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Information Regarding MazdaServiceInfo.com Privacy Practices:

This document describes how this web site collects and uses data about you. This includes data you provide us as well as data we may collect about your site usage patterns. This statement pertains specifically to the Mazdausa.com web site. During the course of your visit, you may move to other Mazda North American Operations web sites, including the site designed specifically for owners, and sites intended to provide information about financing. In addition, this site may provide links to third party sites not controlled by Mazda, such as those belonging to Mazda dealers, third party vehicle purchase sites or third party product review sites. It is recommended that you check the specific privacy statements of those sites before providing any personally identifiable information.

Normal Web Site Usage:

The information we collect and store during usage of this web site is the name of your Internet service provider, the web site that referred you to us, the pages you request and the date and time of those requests. We use this information to generate statistics and measure site activity to improve the usefulness of customer visits. During normal web site usage we do not collect or store personally identifiable information such as name, mailing address, email address, phone number or social security number. Any information collected at those sites is subject to the individual sites privacy policies.

Use of Cookies:

A cookie is a small amount of data, which often includes an anonymous unique identifier that is sent to your browser from a web site's computers and stored on your computer's hard drive.

Each web site can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a web site to access the cookies it has already sent to you, not the cookies sent to you by other sites.

You can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. (Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences.)

This site uses 'cookies' to simulate a continuous connection to our site. This makes it easier and more convenient for you to find information that may have interested you in a previous session. It also allows us to provide you with a more personalized experience and provide you with information that is relevant to you. These 'cookies' contain information about your patterns of site usage and may be connected to personally identifiable information you provide us. They are not connected to any personally identifiable information you may provide any other Mazda North American Operations site. We may also use data collected through the use of 'cookies' for site analysis and design. This information may be provided to our agencies for use on behalf of Mazda in accordance with our proscribed privacy policy. It is never provided or sold to any other company for that company's independent use.

Collection of personally identifiable information:

There are instances on the Mazdausa.com site where you may need to provide personally identifiable information in order to receive a specific product or service, such as a vehicle brochure or contest entry. This information, such as name, mailing address, email address, vehicle identification number (VIN), type of request and possibly additional information, is collected and stored in a manner appropriate to the

nature of the data by Mazda North American Operations or its partners or affiliates and is used to fulfill your request. The information you provide is used by Mazda North American Operations to improve the services we provide you. This data may be provided to our partners and affiliates within Mazda North American Operations for their use. This information may also be provided to our agencies for use on behalf of Mazda North American Operations in accordance with our proscribed privacy policy. In addition, unless you tell us otherwise, information you provide may be shared with an authorized Mazda Dealer so that we may better serve your needs. Aside from the above, it is never provided or sold to any other company for that company's independent use.

During the course of your visit, you may move to other Mazda North American Operations web sites, including the sites designed specifically for owners, the sites designed to allow vehicle configuration or quote requests, sites intended to provide information about financing or sites specific to other Mazda North American Operations products. In addition, this site may provide links to third party sites not controlled by Mazda North American Operations, such as those belonging to Mazda dealers, third party vehicle purchase sites or third party product review sites. It is recommended that you check the specific privacy statements of those sites before providing any personally identifiable information.

Electronic Mail sent to us that contains personal information:

Internet users may decide to send Mazda North American Operations personally identifying information, for example, in a message containing information about your Mazda product. We will use this information for the purpose identified in the email and to enhance our understanding of you in order to improve our service to you.

We reserve the right to change our Privacy Policy. A revised Privacy Policy will only apply to data collected subsequent to its effective date. Any revisions will be posted at least 10 days prior to its effective date.

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