

“My Yamaha Motor” Application Privacy Notice

This Application privacy notice (hereinafter referred to as “this Application Notice”) applies to the user (hereinafter referred to as “you” or “your”) who use the application “My Yamaha Motor” (hereinafter referred to as “this Application”) provided by Yamaha Motor Co., Ltd. and its group companies of your country or region (hereinafter referred to as “we”, “us” or “our”). This Application connects you with Yamaha Motor Group and supports a comfortable motorcycle life. Please read this Application Notice carefully before using this Application.

To use the My Yamaha Motor, you will need to register a Yamaha Motor ID. This is managed under a separate privacy notice (Yamaha Motor ID Privacy Notice) and can be found underneath the Application Privacy Notice. If there is a conflict between the Application Privacy Notice and the Yamaha Motor ID Privacy Notice, the Application Privacy Notice shall be prioritized.

1. Information We Collect About You

In this Application, we process the following data about you (hereinafter referred to as “your data”). Your data may include your personal data.

① Information that you enter directly on this Application

Information to be registered in connection with the use of this Application (such as name, address, country, phone number, email address, gender, date of birth, ID number, vehicle registration certificate, driver’s license information and information about your Yamaha product)

Information provided when you make inquiries about this Application (such as name, content of inquiry and contact information)

② Information obtained from your device through this Application

Location information, cookie information

Usage history of this Application, operation log

Information about your device (such as model name, OS version, country code and carrier code (only when we receive an inquiry from the inquiry form))

③ Information about your Yamaha product that we already have

Warranty registration information, service history

Your data provided at the time of e-Warranty Registration will be used together with your data provided for My Yamaha Motor.

2. Purpose of use

We process your data for the following purposes. And it may be used for the following purposes in combination with the information we obtained separately.

- To perform and provide this Application (including supplemental and related services)
- To gather and analyze information such as market research for the purpose of quality improvement and product development.
- To respond to inquiries, requests and complaints
- For internal evaluation of this Application
- For direct marketing analysis and offers
- To provide information on products and services related to Yamaha Motor group
- To operate, manage and provide various information for events and campaigns

- For protection and safety of property and rights
- To protect network and information asset
- To comply with laws, regulations, and other rules

3. Sharing Your Data

We may share your data with Yamaha Motor Co., Ltd. and its subsidiaries, affiliates and counterparties (such as distributors and dealers) and contractors within the scope necessary to achieve the purpose of use.

To provide My Yamaha Motor service, we integrate your registered information of E-Warranty and the information you provided to the dealer.

Regardless of the purpose of use, your data may be converted into a form whereby an individual is unable to be identified and then shared with the third parties mentioned above as statistical or aggregated data.

In addition, in order to provide the service that utilize location information, your location information may be provided to the provider of the map and/or weather application service through this Application.

And, you can login on this Application by using your social media profile, such as Facebook and Google. Please note that the relevant social media provider could process information on your access to the application including your personal data. Please see “Logging in from social media accounts” in Yamaha Motor ID Privacy Notice for details.

As we are engaged in business activities on a global scale, we may transfer your data to a country or a region that does not have laws or regulations equivalent to those related to protection of personal data in the country or the region where you reside / locate. Upon transferring your data abroad, we will take appropriate measures in accordance with provisions set forth in applicable laws and regulations.

4. Your rights

If you exercise rights (right of access, right to erasure, and the like) to the extent permitted under applicable laws and regulations, we will faithfully and appropriately deal with that exercise of rights in accordance with provisions set forth in applicable laws and regulations.

You can correct a part of your data on this Application. If you have any other requests regarding the processing of your data, please contact us through contact form in this Application.

Please note that some or all of your data is necessary to fulfill the obligations of applicable laws and regulations and/or provide the Application functions properly, and some of your data may be retained.

5. The Provider of This Application and Contact information

The Provider of this Application/Data Controller:

Yamaha Motor Co., Ltd.
2500 Shingai, Iwata-Shi, Shizuoka-Ken, 438-8501, Japan
my-yamaha@yamaha-motor.co.jp

If you have any queries about use of this Application and/or the processing of your data, please contact us from the contact form in this Application or to the contact information.

6. Change to This Application Notice

We may amend, revise, add to, or delete the contents of this Application Notice due to changes to the specifications of this Application and/or required by amendment to laws and regulations. Changes to this Application Notice will be notified to you through this Application.

Last updated: November 27th, 2024

Ver.1.0.0

Yamaha Motor ID Privacy Notice

This Yamaha Motor ID Privacy Notice (“Privacy Notice”) applies to users (“you” or “your”) who have registered a Yamaha Motor ID managed by Yamaha Motor Co., Ltd. and its subsidiaries and affiliates (hereinafter referred to as “we”, “us” or “our”).

The official language of this Privacy Notice is English.

1. Information We Collect About You

We process the following data about you (“your data”). This may include your personal data.

- 1) Data you enter to register Yamaha Motor ID
 - Profile Data (such as name, email address, gender, date of birth, password and other contact information)
 - Data provided by you for inquiries about Yamaha Motor ID (such as name, contact details and inquiry details)
 - Optional information (such as profile picture and social media account details)
- 2) Data obtained from your smart device
 - Usage history of services (including Yamaha provided connected applications) linked to your Yamaha Motor ID (such as operation logs)

Data retrieved in association with your Yamaha Motor ID may be combined with personal information directly provided by you to Yamaha Group, information provided through third party (such as social media providers when using social login), and information provided through our Group’s products and services, within the scope of “3. Purpose of Use”

2. Legal Basis for Processing

To register a Yamaha Motor ID you will be asked to confirm and consent to this Privacy Notice. Certain services provided by Yamaha will require registration of Yamaha Motor ID before use. In such instances, you will be asked to confirm and consent to the applicable Terms and Conditions of the service and to this Privacy Notice.

Any processing of your data obtained through your Yamaha Motor ID shall be conducted based on this consent.

3. Purpose of Use

We will process your data to provide related services requiring Yamaha Motor ID. Other than this, we may process your data for purposes as listed below.

- 1) To communicate with you
 - Respond to inquiries, requests, and complaints
 - Offer information on contests, events, and promotions and to administer these activities
 - Share administrative information such as changes to our terms, conditions, and policies
 - Respond to your data rights requests (see “9. Your Rights”)
- 2) To conduct research and development of products and features, and to improve services
 - Conduct research, and develop, promote new products and services
 - Improve and/or modify existing services and features
 - For quality and security improvement of products and services
 - Develop new features in response to customer needs
- 3) To ensure our business purpose
 - Conduct data analytics, audits, fraud monitoring and prevention, business planning, determining effectiveness of campaigns, reporting, and forecasting
 - Gather and analyze information such as market research for the purpose of quality improvement and product development
 - Provide information for purposes including marketing and advertising on new and/or updated Yamaha Motor products and services to contact details you have provided
- 4) Other
 - Fulfill contractual obligations with third parties, agents, subsidiaries and affiliates
 - To ensure protection and safety of property and rights
 - Protect network and information asset
 - Comply with laws, regulations, and other rules

Data collected from your Yamaha Motor ID may be combined with information directly provided by you to Yamaha Group, information provided by a third party (such as social media providers when using social login) and/or information you provide through our Group’s products and services. These will be used to achieve the purpose(s) of use stated above.

4. Retention Period

We will store your personal data for the period necessary to achieve the above purpose(s) of use and/or as

required by laws.

5. Sharing Your Data

We may share your data with our subsidiaries, affiliates and counterparties (such as distributors and dealers) in your country or region and contractors within the scope necessary to achieve the purpose of use (“3. Purpose of Use”). Regardless of the purpose of use, your data will be converted into a form where the individual is unable to be identified, and then shared with the third parties mentioned above, as statistical or aggregated data.

6. Transfer of Personal Information Abroad

As we are engaged in business activities on a global scale, we may transfer your data to a country or region that do not have personal data protection laws or regulations equivalent to the country or region you reside in or are located. When transferring your data abroad, we will take appropriate measures in accordance with provisions set forth in applicable laws and regulations.

7. Social Media Login Feature

You can register a Yamaha Motor ID using your Google and/or Apple account. You will be asked to give us permission to use your Google and/or Apple account details including name and email address. You may at any time remove your account from our services and withdraw approval to share from your social media account settings.

If you use this function, the social media provider may process information related to you, such as your use of the applicable service. We will not be liable for that processing of your information. For details on information related to you that is processed by each social media provider, please refer to each social media provider’s privacy policy.

- [Google LLC](#)
- [Apple Inc.](#)

8. Processing of Children’s Personal Information

When we obtain a child’s personal data, we will obtain consent from statutory agents, such as a person with parental authority over that child, and take other necessary steps in accordance with applicable laws, ordinances, and the like.

9. Security

We have established a management structure to prevent unauthorized access, loss, destruction, falsification, leakage of your data. We take appropriate organizational, physical and technical security measures as follows:

- Established internal policy and management structure, and conduct regular monitoring
- Implement necessary security measures to the devices and limit access to your data only to authorized personnel
- Restrict access, implement anti-malware measures, encrypt when transferring or receiving data
- Include non-disclosure in internal rule and conduct regular trainings to officers and employees
- Implement appropriate security measures based on the laws and regulations of the relevant countries/regions
- Investigate and implement measures to prevent secondary damage and recurrence in the event of data

incident

We recognize the importance of protecting personal data and take appropriate measures such as training against employees who process personal data.

If an accident such as leakage of your personal data occurs, we will appropriately respond to it by investigating all facts and the cause and taking measures to prevent secondary damage and reoccurrence as appropriate.

10. Your rights

We recognize you have rights to your data including rights to know, access, correct, transfer, restrict the processing of, and deletion of your data. We shall faithfully and appropriately deal with your exercise of rights in accordance with the provisions set forth in applicable laws and regulations. To exercise your rights, please contact us (see “11. Contact Information”).

Please note that we are required to hold some/all of your data to fulfill obligations under applicable laws and regulations. Additionally, we may need some/all of your data to provide related services you have registered for and may not be able to respond to your request.

If you are unsatisfied with our response, you have the right to file a complaint with the relevant responsible data protection authority in your country or region in accordance with applicable laws and regulations.

11. Change to this Privacy Notice

We may amend, revise, add to, or delete the contents of this Privacy Notice. This may be due to changes to Yamaha Motor ID specifications, or due to changes in requirements under applicable laws and regulations.

Changes to this Privacy Notice will be notified to you when it causes a significant impact on your rights and freedoms. Notice will be provided through related services you have registered for with your Yamaha Motor ID.

12. Contact Information

For any general inquiries relating to the use and collection of your data under this Notice, please contact us below.

(Provider of Yamaha Motor ID/Data Controller)

Yamaha Motor Co., Ltd.

2500 Shingai, Iwata-shi, Shizuoka-Ken, 438-8501, Japan

dpo@yamaha-motor.co.jp

13. Additional notification for the users in the following areas/countries

The following sections provide additional information to users as may be required under local data laws.

13-1. Peru

i. Information we collect about you

The information collected will be stored in the storage in charge of Yamaha Motor Co., Ltd., located in Japan. And it is shared with YAMAHA MOTOR DEL PERÚ S.A., with RUC N ° 20383929050, located at Av. Republica de Panama N ° 4344-4352, district of Surquillo, Lima – Peru who is the owner of “Personal Data Bank” called “Customer Bank” of Yamaha Motor del Perú S.A. (Code No. 01719) “for an indefinite

period of time or until your consent is revoked.

ii. Purpose of use

As part of the activities carried out by us and our group companies, you are informed that personal data will be processed for the following purposes:

- To communicate with you
 - Respond to inquiries, requests, and complaints
 - Share administrative information such as changes to our terms, conditions, and policies
 - Respond to your data rights requests (see “9. Your Rights”)
- To conduct research and development of products and features, and to improve services
 - Conduct research, and develop, promote new products and services
 - Improve and/or modify existing services and features
 - For quality and security improvement of products and services
 - Develop new features in response to customer needs
- To ensure our business purpose
 - Conduct data analytics, audits, fraud monitoring and prevention, business planning, determining effectiveness of campaigns, reporting, and forecasting
 - Gather and analyze information such as market research for the purpose of quality improvement and product development
- Other
 - Fulfill contractual obligations with third parties, agents, subsidiaries and affiliates
 - To ensure protection and safety of property and rights
 - Protect network and information asset
 - Comply with laws, regulations, and other rules

It is stated that the authorization to the general conditions of this Privacy Notice is a necessary element for the use of services requiring Yamaha Motor ID and fulfillment of the aforementioned purposes. Additionally, if you expressly authorize it, your information may be used for the fulfillment of the following additional purposes:

- To communicate with you
 - Offer information on contests, events, and promotions and to administer these activities
- To ensure our business purpose
 - Provide information for purposes including marketing and advertising on new and/or updated Yamaha Motor products and services to contact details you have provided

iii. Sharing your data

We will share the personal data with YAMAHA MOTOR DEL PERÚ S.A., with RUC N ° 20383929050, located at Av. Republica de Panama N ° 4344-4352, district of Surquillo, Lima – Peru who is the owner of “Personal Data Bank” called “Customer Bank” of Yamaha Motor del Perú S.A. (Code No. 01719) ”.

iv. Exercise of the rights of the owner of personal data

If you wish to exercise rights provided in the personal data protection laws and regulations in Peru, please contact us to the address below.

Head of Processes and IT Data Protection

Av. Republica de Panama 4344 – Surquillo, Lima

protecciondedatos@yamaha.com.pe

13-2. European Economic Area (EEA)

i. Legal basis for processing your personal data, and categories of personal data

We use your personal data for the following purposes.

1. When processing is required for a contract

Purposes	Categories of personal data
To provide related services requiring Yamaha Motor ID	<ul style="list-style-type: none">1) Data you enter to register Yamaha Motor ID<ul style="list-style-type: none">▪ Profile data (such as name, email address, gender, date of birth, password and other contact information)▪ Data provided by you for inquiries about Yamaha Motor ID (such as name, contact details and inquiry details)▪ Optional information (such as profile picture and social media account details)2) Data obtained from your smart device<ul style="list-style-type: none">▪ Usage history of services (including Yamaha provided connected applications) linked to your Yamaha Motor ID (such as operation logs)

2) When processing is required for the pursuit of legitimate interests

We obtain and process the following categories of your personal data for the following purposes because it is necessary to do so in order to pursue our legitimate interests (for details regarding the balancing test for legitimate interests, please inquire using the contact address at “vi. Contacting us”).

Purposes	Categories of personal data
<p>For internal evaluation of related services requiring Yamaha Motor ID</p> <p>To gather and analyze information such as market research for the purpose of quality improvement and product development.</p>	<ul style="list-style-type: none">1) Data you enter to register Yamaha Motor ID<ul style="list-style-type: none">▪ Profile Data (such as name, email address, gender, date of birth, password and other contact information)▪ Data provided by you for inquiries about Yamaha Motor ID (such as name, contact details and inquiry details)▪ Optional information (such as profile picture and social media account details)2) Data obtained from your smart device<ul style="list-style-type: none">▪ Usage history of services (including Yamaha provided connected applications) linked to your Yamaha Motor ID (such as operation logs)
To respond to inquiries, requests and complaints	<ul style="list-style-type: none">1) Data you enter to register Yamaha Motor ID<ul style="list-style-type: none">▪ Profile Data (such as name, email address, gender, date of birth, password and other contact information)▪ Data provided by you for inquiries about Yamaha Motor ID (such as name, contact details and inquiry details)▪ Optional information (such as profile picture and social media account details)2) Data obtained from your smart device<ul style="list-style-type: none">▪ Usage history of services (including Yamaha provided connected applications) linked to your Yamaha Motor ID

Purposes	Categories of personal data
	(such as operation logs)
<p>Fulfill contractual obligations with third parties, agents, subsidiaries and affiliates</p> <p>For protection and safety of property and rights</p> <p>To protect network and information asset</p> <p>To comply with non-EU or non-Member State laws and regulations</p>	<p>1) Data you enter to register Yamaha Motor ID</p> <ul style="list-style-type: none"> Profile Data (such as name, email address, gender, date of birth, password and other contact information) Data provided by you for inquiries about Yamaha Motor ID (such as name, contact details and inquiry details) Optional information (such as profile picture and social media account details) <p>2) Data obtained from your smart device</p> <ul style="list-style-type: none"> Usage history of services (including Yamaha provided connected applications) linked to your Yamaha Motor ID (such as operation logs)

3) When your express consent is obtained in advance

Purposes	Categories of personal data
To provide related services requiring Yamaha Motor ID which use location information (including supplemental and related services)	<p>1) Data you enter to register Yamaha Motor ID</p> <ul style="list-style-type: none"> Profile Data (such as name, email address, gender, date of birth, password and other contact information) Optional information (such as profile picture and social media account details) <p>3) Data obtained from your smart device</p> <ul style="list-style-type: none"> Usage history of services (including Yamaha provided connected applications) linked to your Yamaha Motor ID (such as operation logs)
<p>To gather and analyze location information such as market research for the purpose of quality improvement and product development.</p> <p>For internal evaluation of related services requiring Yamaha Motor by using location information</p>	<p>1) Data you enter to register Yamaha Motor ID</p> <ul style="list-style-type: none"> Profile Data (such as name, email address, gender, date of birth, password and other contact information) Data provided by you for inquiries about Yamaha Motor ID (such as name, contact details and inquiry details) Optional information (such as profile picture and social media account details) <p>2) Data obtained from your smart device</p> <ul style="list-style-type: none"> Usage history of services (including Yamaha provided connected applications) linked to your Yamaha Motor ID (such as operation logs)
<p>For direct marketing analysis and offers</p> <p>To provide information on products and services related to our group</p> <p>To operate, manage and provide various information for events and campaigns</p>	<p>1) Data you enter to register Yamaha Motor ID</p> <ul style="list-style-type: none"> Profile Data (such as name, email address, gender, date of birth, password and other contact information) Optional information (such as profile picture and social media account details) <p>2) Data obtained from your smart device</p> <ul style="list-style-type: none"> Usage history of services (including Yamaha provided connected applications) linked to your Yamaha Motor ID (such as operation logs)

If our processing of your personal data is conducted based on your consent, you may withdraw that consent at any time. Withdrawal of your consent does not affect the legality of personal data processing that we have conducted based on consent given before that withdrawal. You may withdraw your consent through services and the like you use or by contacting us using the contact details at “vi. Contacting us”.

4) When processing is required to meet our legal obligations under EU or Member State law

Purposes	Categories of personal data
To comply with EU or Member State laws and regulations	<p>3) Data you enter to register Yamaha Motor ID</p> <ul style="list-style-type: none">▪ Profile Data (such as name, email address, gender, date of birth, password and other contact information)▪ Data provided by you for inquiries about Yamaha Motor ID (such as name, contact details and inquiry details)▪ Optional information (such as profile picture and social media account details) <p>4) Data obtained from your smart device</p> <ul style="list-style-type: none">▪ Usage history of services (including Yamaha provided connected applications) linked to your Yamaha Motor ID (such as operation logs)

Personal data obtained by us includes information directly provided by you to us, information provided through a third party, such as counterparties, contractors, business partners, and social media providers (including Google and/or Apple), and information provided through products and services provided by our group.

ii. Transfer of personal data outside your country or region

Your personal data obtained by us may be transferred, stored and processed outside the EEA. In each case, your personal data must be protected safely at a level of security equivalent to that used for its protection within the EEA. We take all measures (including execution of the standard contractual clauses (Article 46, paragraph 2, item (c) and paragraph 5 of the GDPR) as approved by the European Commission) reasonably necessary to ensure your data is safely stored and processed in accordance with the provisions set forth in this Privacy Policy and the GDPR and other applicable laws and regulations. Please contact us at any time if you would like to know more about details regarding the safeguards we have in place for transfers of personal data outside the EEA.

iii. Direct marketing

If you do not wish to receive information that we provide to you in relation to our products, services, and the like (direct marketing), we refrain from conducting direct marketing addressed to you. If you do not wish to receive direct marketing, please contact us through the services, etc. you use or by contact us using the contact details at “vi. Contacting us”.

iv. Automated decision-making

We do not conduct decision-making that is based on automated processing (including profiling) which produces a legal or similar material effect on you.

v. Your rights

You have the rights set out below in relation to your personal data used for Yamaha Motor ID.

If we receive any request from you in relation to the following, we will faithfully and appropriately deal with that request in accordance with the laws and regulations.

- Right to access personal data: You have the right to obtain confirmation from us regarding whether any of your personal data is being processed, and if your personal data is being processed, you will have the right to access your personal data and certain information in connection to that personal data.
- Right to rectify personal data: If your personal data held by us is incorrect, you will have the right to demand that we rectify the personal data.
- Right to erase personal data (right to be forgotten): If you satisfy certain conditions, you will have the

right in some cases to demand erasure of your personal data held by us.

- Right to restrict processing of personal data: If you satisfy certain requirements, you will have the right in some cases to restrict the processing of your personal data held by us.
- Objections against processing of personal data: If you satisfy certain conditions, you will have the right in some cases to object to our processing of your personal data.
- Right to data portability of personal data: If you satisfy certain conditions, you will have the right in some cases to receive in a structured, commonly used, and machine-readable format the personal data that you have provided to us and will have the right to transmit that data to another controller without hindrance from us.

You can correct a part of your data on Yamaha Motor ID portal. If you have any other requests regarding the processing of your data, please contact us using the contact details at “vi. Contacting us”.

vi. Contact information of Data Protection Officer

If you require the services of our Data Protection Officer, please contact us below.

Yamaha Motor Co., Ltd.
2500 Shingai, Iwata-shi, Shizuoka-ken, 438-8501, Japan
dpo@yamaha-motor.co.jp

13-3. United States (Notice at Collection)

1. Purpose of Use

The purposes of use are as stated above at Section 3 of the Privacy Notice. The chart below is a breakdown of the purposes of use as applicable to each data category identified under U.S. laws.

Categories and Specific pieces of Personal Information	Categories of Sources from which Yamaha collected Personal Information	Purpose of Uses	Categories of Third Parties with which we may sell that Information
Identifiers: Name; Phone number; Email address; Gender; Data of Birth; and Country of Residence. (Other contact information if necessary)	Users By directly entering information onto profile page. By providing contact information when users make inquiry.	1) To communicate with you <ul style="list-style-type: none"> Respond to inquiries, requests, and complaints Offer information on contests, events, and promotions and to administer these activities Share administrative information such as changes to our terms, conditions, and policies Respond to your data rights requests (see “9. Your Rights”) 2) To conduct research and development of products and features, and to improve services <ul style="list-style-type: none"> Conduct research, and develop, promote new products and services Improve and/or modify existing services and features For quality and security improvement of products and services Develop new features in response to customer needs 3) To ensure our business purpose <ul style="list-style-type: none"> Conduct data analytics, audits, fraud monitoring and prevention, business planning, determining effectiveness of campaigns, reporting, and forecasting Gather and analyze information such as market research for the purpose of quality improvement and product development Provide information for purposes including marketing and advertising on new and/or updated Yamaha Motor products and services to contact details you have provided 4) Other <ul style="list-style-type: none"> Fulfill contractual obligations with third parties, agents, subsidiaries and affiliates To ensure protection and safety of property and rights Protect network and information asset Comply with laws, regulations, and other rules 	Our subsidiaries, affiliates, distributors and dealers in your country or region, and service providers within the scope necessary to achieve the purpose of use.
Customer Records Information: Information provided upon inquiry: Name; Contact Information; and Content of Inquiry.	Users By providing contact information when users make an inquiry	1) To communicate with you <ul style="list-style-type: none"> Respond to inquiries, requests, and complaints Offer information on contests, events, and promotions and to administer these activities Share administrative information such as changes to our terms, conditions, and policies Respond to your data rights requests (see “9. Your Rights”) 2) To conduct research and development of products and features, and to improve services <ul style="list-style-type: none"> Conduct research, and develop, promote new products and services Improve and/or modify existing services and features For quality and security improvement of products and services Develop new features in response to customer needs 3) To ensure our business purpose <ul style="list-style-type: none"> Conduct data analytics, audits, fraud monitoring and prevention, business planning, determining effectiveness of campaigns, reporting, and forecasting Gather and analyze information such as market research for the purpose of quality improvement and product development Provide information for purposes including marketing and advertising on new and/or updated Yamaha 	Our subsidiaries, affiliates, distributors and dealers in your country or region, and service providers within the scope necessary to achieve the purpose of use.

		<p>Motor products and services to contact details you have provided</p> <p>4) Other</p> <ul style="list-style-type: none"> • Fulfill contractual obligations with third parties, agents, subsidiaries and affiliates • To ensure protection and safety of property and rights • Protect network and information asset <p>Comply with laws, regulations, and other rules</p>	
<p>Internet or other electronic network activity information:</p> <p>Usage History; Operation Log; and Cookies.</p>	<p>User's mobile device</p> <p>Information obtained from users' device</p>	<p>2) To conduct research and development of products and features, and to improve services</p> <ul style="list-style-type: none"> • Conduct research, and develop, promote new products and services • Improve and/or modify existing services and features • For quality and security improvement of products and services • Develop new features in response to customer needs <p>3) To ensure our business purpose</p> <ul style="list-style-type: none"> • Conduct data analytics, audits, fraud monitoring and prevention, business planning, determining effectiveness of campaigns, reporting, and forecasting • Gather and analyze information such as market research for the purpose of quality improvement and product development • Provide information for purposes including marketing and advertising on new and/or updated Yamaha Motor products and services to contact details you have provided <p>4) Other</p> <ul style="list-style-type: none"> • Fulfill contractual obligations with third parties, agents, subsidiaries and affiliates • To ensure protection and safety of property and rights • Protect network and information asset • Comply with laws, regulations, and other rules 	<p>Our subsidiaries, affiliates, distributors and dealers in your country or region, and service providers within the scope necessary to achieve the purpose of use.</p>

2. Privacy Rights

We recognize your rights to know, access, correct, transfer, restrict the processing of, and deletion of your data as explained above. In addition to those rights, we also recognize your rights to be not discriminated by exercising your rights.

For **California Users**, we recognize your right to Opt-out of Sale or Sharing of Personal Information. Yamaha does not share Personal Information under the definition of the CCPA/CPRA. Yamaha sells (discloses) your Personal Information and other data with our subsidiaries, affiliates, and counterparties (such as distributors and dealers) in your country or region and service providers (contractors) within the scope necessary to achieve the purposes of use. To exercise your right to Opt Out of Sale or Sharing of Personal Information, please submit form from link below.

>> [Do Not Sell or Share my Personal Information/Do Not Disclose my Sensitive Personal Information](#)

3. Contact Information

If you have any questions or comments about this notice, the ways in which we collect and use your personal information, your choices and rights regarding such use, or wish to exercise your rights under the U.S. law, please do not hesitate to contact us at:

Yamaha Motor Corporation USA
6555 Katella Ave Cypress, CA 90630

■ Call us at 1-800-962-7926

■ Submit this form: <https://yamaha-motor.com/data-privacy-request-form>

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