

## **GM's Privacy/Security Policies**

### **Scope**

This Privacy Statement explains how General Motors Corporation (GM) and KEI, the authorized developer and administrator of this website handles personally identifiable information you share with us through our websites regarding Incentive program enrollment, registration and program status. These program websites may be developed and maintained by suppliers on GM's behalf.

### **Personal Information Collection**

Access to <http://gm-moe.awardsource.net> is password protected for your privacy and security.

We may ask you to provide us with personal information to complete your Mark of Excellence awards on this website. Information that may be requested includes: contact information, such as name, address, email address, titles, and telephone numbers.

### **Use of Your Personal Information**

Personal information about you may be used to place or process your Mark of Excellence awards or to contact you with future awards or MOE information, including program changes, news, and announcements. GM may also share personal information collected (such as name, mailing address and email address) with our suppliers for the exclusive purpose of providing services for us (for example, mailing information in response to your request for information). **GM will not share your personal information with other third parties for their independent use without your permission.**

We may disclose your personal information as required by law, in conjunction with a government inquiry, or in litigation or dispute resolution.

### **Information Security**

KEI recognizes the importance of safeguarding consumer personal information in KEI's possession from theft, inappropriate use, or improper distribution. It should, however, be recognized, that no company can perfectly protect personal information.

Before you are asked for confidential information, we will require that a "session" secured by username and password first be established. You will then be asked:

**IF YOU ARE NOT JOHN SMITH, OR ARE NOT AUTHORIZED BY JOHN SMITH, PLEASE EXIT THIS WEBSITE NOW AND DISCONTINUE ANY FURTHER ACTIVITY. THE USE OF SOMEONE ELSE'S SOCIAL SECURITY NUMBER OR PASSWORD IS STRICTLY PROHIBITED AND MAY VIOLATE FEDERAL AND STATE LAWS AND REGULATIONS.**

When you first asked for financial information, we will require that a secure "session" first be established using Secure Socket Layer (SSL). Before this data is transmitted, our website will first establish a secure "session" using SSL. This technology encrypts information as it is being sent over the Internet between your computer and our secure servers, helping to ensure that the information remains confidential.

You will know when a secure "session" is taking place, because your browser will display an

indicator of whether your session is secure or not. For example, a broken key symbol may appear in the bottom bar to indicate you are visiting a non-secure site; an unbroken key will indicate a secure site.

### **Your Information is Protected**

When visiting this site you may be asked to provide us with some personal information. This information is used solely for the purpose of making your future visits easier and for the purpose of security. It enables us to store key details, such as your name, address, program status, etc., so you don't have to enter the same information each time you are using the web site.

### **Cookies and Other Tracking Devices**

We may use cookies and other tracking devices on our websites. Using cookies on our sites provides benefits to you, such as allowing you to maintain your account login information between visits. The use of cookies also allows us to measure site activity to provide a better user experience. Cookies and other tracking devices may be used to tell us the time and length of your visit, the pages you look at on our site, the site you visited just before coming to ours, and the name of your Internet service provider. You may elect to refuse cookies. Please refer to your browser Help instructions to learn more about cookies and how to manage their use.

### **Privacy Inquiries**

Inquiries regarding GM's consumer privacy practices, please contact [gmmoe@biworldwide.com](mailto:gmmoe@biworldwide.com).

### **Changes**

We retain the right to change this Policy. We will post changes to this page in a timely manner. This statement is effective as of 3/05/2004.