

Bosch Privacy Notice – Highlights/Notice at Collection

Bosch Automotive Service Solutions, LLC. has set out below some important highlights of the Privacy Notice for our Actron website. You can obtain more information about how we collect, use, disclose and safeguard your personal information by reviewing our full Privacy Notice below.

What personal information do we collect?

For more information see [Collection of Personal Information](#) and [Sources of Personal Information](#) sections below.

We collect various types of information about our users in connection with the services or products, including:

- Information we collect directly from you (i.e., when given by you);
- Information we collect indirectly from you (i.e., collected when you use the website); and
- Information we obtain from third-party sources.

We also may collect information in ways that we describe to you at the point of collection or otherwise with your consent. The personal information we collect includes identifiers, internet or other similar network activity, and sensory data. We do not collect sensitive person information. Therefore, we do not offer a specific right to limit. The section titled “Collection of Personal Information” contains more information on these categories.

Why do we collect personal information and how is it used?

For more information see [Collection of Personal Information](#) below.

Business Purposes:	Commercial Purposes:
<ul style="list-style-type: none">• Fulfilling or meeting the reason you provided the information.• Technical administration of Bosch and Bosch affiliate websites, mobile applications and/or services.• Maintaining the safety, security, and integrity of our websites, products and services, databases and other technology assets, and business.• Customer, vendor, licensor and/or supplier administration, review and/or reports.• Administering, maintaining, personalizing and improving Bosch and Bosch affiliates’ mobile applications, products and services, including, without limitation, to authenticate users, process payments, provide requested services, provide optional additional services and to develop new features, products and/or services.• Providing customer service.• Compliance with legal and/or regulatory requirements.• Evaluating or conducting a merger, sale of assets, consolidation or restructuring, financing or acquisition of all or a portion of any Bosch	<ul style="list-style-type: none">• Responding to submitted inquiries and customer service requests and other questions and/or comments.• For the U.S., this data may be used for marketing and analytic purposes.

business, asset or opportunity by, with or into another business, entity or company.	
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Bosch will not collect or use personal information for materially different, unrelated or incompatible purposes without providing you notice (or obtaining your consent, where required by applicable laws in the relevant jurisdiction). Additionally, Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

Is personal information disclosed, sold, or shared?

For more information see [Disclosure, Sale, and Sharing of Personal Information – Past 12 months](#), [Personal Information Sales: Opt-Out and Opt-In Rights](#), and [Use of Cookies](#) below.

Bosch may disclose your information with:

- Bosch affiliated entities,
- service providers, vendors, consultants, suppliers, licensors, marketing, partners and other partners and entities performing work on Bosch's behalf,
- relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

We do not sell or share your personal information collected through Actron.com, therefore we do not offer the right to opt out of the selling or sharing of your personal information.

What are the risks?

- We may transfer your personal information to states, provinces, or countries other than where you reside, including to affiliates and service providers. Therefore, your information may be accessible to courts, law enforcement and national authorities in such other jurisdictions. You can obtain information about Bosch's policies and practices with respect to foreign service providers, or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described in the Privacy Notice.
- Bosch security measures are being continuously improved in accordance with the state of technological developments, however, absolute protection is not possible. We cannot guarantee the security of information posted or transmitted using the website.

What else should you know?

- Your personal information will be stored in the U.S. and accessible to system administrators for the Bosch Actron Website service providers, marketing partners, and other partners and entities performing work on our behalf.
- You may contact our Privacy Notice Administrator, as described in the Privacy Notice, with any questions about the collection of your personal information.

- In some circumstances, you also may have a right to access, update, and correct inaccuracies in your personal data (e.g., pursuant to local law).
- Any additional choices you may have are described in the full Privacy Notice below.

Notice to Canadian Users: By using the website and/or voluntarily providing your personal information to us, as applicable, you are consenting to the collection, use and disclosure of your personal information as described in our Privacy Notice and summarized above.

BOSCH ACTRON WEBSITE PRIVACY NOTICE

I. Introduction

Bosch Automotive Service Solutions, LLC. is pleased to have you visit our websites and welcomes your interest in the services or products provided through Actron.com. This Privacy Notice applies to all users of the website and the Services, anywhere in the United States, Canada, and their respective territories and possessions.

The protection of your privacy is an important concern to which we pay special attention. We process personal information collected during your visit to the website and use of Services in compliance with this Privacy Notice and all applicable laws and regulations. Data protection and information security are part of Bosch corporate policy.

Notice to Canadian Users: By using the website and/or voluntarily providing your personal information to us, as applicable, you are consenting to the collection, use and disclosure of your personal information as described in this Notice. If you do not consent to the processing of your personal information in accordance with this Notice, do not access or continue to use the Bosch Website or otherwise provide any personal information to us.

II. Scope

This Notice covers our processing of personal data, personal information, or personally identifiable information, as defined by numerous statutes in the United States, as well as personal information as defined by Canada's Personal Information Protection and Electronic Documents Act and any applicable substantially similar provincial legislation, which we gather when you are accessing, viewing, completing, or using this website or our Services.

III. Collection of Personal Information

The website has collected the following personal information from users of the website the last twelve (12) months:

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or targeted advertising	Retention
Identifiers We collect this information from our users, customers, and business partners. We also generate identifiers internally.	Internet Protocol address, or other similar identifiers.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information	Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or targeted advertising	Retention
		Commercial- To improve our offerings	<p>We do not share this data for targeted or cross-context behavioral advertising.</p> <p>We do not sell this data for monetary considerations.</p>	purposes, including to meet our legal, regulatory, or other compliance obligations.
Personal Information We collect this information from our users, customers, and business partners	Internet Protocol address, or other similar identifiers.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites. Commercial- To improve our offerings	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information</p> <p>We do not share this data for targeted or cross-context behavioral advertising.</p> <p>We do not sell this data for monetary considerations.</p>	Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.
Internet or other similar network activity We collect this information from our users and customers	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites. Commercial- To improve our offerings	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information</p> <p>We do not share this data for targeted or cross-context behavioral advertising.</p> <p>We do not sell this data for monetary considerations.</p>	Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.
Sensory data We collect this information from our users and customers	Audio or similar information	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information	Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or targeted advertising	Retention
		Commercial- To improve our offerings	We do not share this data for targeted or cross-context behavioral advertising. We do not sell this data for monetary considerations.	meet our legal, regulatory, or other compliance obligations.

Bosch will continue to collect the personal information described above. If any additional personal information is collected by Bosch, we will provide any required notice(s), and where applicable obtain any required consent(s), in accordance with applicable laws in the relevant jurisdiction.

IV. Sources of Personal Information

Bosch collects personal information from the following categories of sources:

1. Directly from You. For example, when given by you or collected from you thorough your access to and/or use of the Bosch Actron Website and/or Service, in context of registering an account, subscribing to or purchasing our products, or when you contact customer support or otherwise interact or communicate with Bosch, its agents, representatives, suppliers, vendors or consultants through the Services. This information may include, without limitation, your first and last name, address, phone number, e-mail address, credit card information, billing address, shipping address, username, and any other information you choose to provide us.
2. Indirectly from You. For example, from observing your use of the Bosch Actron Website, or services related thereto. The following data may be collected automatically: the website from which you visit Bosch (referrer), pages viewed, files downloaded (downloads), individual links clicked, search words or search phrases (site search), duration of visit, browser used, device data (e.g., unique device identifier, MAC address, IP address, serial number, hardware model, network information and operating system and version), and other relevant details and/or information. If the visit is a result of online advertising such as banners, video ads, search engine advertising, etc., Bosch or its agents, representatives, suppliers, vendors or consultants may record which banner, adword, etc. motivated or assisted with the visit to the Bosch Actron Website.

Bosch will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated or incompatible purposes without providing you notice or obtaining your consent, where required by applicable laws in the relevant jurisdiction.

V. Disclosure, Sale and Sharing of Personal Information – Past 12 Months

Bosch may use, store, compile, manipulate, share and disclose your personal information with third parties for the purposes stated above. Your personal information is disclosed with the following:

- Bosch affiliated entities, including Bosch's parent company in Germany, Robert Bosch GmbH, to leverage shared services and improve our Services;
- Bosch service providers, vendors, consultants, suppliers, licensors, marketing, partners and other partners and entities performing work on Bosch's behalf, such as hosting vendors, advertising service providers, data analytics companies, marketing service companies, list managers and delivery companies;
- Relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

By accessing and/or using the Bosch Actron Website or the Services, you consent to the above uses and disclosure of your personal information in accordance with this notice.

We do not sell personal information for monetary consideration or share your personal information for cross-context behavioral advertising collected through this website; therefore, we do not offer the right to opt out of the selling or sharing of your personal information.

VI. Use of Third-Party Web Analytics Tools

Bosch may use web analytics tools, such as the Google Analytics web analytics tool, to provide us with an analysis of your use of the Bosch Actron Website, overall use of and traffic on the Bosch Actron Website, and other related services. These web analytic tools use cookies that enable an analysis of your use of the Bosch Actron Website. The information generated by the cookie about your use of the Bosch Actron Website (such as when you visited the Bosch Actron Website, the referrer URL, details on the configuration of your operating system, your browser and your access provider) are generally transmitted to, and stored on, a server of Google located in the U.S.A. You are able to opt out of Google Analytics by downloading and utilizing the Google Analytics Opt-out Browser Add-on, which you can obtain at <https://tools.google.com/dlpage/gaoptout?hl=en>.

Bosch uses any information gathered by such analytics tools to analyze your use of the Bosch Actron Website to generate reports on website activities and to perform other Bosch related services to you. Only authorized persons have access to this anonymized data.

VII. International Data Transfer

Bosch may transfer your personal information to Bosch's parent company in Germany, Robert Bosch GmbH, and/or to any other Bosch affiliates throughout the world, including, without limitation, Robert Bosch LLC and Bosch Automotive Service Solutions LLC, when processing, storing, analyzing, and otherwise using data. Bosch may also transfer your data to a service, provider, contractor, or third party outside the country of origin. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in countries other than the country in which you reside. You can obtain information about Bosch's policies and practices with respect to foreign service providers (including affiliates), or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described below.

VIII. Children's Privacy

Bosch does not knowingly collector use any personal information from online visitors under the age of 16. Bosch does not knowingly allow visitors under the age of 16 to participate in any promotions or contests made available on websites from time to time.

IX. California “Shine the Light” Privacy Rights

California’s “Shine The Light” law permits those Bosch customers who are residents of California to annually request a list of their personal information (if any) that Bosch disclosed to third parties for direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties. At this time, Bosch currently does not share any personal information with third parties for direct marketing purposes.

X. Use of Links to Affiliated Sites

The website may contain links to other Bosch sites. The website provides these links only as a convenience. Your use of these Affiliated Sites and any related services are outside the scope of this Privacy Notice and is governed by the Privacy Notice and any other terms referred to or located on such Affiliated Sites.

XI. Use of External Links

The website may contain links to third-party websites or services operated by providers that are not associated with Bosch. After you click the link, Bosch no longer has any influence over the collection, storage, use or processing of any personal information transmitted by clicking the link (such as the IP address or URL of the page that contains the link), as the behavior of third parties is, by nature, beyond Bosch control. **Therefore, Bosch is not responsible for the collection, storage, use, disclosure or other processing of personal information by such third parties.** For further clarity, this Privacy Notice does not apply to any such third-party websites or services; refer to the privacy statements or policies for such third-party websites or services for information about how they collect, use, disclose and protect personal information.

XII. Security

Bosch takes commercially reasonable efforts to ensure that your data collected by Bosch through this website is protected against tampering, loss, destruction, access by unauthorized persons or unauthorized disclosure. Bosch security measures are being continuously improved in accordance with the state of technological developments, however, absolute protection is not possible.

When you register with Bosch, you are required to create a username and password. You must not share this access information with anyone else as you are personally responsible for any information transmitted while logged in with your username and password. We disclaim any and all liability for any information transmitted due to an unauthorized log in.

XIII. Use of Cookies

1. Bosch Cookies.

Bosch uses cookies and active components (*e.g., JavaScript*) to track visitors’ preferences and customize the design of the website.

Cookies are small text files stored on your computer or device when you visit a website. If you wish, you can delete the cookies at any time from your web browser. However, this can result in some functions no longer being available. For information on deleting the cookies, consult your browser’s help function.

Bosch makes it possible to control the use of cookies. To do so, click the “Privacy settings” link in the footer. This link gives you additional information about the cookies used. In addition, you can configure which cookies you want to use there.

XIV. How We Respond to Do Not Track Signals

This website does not sell or share your personal information collected through the website/services to third parties as defined by relevant laws. Therefore, we do not recognize “Do Not Track” (“DNT”) or GPC

XV. International Users

This is a U.S. website and service targeted to users in the U.S. and Canada and the website and Bosch Services are subject to U.S. and Canadian laws, as applicable, including, without limitation, those governing the privacy and security of your information. If you use Bosch Services, you are transferring your information to Bosch in the United States. By using the Bosch Services or providing your information to Bosch through the Services you consent to the transfer of your personal information to the United States, and Bosch handling of your information in accordance with applicable U.S. requirements and this Privacy Notice. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in the United States. You can obtain information about Bosch’s policies and practices with respect to service providers (including affiliates) outside the country where you reside, or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described below.

XVI. Your Rights - US

State specific privacy laws within the United States provide data subjects certain rights regarding the personal information that businesses collect and how the collected personal information is used. If you would like to exercise data subject right available to you, find the “Exercise your Rights” section below. Our privacy team will examine your request and respond to you as quickly as possible.

We may still use any aggregated and de-identified Personal Information that does not identify any individual and may also retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our Agreements. We maintain and use all de-identified information in de-identified form. We do not attempt to reidentify it except to ensure our de-identification processes are in compliance with applicable law.

Dependent on the state of your residence, you may be provided the following rights:

- Right to know or confirm what personal information is collected
- Right to access your personal information
- Right to correct inaccurate personal information
- Right to delete personal information
- Right to know what personal information is sold or shared and to whom.
- Right to opt-out of sale of personal information
- Right to opt-out of or sharing of personal information for cross-context behavioral advertising

Right to opt-out of processing for the purpose of profiling or targeted advertising

Right to data portability

Right to limit the use and disclosure of Sensitive Personal Information

Right of no retaliation following opt-out or exercise of other rights

Right to appeal

Right to non-discrimination

XVII. Your Rights – Canada

Individuals located in Canada have certain rights pursuant to Canadian Privacy Laws. Subject to certain exceptions and limitations, and depending upon the jurisdiction where you reside, such rights may include:

- a. The right to withdraw your consent to the collection, use or disclosure of your personal information.
- b. The right to be informed of the existence, use, and disclosure of your personal information, and to be provided with an account of the use that has been made or is being made of this information as well as the third parties to which it has been disclosed (including a list of organizations to which your information may have disclosed).
- c. The right to challenge the accuracy and completeness of your personal information, and have it amended, updated, or rectified as appropriate.
- d. The right to acquire information about Bosch's policies and practices with respect to personal information, including: a description of the type of personal information held by Bosch and a general account of its use; a copy of any brochures or other information that explain our policies, standards, or codes; and information about what personal information is shared with or accessible to our service providers or affiliates, including outside of Canada.
- e. The right to data portability.
- f. The right to challenge Bosch's compliance with the applicable Canadian Privacy Laws.

XVIII. How to Exercise Your Rights

To exercise your rights, submit a verifiable consumer request or access request, as applicable, to us by either:

Calling us at (888-43-BOSCH (888-432-6724)).

Sending an email to: privacy.policy@us.bosch.com

To assist Bosch in processing your request when exercising your rights, supply the following information:

- Full name
- Phone number
- Address
- Any information you can provide about your previous contact with Bosch (e.g. contact point / touchpoint with Bosch, screenshots, reference to a specific product/newsletter)

Only you (or based on your state of residence, an authorized agent authorized by you to act on your behalf – *see Section Authorized Agent* below for more information) may make a verifiable consumer request or access request, as applicable related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. Your verifiable consumer request or access request, as applicable, must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request or access request does not require you to create an account with us, but if you already have an account with us, you may be required to make your request through that account.

We will only use personal information provided in a verifiable consumer request or access request, as applicable, to verify the requestor's identity or authority to make the request.

XIX. Response Timing and Format

We endeavor to respond to a verifiable consumer request or access request, as applicable, within forty-five (45) days of its receipt, or sooner where required by applicable law (including Canadian Privacy Laws [30 days]). If we require more time (up 90 days in total), where permitted by applicable law, we will inform you of the reason and extension period in writing. Opt-out request will be honored as soon as feasibly possible, but no later than 15 days from the date we receive the request.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide in response to a verifiable consumer request will only cover the 12-month period preceding the verifiable consumer request's receipt, unless otherwise required by applicable law. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

For data portability requests, where applicable, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request or access request, as applicable, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

XX. Personal Information Sales: Opt-Out and Opt-In Rights

Bosch Automotive Service Solutions, LLC. does not sell your personal information for monetary considerations or share your personal information for cross-context behavioral advertising collected through this website to third parties as defined by relevant laws. Therefore, we do not offer an opt-out.

XXI. Authorized Agent

Dependent on the state of your residence, you may also exercise your request to opt-out through an authorized agent. When you submit your request through an authorized agent, we require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.

The foregoing does not apply when you have provided your authorized agent with a power of attorney pursuant to California Probate Code sections 4000 to 4465; provided, that we may require a copy of such power of attorney before fulfilling any request.

XXII. Non-Discrimination

We will not discriminate against you for exercising any of your rights. Unless permitted by applicable law, we will not: (a) deny you goods or services; (b) charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; (c) provide you a different level or quality of goods or services; or (d) suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

XXIII. Filing a Complaint

Regulatory authorities that oversee the privacy laws and regulations, including the Office of the Privacy Commissioner of Canada, advise individuals to file an objection or challenge with the relevant company before lodging a formal complaint with a regulatory authority. If you are dissatisfied with Bosch's response to an objection or challenge filed under Article XX above, or you wish to file a complaint with a regulatory authority first, you may do so as follows:

Under PIPEDA: You may file a complaint with the [Office of the Privacy Commissioner of Canada](#). Depending upon the province where you live, you may also (or instead) have the right to file a complaint with the applicable provincial privacy commissioner/regulator.

Under US state laws: You may file a complaint with the applicable state Attorneys General Office or regulatory agency.

XXIV. Changes to Privacy Notice

Due to the constantly changing nature of Bosch business, Bosch reserves the right to change, update, revise and/or modify this Privacy Notice at any time at Bosch's sole discretion, and Bosch will post any new or revised Privacy Notice here. Any such change, update, revision and/or modification will be effective immediately upon posting on this website, unless we are required to provide direct notice or obtain your consent pursuant to applicable laws. Use of information that Bosch gathers now will be subject to the Privacy Notice in effect at the time of use. By using or navigating around the website or utilizing any of the Services, you acknowledge that you have read and understood and agree to be bound by this Privacy Notice in and the applicable Terms of Use. If you do not agree to be so bound, do not remain on the website. You are responsible for checking the website frequently to keep apprised of recent changes.

The effective date of this Privacy Notice is 05/13/2021.

This Privacy Notice was updated on 12/03/2025. The following information was updated:

- Scope
- Authorized Agent
- Non-Discrimination

XXV. Contact

To obtain more information or to submit suggestions or complaints regarding the processing of your personal information, you can contact the Bosch Privacy Notice Administrator.

If incorrect information has been stored despite Bosch efforts to maintain correct and up-to-date data, Bosch will correct this upon your written request, sent to:

Email: privacy.policy@us.bosch.com

Postal Address:

Robert Bosch LLC
Privacy Policy Administrator
38000 Hills Tech Drive
Farmington Hills, MI 48331

You may also contact as follows:

Phone:(888-43-BOSCH (888-432-6724)).

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