. Personal Information we collect

GM offers a variety of products, apps and services. GM may collect Personal Information directly from you or automatically through your interaction with our products or services or we may receive Personal Information from: dealers, licensors, service providers, business partners, advertising platforms or third-party sources. For example, GM collects Personal Information about you when you:

- Interact with us online, including while researching and shopping for products and services, engaging with our call centers, interacting with your GM account, interacting with email or other marketing and promotional activities, and participating in the My GM Rewards loyalty program
- Buy or lease a GM vehicle from GM dealers or interact with them online about our or their products and services
- Have your vehicle serviced by a GM dealer or other business that you may use to

- maintain or service your GM vehicle
- Enroll in OnStar and use OnStar services
- Use other products and services GM develops, including our myChevrolet, myBuick, myGMC or myCadillac vehicle mobile apps (Vehicle Mobile Apps) or our Home Energy Products, such as vehicle-to-home solutions or stationary home energy storage (collectively, Home Energy Products), or connect non-GM products such as your solar panels to our Home Energy Products

We may combine information that we receive from various sources, including third-party sources, with information you provide and use or disclose it for the purposes identified in this Privacy Statement.

The types of Personal Information that GM collects about you when you interact with us include:

- **Identifiers:** Such as your name, postal address, email address, screen name, photo, account ID, customer number, or telephone number. In limited circumstances, GM may collect a Social Security Number, for example if you win a sweepstakes or receive compensation that must be reported for government tax purposes.
- **Digital Activity Information:** Such as your IP address, browser type and settings, device type and settings, operating system and settings, unique device identifier, cookie data, associated identifying and usage information of computers and mobile devices that interact with our products, and information about how you use our products and services, such as infotainment system usage, Wi-Fi data usage, and information about your use of Vehicle Mobile Apps.
- **Vehicle Information:** Such as information about your vehicle or information that is obtained from your vehicle and linked to you or reasonably can be linked to you. For example, we may be able to link information to you from your vehicle, including license plate number and vehicle identification number (VIN), or vehicle status, including mileage, oil/battery status, ignition, window, door/trunk lock status, vehicle diagnostic information, EV charging and discharging and stationary energy storage details.
- **Geolocation Information:** Information that is geographic location, including the location of a vehicle, mobile device, or other device that is linked to you or can reasonably be linked to you. When a vehicle is enrolled in OnStar services, we collect Geolocation Information from the vehicle while the vehicle is used and upon the occurrence of certain events. In limited circumstances GM may still collect Geolocation Information from a disconnected vehicle, see “Disconnecting your connected vehicle” below for more information. In addition, when you use Vehicle Mobile Apps, we may collect mobile device Geolocation Information, such as location and speed based on your device’s GPS sensors.
- **Demographic or Protected Classification Information:** Such as gender, date of birth, marital status, household composition, or veteran or military status. We may

collect demographic or protected classification information when you respond to surveys or market research, interact with our websites and shopping tools, sign up for a GM account, participate in My GM Rewards, or enroll in OnStar.

- **Commercial Information:** Such as (a) information about vehicle purchases or leases, information about financing your vehicle, and information disclosed with us about your vehicle when it is serviced by a GM dealer or other business that you may use to maintain or service your GM vehicle, such as service history, mileage, and diagnostic information, (b) relationships that you have with third parties in connection with your use of GM products and services, such as GM dealers, energy utilities, and companies offering or operating in-vehicle applications, (c) information about your accounts with us, (d) relationships you have with GM in addition to the purchase and servicing of your vehicle, such as My GM Rewards, a My GM Rewards Card, or OnStar or (e) information about how you use our products and services such as home energy usage and related home charging preferences, or records of your use of public charging.
- **Driver Behavior Information:** Information about how you drive a vehicle that is linked or reasonably linkable to you, such as vehicle speed, seatbelt information revealing whether the driver or passenger seatbelts are latched or unlatched, and information about braking and acceleration habits, and related trip time and duration.
- **Audio or Video Information:** Such as recordings of your voice when you use voice commands, when you call GM customer support for help with GM products and services, or when you interact with OnStar advisors in the event of, for example, a vehicle crash or health or safety emergency to receive safety and security services, or photographs and videos that you may submit for contests, sweepstakes, social sharing, or other purposes in connection with your use of our products and services.
- **Exterior Vehicle Camera Information.** Images or video captured by your vehicle's exterior cameras. We may collect exterior vehicle camera images and video only upon the occurrence of specific crash or safety events; or with your consent, which you can change anytime online in the Data and Privacy section of your GM account, at <https://experience.gm.com/myaccount/privacy>. Exterior camera images and video may capture individuals incidentally as part of the general environment around vehicles as they are operated. We do not collect camera images or video from any sensors on the interior of your vehicle, such as the sensors integrated into the Super Cruise Drive Monitoring System, but we may collect data other than images or video that is data derived from these sensors.
- **Payment Information:** Can include your credit card information. We may collect payment information when you interact with our websites and shopping tools, get a GM account, participate in My GM Rewards or enroll in OnStar.

Cookies & Tracking Technologies

GM may use tracking technologies, such as cookies and pixel tags, on our websites, applications, email messages and advertisements, sometimes across devices, to gather information about your visit, such as your activity in our Vehicle Mobile Apps, browser type, IP address, pages visited, activities conducted on the page, and the day and time of your visit.

The tracking technologies we place in our websites, applications, email messages, and advertisements help us measure the effectiveness of what we tell you about our products and services and of where we provide this information to you by identifying who interacted with us (such as by clicking on an advertisement, visiting a webpage, or opening, interacting with or forwarding an email message), when and where this activity occurred, information about the your device and browser (such as its name, version, operating system, and settings), your network information, and the URL referring you to our websites or applications.

We use and disclose the information collected by these tracking technologies, in some cases together with other information that we collect online and offline about you, for the purposes described in this Privacy Statement, including to help us identify who interacts with our websites, applications, email messages, and advertisements and to reach you on third-party advertising networks. The third-party advertising networks and other businesses who operate some of these tracking technologies may also compile information about you that is used to personalize ads delivered to you on third-party websites.

Event Data Recorder (EDR) Information

Vehicles are required to include EDR systems that capture details in the event of an accident. GM does not collect Personal Information from your vehicle's EDR system without your consent. For additional information about EDR data, please see your owner's manual.

III. How we use this Personal Information

The Personal Information GM collects may be used for the following purposes:

Products and services

- Provide our products, programs, and services, such as to access your GM Account, save a vehicle configuration, use vehicle diagnostic tools, access OnStar advisors, enable in-vehicle connectivity, enable entertainment or navigation and stolen vehicle assistance, or, if you have an electric vehicle, to deliver charging programs
- Develop new products and services, including connected, autonomous, and car-sharing products and services
- Provide customer and vehicle support and services (such as recall information)
- Administer and validate warranties

- Provide information and product updates
- Conduct internal research to develop, improve, or repair products, services, or technology
- Evaluate or improve the quality, safety, and security of our vehicles, products, and services
- For operations, compliance, or warranty purposes

Communication, marketing, and advertising

- Marketing and analytics purposes
- Maintain customer relationships and communicate with you
- Customize and improve communication content and your experience with GM
- Identifying visitors to our websites
- Provide you with marketing offers that may interest you, including offers relevant to location of your vehicle or device
- Provide more useful and relevant advertising to you on our and non-GM websites about the products and services we offer
- Measure site activity, provide a better user experience, and tailor our marketing communications
- Evaluate our online advertising campaigns or tailor promotions and other marketing messages to you across your devices
- Administer your participation in contests, quizzes, surveys, promotions, and offers

Purchasing, rewards, and incentive programs

- Verify eligibility for vehicle purchase or incentive programs
- Verify eligibility for a My GM Rewards Card and to provide My GM Rewards Card account management services
- To support the electronic signature and delivery process between you and your dealer
- Facilitate and support GM dealer and supplier diversity programs and GM grant programs
- Enroll you in programs, services, or memberships with businesses that can assist with how you use your electric vehicle (such as energy utility companies and charge station operators)

Web and account features

- Administer your account(s) and process your payments for products and services
- Operate our websites and applications, including online registration processes
- Improve your online experiences, such as autofill data fields on our websites
- Maintain your account log-in information or contact information on Request a Quote forms between visits or locating a nearby dealer

Safety, compliance, and legal

- Protect the safety of you or others

- Evaluate or conduct a merger, divestiture, acquisition, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets
- Comply with legal, regulatory, or contractual requirements
- Protect our rights, such as investigating, establishing, exercising, preparing for, or defending legal claims
- Prevent, detect, protect against, or respond to security incidents, identity theft, harassment, malicious or deceptive activities, or any illegal activity; and preserve the integrity or security of systems; or investigate, report, or prosecute those responsible for any such action

Connected vehicle Personal Information uses

When you enroll in OnStar, GM may use Driver Behavior Information, precise Geolocation Information, and External Vehicle Camera Images and Video for the limited purposes outlined below.

Driver Behavior Information

We use Driver Behavior Information for the following categories of limited purposes:

- To deliver our products and services where Driver Behavior Information is reasonably necessary or otherwise compatible with your reasonable expectations (such as seatbelt information in the event of a crash)
- As reasonably necessary to protect the safety, property, or rights of us, our customers, or members of the public
- For operations, compliance, or warranty purposes
- For internal research or product development
- To prevent, detect, protect against, or respond to security incidents, identity theft, harassment, malicious or deceptive activities, or any illegal activity; and preserve the integrity or security of systems; or investigate, report, or prosecute those responsible for any such action
- Comply with legal, regulatory, or contractual requirements
- Protect our rights, such as investigating, establishing, exercising, preparing for, or defending legal claims

Precise Geolocation Information

We use precise Geolocation Information for the following categories of limited purposes:

- To deliver our products and services where precise Geolocation Information is reasonably necessary or is otherwise compatible with your reasonable expectations (such as vehicle locate features in our Vehicle Mobile Apps, and to provide turn-by-turn routing information to you via OnStar or to assist in the location or recovery of a vehicle reasonably identified as stolen)
- As reasonably necessary to protect the safety, property, or rights of us, our

- customers, or members of the public
- For operations, compliance, or warranty purposes
- For internal research or product development
- To prevent, detect, protect against, or respond to security incidents, identity theft, harassment, malicious or deceptive activities, or any illegal activity; preserve the integrity or security of systems; or investigate, report, or prosecute those responsible for any such action
- Comply with legal, regulatory, or contractual requirements
- Protect our rights, such as investigating, establishing, exercising, preparing for, or defending legal claims

Exterior Vehicle Camera Images and Video

We use images or video captured by your vehicle's exterior cameras for the following categories of limited purposes:

- To deliver our products and services where exterior vehicle camera images or video is reasonably necessary or our use of exterior vehicle camera images or video is otherwise compatible with your reasonable expectations
- For purposes compatible with your reasonable expectations based on what we tell you when we obtain your consent to collect exterior vehicle camera images and video.
- As reasonably necessary to protect the safety, property, or rights of us, our customers, or members of the public
- For operations, compliance, or warranty purposes
- For internal research or product development
- To prevent, detect, protect against, or respond to security incidents, identity theft, harassment, malicious or deceptive activities, or any illegal activity; preserve the integrity or security of systems; or investigate, report, or prosecute those responsible for any such action
- Comply with legal, regulatory, or contractual requirements
- Protect our rights, such as investigating, establishing, exercising, preparing for, or defending legal claims

IV. Disclosing and selling of Personal Information

We may disclose the Personal Information we collect about you to our affiliates and the categories of third parties listed in this section. Some of these disclosures may qualify as "sales" under some state laws.

Disclosures

We may disclose Personal Information within GM, including to GM affiliates. We also may disclose Personal Information to the following categories of third parties:

- To GM dealers and their service providers to deliver their products and services to you and to GM licensees; however, transaction information regarding your My GM Rewards Card program will not be provided to GM dealers
- To our service providers who help us provide our products and services to you, such as companies that administer our contests and promotions, host or operate our websites, send communications, perform data analytics; or process, store, or manage credit card information
- To fleet owners, dealers or rental car companies, for service or maintenance of their vehicles that you may use
- To emergency service providers and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency)
- To wireless service providers, to deliver cellular or Wi-Fi connectivity to your vehicle (e.g. AT&T)
- To third parties where you have chosen to receive a service from them or authorized them to request data from GM (for example, financial organizations who offer financing for the purchase or lease of GM vehicles or the My GM Rewards GM Card program)
- To third parties for research and development purposes (such as university research institutes for improving highway safety)
- In connection with the sale, transfer or financing of a GM business or its assets, including any such activities associated with a bankruptcy proceeding
- As required or permitted by law, such as to comply with a civil, criminal, or regulatory inquiry, investigation, subpoena, or summons by federal, state, local, or other governmental authorities
- As permitted by law, such as (a) when we believe in good faith that disclosure is necessary to protect our rights, your safety, or the safety of others, (b) to prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment, malicious or deceptive activities, or other illegal activity, or preserve the integrity or security of systems, (c) to investigate, establish, exercise, prepare for, or defend legal claims, or (d) to conduct screening to ensure you are not on any government list of restricted parties

Disclosures that may qualify as “sales”

Some of the disclosures of the Personal Information listed above may qualify as “sales” under some state laws. Those categories may include:

- Identifiers and Digital Activity Information may be disclosed to companies with which GM enters into business or marketing arrangements, such as third-party advertising networks, GM dealers, and financial institutions that GM works with to offer co-branded credit cards.
- Commercial information may be disclosed to financial institutions to which GM licenses personal information to offer co-branded credit cards.
- Identifiers and Digital Activity Information may be disclosed to companies with

which GM enters into business or marketing arrangements, such as information regarding usage of the infotainment system to SiriusXM.

Connected vehicle Personal Information disclosures

When you enroll in OnStar, GM may disclose Driver Behavior Information, precise Geolocation Information, and Exterior Vehicle Camera Images and Video collected from the vehicle for the limited purposes outlined below.

Driver Behavior Information

We may disclose Driver Behavior Information collected from connected vehicles to our affiliates and the following categories of third parties for limited purposes:

- Where you have chosen to receive a product or service from a third-party or affiliate or have authorized them to request data from GM
- Emergency service and roadside assistance providers to deliver services and to protect life or physical safety (for example, to help you in an emergency)
- Where you have given your affirmative consent to disclose Driver Behavior Information with General Motors Insurance for usage-based insurance offers or to help determine your rate for an insurance quote or policy
- Service providers who work on our behalf and who do not have an independent right to use the Driver Behavior Information, such as companies that help us develop our products and services or perform data analytics
- Fleet owners, dealers, or rental car companies, for service or maintenance of their vehicles that you may use
- As permitted by law, such as (a) when we believe in good faith that disclosure is necessary to protect our rights, your safety, or the safety of others, (b) to prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment, malicious or deceptive activities, or other illegal activity, or preserve the integrity or security of systems, or (c) to investigate, establish, exercise, prepare for, or defend legal claims
- As reasonably necessary to comply with a lawful government request, regulatory requirement, legal order, or similar obligation, which must be in the form of a warrant or court order, absent exigent circumstances or applicable statutory authority

Precise Geolocation Information

We may disclose precise Geolocation Information collected from connected vehicles to our affiliates and the following categories of third parties for the following limited purposes:

- Where you have chosen to receive a product or service from a third-party or affiliate or have authorized them to request data from GM

- Where you have given your affirmative consent to disclose Precise Geolocation Information with General Motors Insurance for usage-based insurance offers or to help determine your rate for an insurance quote or policy
- Service providers who work on our behalf and who do not have an independent right to use the precise Geolocation Information, such as companies that help us develop our products and services or companies that help GM analyze data
- Fleet owners, dealers, or rental car companies, for service or maintenance of their vehicles that you may use
- Emergency service and roadside assistance providers to deliver services and to protect life or physical safety (for example, to help you in an emergency)
- As permitted by law, such as (a) when we believe in good faith that disclosure is necessary to protect our rights, your safety, or the safety of others, (b) to prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment, malicious or deceptive activities, or other illegal activity, or preserve the integrity or security of systems, or (c) to investigate, establish, exercise, prepare for, or defend legal claims
- As reasonably necessary to comply with a lawful government request, regulatory requirement, legal order, or similar obligation, which must be in the form of a warrant or court order, absent exigent circumstances or applicable statutory authority

Exterior Vehicle Camera Images and Video

We may disclose exterior vehicle camera images and video collected from connected vehicles to our affiliates and the following categories of third parties for the following limited purposes:

- Service providers who work on our behalf and who do not have an independent right to use the exterior vehicle camera images and video, such as companies that help us develop our products and services
- As permitted by law, such as (a) when we believe in good faith that disclosure is necessary to protect our rights, your safety, or the safety of others, (b) to prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment, malicious or deceptive activities, or other illegal activity, or preserve the integrity or security of systems, or (c) to investigate, establish, exercise, prepare for, or defend legal claims
- As reasonably necessary to comply with a lawful government request, regulatory requirement, legal order, or similar obligation, which must be in the form of a warrant or court order, absent exigent circumstances or applicable statutory authority

V. Connected Vehicle Features and Controls

a. Sharing your connected vehicle

The nature of our connected vehicles means that there may be circumstances where you might let someone else use a product or service that we provide to you (*for example, you enrolled your vehicle in OnStar and then let someone else drive the vehicle*). It is important that if you do let someone else use one of our products or services that you inform them of this Privacy Statement and of the privacy choices that you have made.

b. Selling or transferring your connected vehicle

If you sell or otherwise transfer your vehicle, we strongly encourage you to delete all Personal Information (such as contacts, address searches, saved map addresses, or preferences) from the vehicle and contact us to transfer or cancel your account. If you do not delete this Personal Information, it may remain in the vehicle and may be accessible to future users of the vehicle. For instructions on how to delete Personal Information from your vehicle, please refer to your owner's manual.

c. Location Services

Some model year 2019 and later vehicles may have an option to disable location services for OnStar that you can access through the Privacy Settings in your vehicle's infotainment system. If you disable location services, we may still collect Geolocation Information from the vehicle in the event of an emergency (such as in the event of a crash, when the emergency call button is pressed, or where there is overheating of a high voltage battery).

d. Exterior Camera and Sensor Data

For Model Year 2025 and newer vehicles, we may ask for your consent to collect video and measurements (not audio) from your vehicle's built-in external cameras and sensors of the road and your surroundings during operation. For more information about this Exterior Camera and Sensor Data collection and to update your vehicle's settings, visit the Data and Privacy section of your GM account, at <https://experience.gm.com/myaccount/privacy>. You can also visit Privacy Settings in your vehicle's infotainment system for additional choices, including the ability to pause this data collection.

e. Disconnecting your connected vehicle

You can disconnect your vehicle and unenroll from OnStar at any time by contacting an Advisor by phone at 1-888-4ONSTAR (1-888-466-7827) or by pushing the OnStar blue button in your vehicle. We may still collect Geolocation Information and Vehicle Information from your vehicle when the OnStar blue button is used to restore cellular connectivity with GM. For battery electric vehicles, if you unenroll your vehicle from OnStar, the overheating of a high voltage battery may trigger GM's collection of Geolocation Information and Vehicle Information from the vehicle.

VI. Marketing and communications

GM uses Personal Information to market and communicate with you. You can adjust these preferences or access and update your details as described below.

i. Marketing and communications preferences

Communications with you may be via mail, telephone, e-mail, text message, and other electronic messages, through the in-vehicle infotainment or OnStar system or via our websites and applications. Texting with GM is subject to the GM Consolidated Texting Policy (Texting Policy), available at <https://www.gm.com/texting-policy>. To opt-out of receiving text messages from GM, you should follow the opt-out instructions in that specific text message program or visit our Texting Policy for more information. Reply STOP to opt-out of any text message program or HELP for support information. Text message program frequency may vary and standard text message and data rates may apply. If you have opted in to any of our text message programs and you later decide to change your phone number or cancel your phone plan you should immediately opt-out of any text message programs and re-opt in with your new phone number if you wish to continue to receive text messages from GM. This will help us ensure we continue to honor your preferences and text the correct phone number. We do not purchase, sell, or rent GM text message program opt-ins or share these opt-ins with third parties for their own use.

If you do not want to receive marketing communications from GM, please visit our Consumer Preference System website at <https://www.gmcontactpreferences.com>. This will allow you to opt-out of communications or to change previously submitted opt-out preferences. You can also call 1-866-MYPRIVACY (1-866-697-7482) to opt-out of direct mail communications, as well as telephone and email communications, or to change previously submitted opt-out preferences.

When you opt-out of receiving marketing communications from GM, Personal Information about you may still be used for the other transactional and service-related purposes described in this Privacy Statement (such as vehicle support and service).

To unsubscribe from a particular email newsletter or other communication (such as My GMLINK Service Reminders), you should follow the instructions in the email or on a related website.

ii. Targeted advertising

Our ad networks may offer ways to adjust your preferences for online behavioral advertising, including the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising (<https://AboutAds.info>). If you do not wish to receive personalized advertising or content from us while visiting non-GM websites, you may click on the AdChoices icon or link located at the bottom of our websites, where available, to learn

more about the companies GM uses for personalized advertising or by visiting the Digital Advertising Alliance's Opt-Out page for instructions on how to opt-out. Opting out of personalized advertising will not opt you out of all GM advertising, but rather only those GM advertisements that are personalized to your interests by the companies GM uses to display advertising on non-GM sites. After opting out of personalized advertising, you may still continue to see GM advertisements on non-GM websites based upon your interactions with the non-GM websites on which our advertisements appear.

iii. Access and update your account and contact information

You can access your online account to view or update Personal Information about you in that account. You may also contact us, as provided below, to learn about how to access, review, correct or update the Personal Information about you in our records. We may need to retain certain Personal 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.

You may contact us, as provided below, to learn about how to update your mail, email or telephone information. Please call one of the following Customer Assistance Centers that is specific to your vehicle:

- | | |
|--|----------------|
| • Buick: | 1-800-521-7300 |
| • Cadillac: | 1-800-458-8006 |
| • Chevrolet: | 1-800-222-1020 |
| • GMC: | 1-800-462-8782 |
| • OnStar: | 1-888-466-7827 |
| • Saturn: | 1-800-553-6000 |
| • HUMMER (2010 and prior model years): | 1-866-486-6376 |
| • Pontiac: | 1-800-762-2737 |

For inquiries about how the Personal Information you submit to the Investors portion of GM's website or to GM Stockholder Services is handled, please call 1-313-667-1432.

You may update My GM Rewards Cards contact information, such as name, address, phone number and email address, by logging onto the Account portion of the website listed on the back of your card. You can refer to the back of your credit card for customer assistance phone numbers for your account needs. You may withdraw from participation in the My GM Rewards program at any time by contacting a My GM Rewards Member Support Specialist at 1-844-764-2665. If you have a question or concern about the privacy practices of the My GM Rewards Cards or the My GM Rewards Card websites, please contact us by sending an email from the Contact Us section. For a complete description of the most current eligible transactions, benefits and participating companies, as well as details on earning and redeeming points, go to <https://experience.gm.com/rewards>.

VII. Your rights

Depending on where you live, you may have certain rights related to Personal Information about you. To exercise the rights described below, or to see what rights may be available in your state, please submit a verifiable consumer request to us by either:

- Visiting GM's [U.S. Consumer Privacy Request Form](#)
- Calling us at 1-866-MYPRIVACY (1-866-697-7482)

We do not accept consumer privacy requests made by email.

Privacy rights

GM offers the following privacy rights to all consumers covered by this Privacy Statement:

- Access and obtain a copy of my Personal Information
- Correct my Personal Information
- Delete my Personal Information

Depending on where you reside, you may also be able to request additional privacy rights that may include:

- Opt-out of processing my Personal Information for targeted advertising (in California, this is called "Do Not Share My Personal Information")
- Opt-out of selling my Personal Information
- Opt-out of certain types of automated processing of personal information
- Categories of Third Parties Receiving Personal Information
- List of Third Parties Receiving Personal Information

Processing expectations

We do not discriminate against consumers who exercise these rights. We take reasonable steps to respond to all requests and will work to process your request in accordance with the laws that apply where you reside. Our processing time may vary, and in some cases, we may require up to 45 days to process your request. We may retain the Personal Information you submit with your request for as long as required or permitted by applicable law.

For consumers who submit a request to "Access my Personal Information," we will also notify you of vehicles that we associate with you, for instance because you are the vehicle owner or the account holder for vehicle services, and the categories of data that we collected about these vehicles. These categories of vehicle data may include Driving

Behavior Information, Geolocation Information, and Vehicle Information. If we notify you that GM has collected categories of vehicle data for a vehicle that you own and operate, you may submit a request for additional access to the vehicle data that relates to your vehicle use. To submit a request for this vehicle data, owner operators should reply by email to GM's response to your "Access my Personal Information" request and follow instructions provided by GM to confirm the details of your vehicle ownership and use.

Authorizing an agent

You may be permitted by law to authorize someone else to act as your agent to exercise some of your privacy rights on your behalf. In such cases, your authorized agent must provide documentation supporting his or her authority to make this request on your behalf. In some cases, 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 U.S. Consumer Privacy Request Form at <https://consumerprivacy.gm.com>. Your authorized agent can also contact us at 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.

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 decline to take action regarding your request, we will notify you. You may have the right to appeal. To submit an appeal request, please contact us at gm.datacompliance@gm.com.

Global Privacy Control

Our websites respond to the Global Privacy Control (GPC) signal when we detect that it is enabled on the particular web browser used to access our websites. We respond to your web browser's GPC setting each time you visit our websites. When we detect the GPC signal, we honor this as your request to opt out of "sales" and certain types of targeted

advertising at the web browser-level by turning off data collection by some website cookies and tracking technologies. We will not honor a prior web browser setting if you disable GPC in the web browser used to access our websites between visits to our websites, or if you later visit our websites from different devices or browsers that does not send the GPC signal. More information on how to use the GPC signal, including supported browsers, is available at <https://globalprivacycontrol.org/>. At this time, we do not honor “Do Not Track” signals if enabled in a web browser.

VIII. How we safeguard Personal Information

We maintain reasonable technical, administrative, and physical security and confidentiality measures designed to help protect Personal Information from unauthorized access or use. We also require (other than in certain emergency situations) third-party service providers acting on our behalf or with whom we disclose Personal Information to provide similar security and confidentiality measures. Learn more about cybersecurity at GM by visiting <https://gm.com/cybersecurity>.

IX. How long we keep Personal Information

We may keep the Personal Information we collect for as long as necessary for the purposes described in this Privacy Statement. We will de-identify or dispose of the Personal Information we collect when we no longer need it for the uses described in this Privacy Statement. De-identified data is not Personal Information and not subject to the retention periods described below.

We provide below more detailed information about the retention of Geolocation Information, Driver Behavior Information (including seatbelt information), and Radio Listening Information. We no longer collect Radio Listening Information, but continue to retain previously collected Radio Listening Information for the purposes listed below.

Data may be retained for longer than the stated retention periods below if required to comply with legal or regulatory obligations. Under these circumstances, data will be deleted once the legal or regulatory obligations expire.

Retention Schedule for the Following Data Associated with the Operation of Your GM Vehicle:

Precise Geolocation Information	<ul style="list-style-type: none">To deliver our and our affiliates’ products and services to consumers, to include: safety and security services, connected navigation services, ability to control various vehicle functions remotely via a	<ul style="list-style-type: none">Up to 3 years from date of collection

	<p>mobile app, to provide Super Cruise services, and to provide EV health support</p> <ul style="list-style-type: none"> • To protect the safety, property, or rights of us, our customers, or members of the public • For operations, compliance, or warranty purposes • For internal research or product development • To prevent, detect, protect against, or respond to security incidents, identity theft, harassment, malicious or deceptive activities, or any illegal activity; and preserve the integrity or security of systems; or investigate, report, or prosecute those responsible for any such action • Comply with legal, regulatory, or contractual requirements (see above for more information) • Protect our rights, such as investigating, establishing, exercising, preparing for, or defending legal claims 	
Seatbelt Information	<ul style="list-style-type: none"> • To deliver our and our affiliates' safety products and services to consumers • To protect the safety, property, or rights of us, our customers, or members of the public • For operations, compliance, or warranty purposes • For internal research or product development • To prevent, detect, protect against, or respond to security incidents, identity theft, harassment, malicious or deceptive activities, or any illegal activity; and preserve the integrity or security of systems; or investigate, report, or prosecute those responsible for any such action • Comply with legal, regulatory, or contractual requirements (see above for 	<ul style="list-style-type: none"> • Up to 6 years from date of collection

	<ul style="list-style-type: none"> more information) • Protect our rights, such as investigating, establishing, exercising, preparing for, or defending legal claims 	
Driver Behavior Information linked to any of the following events: hard braking, hard acceleration, hard cornering, crossing of a designated high-speed threshold, or late-night driving, and trip time and duration for such events	<ul style="list-style-type: none"> • To deliver our affiliates' products and services to consumers • To protect the safety, property, or rights of us, our customers, or members of the public • For operations, compliance, or warranty purposes • For internal research or product development • To prevent, detect, protect against, or respond to security incidents, identity theft, harassment, malicious or deceptive activities, or any illegal activity; and preserve the integrity or security of systems; or investigate, report, or prosecute those responsible for any such action • Comply with legal, regulatory, or contractual requirements (see above for more information) • Protect our rights, such as investigating, establishing, exercising, preparing for, or defending legal claims 	<ul style="list-style-type: none"> • Up to 6 months from date of collection
Radio Listening Information (data regarding the channel or station set in the vehicle)	<ul style="list-style-type: none"> • Comply with legal and regulatory requirements (see above for more information) • Protect our rights, such as investigating, establishing, exercising, preparing for, or defending legal claims 	<ul style="list-style-type: none"> • As necessary to comply with legal and regulatory requirements

To the extent you have given us your affirmative consent to disclose Precise Geolocation Information and Driver Behavior Information to General Motors Insurance for usage-based insurance offers or to help determine your rate for an insurance quote or policy, General Motors Insurance may retain that data as explained below:

Type of Data	Purpose for Collection and/or Retention	Retention Period
Precise Geolocation Information and Driver Behavior Information	<ul style="list-style-type: none"> To evaluate insurance offerings and rates that may apply to you and present you with offers and related marketing for programs, services, or discounts for which you may be eligible To conduct research to develop and improve its insurance offerings 	<ul style="list-style-type: none"> Up to 3 years from policy quote date
	<ul style="list-style-type: none"> Comply with legal and regulatory requirements for retaining data related to policies issued 	<ul style="list-style-type: none"> Up to 10 years from policy expiration

X. Children's privacy

GM websites and other online services do not target or knowingly collect any Personal Information from children under the age of 13.

XI. International transfers of Personal Information

When GM and its affiliates in the United States, including OnStar, (GM U.S.), receive Personal Information from GM and affiliates outside the United States, (Non-U.S. Companies), we comply with applicable legal requirements providing adequate protection for the transfer of Personal Information to third countries.

We may store Personal Information in the United States, the European Economic Area (EEA), and other locations where we or our service providers maintain servers. With respect to such transfers from the EEA to the United States and other non-EEA jurisdictions, we implement standard contractual clauses and other mechanisms to protect such data.

Individuals that use products or services offered by Non-U.S. Companies may wish to raise any privacy questions with such company directly, including filing any requests to access customer data or exercise other privacy rights. Each Non-U.S. Company has a separate privacy statement that you can find by visiting its website. Individuals may also raise questions with GM U.S. using the contact details below.

In addition, anonymized and aggregated data from Non-U.S. Companies are disclosed with GM U.S. to evaluate or research the safety, quality, usage, and functionality of vehicles and services; to provide Non-U.S. Company customers with vehicle support and services; and to ensure accurate customer records and maintain customer relationships. Personal Information is also disclosed with GM U.S. in order to contact Non-U.S. Company

customers about their vehicle or the services, or for marketing purposes, but only if the individual has opted in to receive marketing communications.

XII. How to contact us

If you have concerns or questions regarding GM's consumer privacy practices or this Privacy Statement you may contact us at 1-866-MYPRIVACY (1-866-697-7482). You may also contact GM Privacy by mail at Attn: GM Privacy, P.O. Box 1027, Warren, Michigan USA 48090-1027 or by email at privacy@gm.com.

XIII. Changes to this Privacy Statement

We may amend this 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 Privacy Statement and your continued use of our products and services covered by this Privacy Statement will mean you accept the changes. When there is a material change to this Privacy Statement, then we will notify you as required by law, such as by email or through a notice on the applicable website.

ADDITIONAL INFORMATION FOR CALIFORNIA CONSUMERS

Last Updated: June 24, 2025

This Additional Information for California Consumers ("California Supplement") 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](#), [GM Candidate Privacy Statement](#) and the U.S. Employee Privacy Statement (available on GM intranet site). It helps California consumers ("you" or "your") understand our collection and disclosure for each category of Personal Information and sensitive personal information under California law. Capitalized terms not defined in this California Supplement are as defined in the applicable [U.S. Consumer Privacy Statement](#), [GM Candidate Privacy Statement](#) and the U.S. Employee Privacy Statement (available on GM intranet site).

Collection of Personal Information

GM may collect Personal Information directly from you or automatically through your interaction with our products or services or we may receive Personal Information from: dealers, licensors, service providers, business partners, advertising platforms or third-party sources.

The categories of Personal Information and sensitive personal information we collect is described below. For each of these categories, our purposes for collecting are described in the applicable [U.S. Consumer Privacy Statement](#), [GM Candidate Privacy Statement](#) and

the U.S. Employee Privacy Statement (available on GM intranet site). The categories of third parties each Personal Information category may be disclosed to are described below, including any disclosures that may be considered a “sale” or “sharing” under California law.

- *Identifiers:*

- Category includes: Name, postal address, email address, screen name, photo, account ID, customer number, telephone number, social security number, driver’s license, state identification card, or passport number
- Sensitive personal information includes: Social security number, driver’s license, state identification card, or passport number
- Disclosures: To GM dealers and their service providers to deliver their products and services to you and to GM licensees; fleet owners, dealers or rental car companies for service or maintenance of their vehicles that you may use; emergency service providers, law enforcement, and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency); wireless service providers who deliver cellular or Wi-Fi connectivity to your vehicle; third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM; or affiliates or third parties for research and development purposes
- Disclosures which may qualify as “sales” or “sharing” under California law:
 - Identifiers and network activity information may be disclosed to companies with which GM enters into business or marketing arrangements, such as third-party advertising networks, GM dealers, and financial institutions that GM works with to offer co-branded credit cards
 - Identifiers and network activity information may be disclosed to companies with which GM enters into business or marketing arrangements, such as information regarding usage of the infotainment system to SiriusXM

None of these disclosures which may qualify as “sales” or “sharing” under California law include sensitive personal information.

- *Protected classification characteristics under California or federal law:*

- Category includes: Demographic information such as gender, date of birth, marital status, household composition, or veteran or military status
- Sensitive personal information includes: Groupings based on protected classes, including race, ethnicity or national origin, religious or philosophical beliefs, sexual orientation, family status, medical condition, and whether you have a disability
- Disclosures: To emergency service providers, law enforcement, and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency); or

third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM (excluding sensitive personal information under California law)

- *Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)):*
 - Category includes: 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
 - Sensitive personal information includes: Social security number, passport number, driver's license or state identification card number and financial account information
 - Disclosures: To emergency service providers, law enforcement, and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency); or third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM
- *Commercial information:*
 - Category includes: Information about vehicle purchases or leases, information about financing your vehicle, and information disclosed to us about your vehicle when it is serviced by a GM dealer or other business that you may use to maintain or service your GM vehicle, such as service history, mileage, and diagnostic information; relationships that you have with third parties in connection with your use of GM products and services, such as GM dealers, energy utilities, and companies offering or operating in-vehicle applications; information about your accounts with us; relationships you have with GM in addition to the purchase and servicing of your vehicle, such as My GM Rewards, a My GM Rewards Card, or OnStar; or information about how you use our products and service such as home energy usage and related home charging preferences, records of your use of public charging
 - Disclosures: To GM dealers and their service providers to deliver their products and services to you and to GM licensees; fleet owners, dealers or rental car companies, for service or maintenance of their vehicles that you may use; wireless service providers, to deliver cellular or Wi-Fi connectivity to your vehicle; or third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM
 - Disclosures which may qualify as "sales" or "sharing" under California law:
 - Commercial information may be disclosed to financial institutions to which GM licenses personal information to offer co-branded credit

cards

None of these disclosures which may qualify as “sales” or “sharing” under California law include sensitive personal information

- *Network activity information:*

- Category includes: Information about the personal computers and mobile devices that you use to interact with our products, services, apps and websites, including IP address, browser type, unique device identifier, cookie data, and associated identifying and usage information and information about how you use our products and services, such as infotainment system usage, Wi-Fi data usage, and information about your use of Vehicle Mobile Apps and Guardian
- Disclosures: To third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM; or companies we enter into business relationships to market our products and services
- Disclosures which may qualify as “sales” or “sharing” under California law:
 - Identifiers and network activity information may be disclosed to companies with which GM enters into business or marketing arrangements, such as third-party advertising networks, GM dealers, and financial institutions that GM works with to offer co-branded credit cards
 - Identifiers and network activity information may be disclosed to companies with which GM enters into business or marketing arrangements, such as information regarding usage of the infotainment system to SiriusXM

None of these disclosures which may qualify as “sales” or “sharing” under California law include sensitive personal information.

- *Vehicle Information:*

- Category includes: Information about your vehicle or information that is obtained from your vehicle that is linked to you or can reasonably be linked to you. For example, we may be able to link information to you from your vehicle, including license plate number and vehicle identification number (VIN), or vehicle status, including mileage, oil/battery status, ignition, window, door/trunk lock status, vehicle diagnostic information, EV charging and discharging and stationary energy storage details
- Disclosures: To GM dealers and their service providers to deliver their products and services to you and to GM licensees; fleet owners, dealers or rental car companies, for service or maintenance of their vehicles that you may use; wireless service providers, to deliver cellular or Wi-Fi connectivity to your vehicle; or third parties or affiliates where you have chosen to receive a service from them or have authorized them to request personal information

from GM

- *Driver Behavior Information:*
 - Category includes: Information about how you drive a vehicle that is linked or reasonably linkable to you, such as vehicle speed, seatbelt information revealing whether the driver or passenger seatbelts are latched or unlatched, and information about braking and acceleration habits, and related trip time and duration. Disclosures: As described in the [U.S. Consumer Privacy Statement](#)
- *Geolocation Information:*
 - Category includes: Location and precise geolocation
 - Sensitive personal information: Precise geolocation
 - Disclosures of Geolocation data: To fleet owners, dealers or rental car companies, for service or maintenance of their vehicles that you may use; emergency service providers, law enforcement, and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency); third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM; or affiliates or third parties for research and development purposes
 - Disclosures of precise Geolocation data: As described in the [U.S. Consumer Privacy Statement](#)
- *Audio or video information:*
 - Category includes: Recording of your voice when you use voice commands, such as when you call GM customer support for help with GM products and services, or when you interact with OnStar advisors in the event of, for example, a vehicle crash or health or safety emergency to receive safety and security services, or photographs and videos that you may submit for contests, sweepstakes, social sharing, or other purposes in connection with your use of our products and services.
 - Disclosures: To emergency service providers, law enforcement, and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency); or third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM
- *Exterior vehicle camera images and video:*
 - Category includes: Images or video captured by your vehicle's exterior cameras. We collect exterior vehicle camera images and video only upon the occurrence of specific crash or safety events, or with your consent, which you can change anytime online in the Data and Privacy section of your GM account, at <https://experience.gm.com/myaccount/privacy>. We do not

collect camera images or video from any sensors on the interior of your vehicle, such as the sensors integrated into the Super Cruise Drive Monitoring System, but we may collect data other than images or video that is data derived from these sensors. Exterior camera images and video may capture individuals incidentally as part of the general environment around vehicles as they are operated.

- Disclosures of Exterior Vehicle Camera Images and Video: As described in the [U.S. Consumer Privacy Statement](#)
- *Employment information:*
 - Category includes: Any professional or employment information that employees or candidates for employment disclose to us or direct others to disclose to or make available to us, such as the institutions that you attended, any professional degrees or certifications, union membership
 - Disclosures: To third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM
- *Inferences from your Personal Information to create a profile about your preferences:*
 - Category includes: Inferences we draw based on the other Personal Information we collect about you, such as to personalize your interactions with us
 - Disclosures: To third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM

In addition to the specific disclosures outlined for each category above, we may also disclose any of these categories of Personal Information to our affiliates and the following categories of third parties or categories of purposes:

- To our service providers who work on our behalf and who do not have an independent right to use the Personal Information
- In connection with the sale, transfer or financing of a part of a GM business or its assets, including any such activities associated with a bankruptcy proceeding
- As required or permitted by law, such as to comply with a civil, criminal, or regulatory inquiry, investigation, subpoena, or summons by federal, state, local, or other governmental authorities
- As permitted by law, such as (a) when we believe in good faith that disclosure is necessary to protect our rights, your safety, or the safety of others, (b) to prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment, malicious or deceptive activities, or other illegal activity, or preserve the integrity or security of systems, (c) to investigate, establish, exercise, prepare for, or defend legal claims, or (d) to conduct screening to ensure you are not on any government list of restricted parties

Detailed use and disclosure information about the following categories of Personal Information collected from connected vehicles, precise Geolocation Information, Driver Behavior Information, seatbelt information, and Camera Images are outlined in the [U.S. Consumer Privacy Statement](#).

Minors' Privacy

We do not knowingly Sell or Share the Personal Information of minors under 16 years of age without affirmative authorization, as “Sell” or “Share” are defined in California law.

Your Rights and Choices

California law provides California residents with specific rights regarding their Personal Information and . This section describes the 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 Know

You have the right to know what Personal Information we’ve collected about you. You have the right to request the following:

- categories of Personal Information we have collected about you;
- categories of sources from which we collected your Personal Information;
- business or commercial purpose we collected, sold, or shared your Personal Information;
- categories of third parties to whom we disclosed your Personal Information; and
- the specific pieces of Personal Information we collected about you.

- Right to Delete

You have the right to request that we delete the Personal Information that we’ve collected about you.

- Right to Correct

You have the right to request that we correct the Personal Information that we’ve collected about you.

- Right to Request the Categories of Third Parties Receiving Personal Information

You have the right to request the categories of Personal Information that we may have sold to third-parties or disclosed for a business purpose.

- Right to Opt-Out of the Sale or Sharing of Your Personal Information

You have a right to opt-out of the “Sale” or “Sharing” of your Personal Information.

- 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:

- Visiting consumerprivacy.gm.com
- Calling us at 1-866-MYPRIVACY (1-866-697-7482)

We do not accept consumer privacy requests made by email.

Our websites respond to the Global Privacy Control (GPC) signal when we detect that it is enabled on the particular web browser used to access our websites. We respond to your web browser’s GPC setting each time you visit our websites. When we detect the GPC signal, we honor this as your request to opt-out of “sales” and certain types of targeted advertising at the web browser-level by turning off data collection by some website cookies and tracking technologies. We will not honor a prior web browser setting if you disable GPC in the web browser used to access our websites between visits to our websites, or if you later visit our websites from different devices or browsers that does not send the GPC signal. More information on how to use the GPC signal, including supported browsers, is available at <https://globalprivacycontrol.org/>. At this time, we do not honor “Do Not Track” signals if enabled in a web browser.

GM also does not use or disclose sensitive personal information under California law for any purposes that would give you the right to limit the disclosure of your sensitive personal information according to California law.

Authorizing an Agent

You may be permitted by law to authorize someone else to act as your agent to exercise your privacy rights on your behalf. In such cases, your authorized agent must provide

documentation supporting his or her authority to make this request on your behalf. In some cases, 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 U.S. Consumer Privacy Request Form at consumerprivacy.gm.com. Your authorized agent can also contact us at 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.

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 decline to take action regarding your request, you may have the right to appeal. Please contact us at gm.datacompliance@gm.com if you would like to submit such an appeal.

Right of No Retaliation following Exercise of Rights

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

Consumer Privacy Rights Metrics

For calendar year 2024, GM received and responded to the following consumer privacy rights requests:

- *Right to Know*
 - Received: 186
 - Complied with in whole or in part: 170
 - Denied: 16
 - Median days to complete: 28
 - Mean days to complete: 29
- *Right to Delete*

- Received: 200
 - Complied with in whole or in part: 182
 - Denied: 18
 - Median days to compete: 30
 - Mean days to complete: 30
- *Right to Request the Categories of Third Parties Receiving Personal Information*
 - Received: 29
 - Complied with in whole or in part: 25
 - Denied: 4
 - Median days to compete: 1
 - Mean days to complete: 1
- *Right to Opt-Out of the Sale or Sharing of Your Personal Information*
 - Received: 979
 - Complied with in whole or in part: 659
 - Denied: 320
 - Median days to compete: 3
 - Mean days to complete: 3

“Shine the Light”

We honor requests from consumers to exercise their right to prevent us from disclosing their Personal Information to third parties for their own direct marketing purposes. You can exercise this right by calling 1-866-MYPRIVACY (1-866-697-7482).

Notice of financial incentive

We may offer financial incentives, as defined by California law, when you enroll in our My GM Rewards program. My GM 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, transacting with the My GM Rewards Credit Card, or at select third-party retailers (e.g., GM Financial, energy providers, fuel providers). 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 GM 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 GM 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 GM 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 GM 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 GM Rewards, you also must agree to the [My GM Rewards Program Terms and Conditions](#) and the [U.S. Consumer Privacy Statement](#). You may withdraw from participation in the My GM Rewards program at any time by contacting a My GM Rewards Member Support Specialist at 1-844-764-2665.

Solely for purposes of complying with California law, we estimate that the value of a consumer's data related to the My GM Rewards program to be, on average, \$1.08 per program member. We have calculated the value of a consumer's data by estimating the expenses related to the provision of the My GM Rewards marketing program per member.

Changes to This Privacy Statement

We may amend this California Supplement 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 Supplement, and your continued use of our products and services covered by this California Supplement 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 disclose your Personal Information or your sensitive personal information, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

Phone: 1-866-MYPRIVACY (1-866-697-7482)

Website: consumerprivacy.gm.com

Email: privacy@gm.com