

VOLVO SAFETY SUNDAY SWEEPSTAKES PRIVACY POLICY

Last Updated: January 22, 2021

SCOPE AND PURPOSE

This Service Privacy Policy describes the privacy practices of Volvo Car USA LLC (referred to as “Volvo Car USA”, “we”, “our”, or “us”) with respect to processing related to the Volvo Safety Sunday Sweepstakes (“Sweepstakes”). This Service Privacy Policy sets forth:

- information we collect and why;
- how we share your information; and
- your rights about this use and sharing.

For information about how we: share your information generally throughout our services, protect your information, process children’s information, address Do Not Track, make changes to our Privacy Statement and Service Privacy Policies, and can be contacted, please see our [Privacy Statement](#).

This Service Privacy Policy does not apply to authorized Volvo Car USA retailers, or third parties to whom you directly provide your information including, but not limited to, subscription services, insurance companies, or other third parties who may offer special rates or products to Volvo Car USA customers, nor to content posted on social media channels. These entities are independent of Volvo Car USA and responsible for their own collection of information. Please refer directly to those entities and their particular privacy policies for more information.

INFORMATION WE COLLECT AND WHY

When you visit the Sweepstakes website (<https://volvosafetysunday.com>), follow the instructions, and submit the registration form, eligible entrants can participate in the Sweepstakes, as defined by the Sweepstakes’ [Official Rules](#). If you take part in the Sweepstakes, we will collect personal information from you. “Personal information” is information that identifies, relates to, describes, is capable of being associated with, or could be reasonably linked, directly or indirectly, with a particular consumer, household or device. We will collect personal information from you directly and automatically as you participate in the Sweepstakes and visit the Sweepstakes website.

If you participate in the Sweepstakes, we will collect personal information from you when you:

1. **Submit the Sweepstakes Registration Form:** When you complete the registration form, we will collect your *identifiers* (first and last name, postal address, e-mail address, and phone number). We use this personal information to verify your eligibility and, if eligible, allow you to participate in the Sweepstakes. We will also use this personal information to perform all services related to conducting the Sweepstakes, such as communicating with you or informing you of updates to or changes to the Sweepstakes' Official Rules or any related Volvo Car USA policies. If you have elected to, we may also use this personal information to send you communications we feel may be of interest to you.
2. **Participate in the Sweepstakes:** If a safety is scored during the 2021 Football Championship Game in Tampa, Florida on February 27, 2021 and, after a random drawing, you are one of twenty-five (25) participants who win a Volvo vehicle ("Prize"), we will use the *identifiers* provided on your registration form to inform you that you are a potential Prize winner (pending verification of your eligibility and compliance with the Sweepstakes [Official Rules](#)). If your eligibility is verified, we collect additional *identifiers* from you (a copy of your valid driver's license and satisfactory proof of liability insurance, to facilitate the delivery of your Prize. We will also use the personal information collected to issue tax forms to each winner.
3. **Visit the Sweepstakes Website:** In addition to the personal information you provide directly to us, we may also collect information from you automatically as you use the Sweepstakes website via cookies and other tracking technologies as set forth in the Prize Logic LLC ("PrizeLogic") [Privacy Policy](#). This includes the following *internet and other electronic network activity information*: IP address, usage information, browsing history, information regarding your interaction with the Sweepstakes website, and device information, such as hardware model, operating system, and preferences. We use this personal information to support and maintain the security and functionality of the website, detect fraudulent activity that violates the Sweepstakes' [Official Rules](#), conduct data analytics to improve the website, and to conduct targeted online advertising. For information on how we use cookies on our digital platforms, please see the PrizeLogic [Privacy Policy](#).

HOW WE SHARE YOUR PERSONAL INFORMATION

For information about how we share your information generally throughout our services, please see our [Privacy Statement](#).

Sharing of personal information for a business purpose since the launch of the Sweepstakes.

Since the launch of the Sweepstakes in January 2021, we have shared:

- *your identifiers* among Volvo business units for the purpose of fulfilling your participation in the Sweepstakes.
- If you opt-in to marketing, *your identifiers*, among Volvo business units for the purpose of sending you marketing materials which may be of interest.

- *your identifiers* with PrizeLogic and other service providers that assist us in providing the Sweepstakes, such as our shipping provider and travel provider.
- *If you have opted into receipt of marketing communications - your identifiers* with our marketing partners for our own direct marketing purposes.
- *your internet or other electronic network activity information* with our IT support to maintain the security and functionality of the Sweepstakes website, detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, and to identify and repair website errors.

Sale of personal information since the launch of the Sweepstakes:

We have not sold any of your personal information that we collected in connection with the Sweepstakes.

YOUR RIGHTS UNDER CALIFORNIA LAW

Under California law, consumers residing in California are granted the right to access or delete the personal information that we have collected about them, to opt-out of the sale of their personal information by us to a third party, and not to be discriminated against for exercising these rights. To learn more about your rights with respect to your personal information and how to exercise those rights, please see our [Privacy Statement](#).

MARKETING COMMUNICATIONS

If you opt into receiving marketing communications from us, we will contact you directly with offers on Volvo products or services we feel may be of interest to you. You may opt out at any time by clicking the “unsubscribe” link provided with each communication. Please note that we will continue to send you emails necessary to the Sweepstakes or any assistance you request.

MORE INFORMATION

For information about how we: share your information generally throughout our services, protect your information, process children’s information, address Do Not Track, make changes to our Privacy Statement and Service Privacy Policies, and can be contacted, please see our [Privacy Statement](#).