

## ADDITIONAL INFORMATION FOR CALIFORNIA CONSUMERS

Last Updated: May 5, 2025

This Additional Information for California Consumers (“California Supplement”) supplements the United States privacy statements of General Motors Holdings LLC and its affiliates (“GM,” “we,” “our,” “us”), including the [U.S. Consumer Privacy Statement](#), [GM Candidate Privacy Statement](#) and the U.S. Employee Privacy Statement (available on GM intranet site). It helps California consumers (“you” or “your”) understand our collection and disclosure for each category of Personal Information and sensitive personal information under California law. Capitalized terms not defined in this California Supplement are as defined in the applicable [U.S. Consumer Privacy Statement](#), [GM Candidate Privacy Statement](#) and the U.S. Employee Privacy Statement (available on GM intranet site).

### **Collection of Personal Information**

GM may collect Personal Information directly from you or automatically through your interaction with our products or services or we may receive Personal Information from: dealers, licensors, service providers, business partners, advertising platforms or thirdparty sources.

The categories of Personal Information and sensitive personal information we collect is described below. For each of these categories, our purposes for collecting are described in the applicable [U.S. Consumer Privacy Statement](#), [GM Candidate Privacy Statement](#) and the U.S. Employee Privacy Statement (available on GM intranet site). The categories of third parties each Personal Information category may be disclosed to are described below, including any disclosures that may be considered a “sale” or “sharing” under California law.

- *Identifiers:*
  - Category includes: Name, postal address, email address, screen name, photo, account ID, customer number, telephone number, social security number, driver’s license, state identification card, or passport number
  - Sensitive personal information includes: Social security number, driver’s license, state identification card, or passport number
  - Disclosures: To GM dealers and their service providers to deliver their products and services to you and to GM licensees; fleet owners, dealers or rental car companies for service or maintenance of their vehicles that you may use; emergency service providers, law enforcement, and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency); wireless service providers who deliver cellular or Wi-Fi connectivity to your vehicle; third parties or affiliates where you have chosen to receive a service from

them or have authorized them to request Personal Information from GM; or affiliates or third parties for research and development purposes

- Disclosures which may qualify as “sales” or “sharing” under California law:
  - Identifiers and network activity information may be disclosed to companies with which GM enters into business or marketing arrangements, such as third-party advertising networks, GM dealers, and financial institutions that GM works with to offer co-branded credit cards
  - Identifiers and network activity information may be disclosed to companies with which GM enters into business or marketing arrangements, such as information regarding usage of the infotainment system to SiriusXM

None of these disclosures which may qualify as “sales” or “sharing” under California law include sensitive personal information.

- *Protected classification characteristics under California or federal law:*
  - Category includes: Demographic information such as gender, date of birth, marital status, household composition, or veteran or military status
  - Sensitive personal information includes: Groupings based on protected classes, including race, ethnicity or national origin, religious or philosophical beliefs, sexual orientation, family status, medical condition, and whether you have a disability
  - Disclosures: To emergency service providers, law enforcement, and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency); or third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM (excluding sensitive personal information under California law)
- *Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)):*
  - Category includes: Bank account number, credit card number, debit card number, or any other financial information, medical information, health insurance information, social security number, physical characteristics or description, passport number, driver’s license or state identification card number, insurance policy number, education, employment, or employment history
  - Sensitive personal information includes: Social security number, passport number, driver’s license or state identification card number and financial account information
  - Disclosures: To emergency service providers, law enforcement, and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency); or

third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM

- *Commercial information:*
  - Category includes: Information about vehicle purchases or leases, information about financing your vehicle, and information disclosed to us about your vehicle when it is serviced by a GM dealer or other business that you may use to maintain or service your GM vehicle, such as service history, mileage, and diagnostic information; relationships that you have with third parties in connection with your use of GM products and services, such as GM dealers, energy utilities, and companies offering or operating in-vehicle applications; information about your accounts with us; relationships you have with GM in addition to the purchase and servicing of your vehicle, such as My GM Rewards, a My GM Rewards Card, or OnStar; or information about how you use our products and service such as home energy usage and related home charging preferences, records of your use of public charging
  - Disclosures: To GM dealers and their service providers to deliver their products and services to you and to GM licensees; fleet owners, dealers or rental car companies, for service or maintenance of their vehicles that you may use; wireless service providers, to deliver cellular or Wi-Fi connectivity to your vehicle; or third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM
  - Disclosures which may qualify as “sales” or “sharing” under California law:
    - Commercial information may be disclosed to financial institutions to which GM licenses personal information to offer co-branded credit cardsNone of these disclosures which may qualify as “sales” or “sharing” under California law include sensitive personal information
- *Network activity information:*
  - Category includes: Information about the personal computers and mobile devices that you use to interact with our products, services, apps and websites, including IP address, browser type, unique device identifier, cookie data, and associated identifying and usage information and information about how you use our products and services, such as infotainment system usage, Wi-Fi data usage, and information about your use of Vehicle Mobile Apps and Guardian
  - Disclosures: To third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM; or companies we enter into business relationships to market our products and services
  - Disclosures which may qualify as “sales” or “sharing” under California law:

- Identifiers and network activity information may be disclosed to companies with which GM enters into business or marketing arrangements, such as third-party advertising networks, GM dealers, and financial institutions that GM works with to offer co-branded credit cards
- Identifiers and network activity information may be disclosed to companies with which GM enters into business or marketing arrangements, such as information regarding usage of the infotainment system to SiriusXM

None of these disclosures which may qualify as “sales” or “sharing” under California law include sensitive personal information.

- *Vehicle Information:*
  - Category includes: Information about your vehicle or information that is obtained from your vehicle that is linked to you or can reasonably be linked to you. For example, we may be able to link information to you from your vehicle, including license plate number and vehicle identification number (VIN), or vehicle status
  - Disclosures: To GM dealers and their service providers to deliver their products and services to you and to GM licensees; fleet owners, dealers or rental car companies, for service or maintenance of their vehicles that you may use; wireless service providers, to deliver cellular or Wi-Fi connectivity to your vehicle; or third parties or affiliates where you have chosen to receive a service from them or have authorized them to request personal information from GM
- *Driver Behavior Information:*
  - Category includes: Information about how you drive a vehicle that is linked or reasonably linkable to you, such as vehicle speed, seat belt usage, and information about braking habits
  - Disclosures: As described in the [U.S. Consumer Privacy Statement](#)
- *Geolocation data:*
  - Category includes: Location and precise geolocation
  - Sensitive personal information: Precise geolocation
  - Disclosures of Geolocation data: To fleet owners, dealers or rental car companies, for service or maintenance of their vehicles that you may use; emergency service providers, law enforcement, and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency); third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM; or affiliates or third parties for research and development purposes
  - Disclosures of precise Geolocation data: As described in the [U.S. Consumer](#)

## [Privacy Statement](#)

- *Audio, electronic or visual information:*
  - Category includes: Recordings of when you speak with our customer call centers or OnStar advisors to deliver safety and security services, in the event of, for example, a vehicle crash or health or safety emergency, or photographs and videos such as those that you may submit for contests, sweepstakes, and social sharing, voice command details and Vehicle Camera Information, which includes (a) Camera Images (external camera images or video collected only in the event of a safety event or a crash) and (b) Camera Data (data other than pictures or video that is data derived from the cameras and related sensors). We collect external Camera Images only upon the occurrence of specific crash or safety events. We do not collect Camera Images from any sensors on the interior of your vehicle, such as the sensors integrated into the Super Cruise Driver Monitoring System, but we may collect non-image Camera Data from these sensors
  - Disclosures: To emergency service providers, law enforcement, and roadside assistance providers to deliver related services and to protect your safety or the safety of others (for example, to help you in an emergency); or third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM
  - Disclosures of Camera Images: As described in the [U.S. Consumer Privacy Statement](#)
- *Employment information:*
  - Category includes: Any professional or employment information that employees or candidates for employment disclose to us or direct others to disclose to or make available to us, such as the institutions that you attended, any professional degrees or certifications, union membership
  - Disclosures: To third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM
- *Inferences from your Personal Information to create a profile about your preferences:*
  - Category includes: Inferences we draw based on the other Personal Information we collect about you, such as to personalize your interactions with us
  - Disclosures: To third parties or affiliates where you have chosen to receive a service from them or have authorized them to request Personal Information from GM

In addition to the specific disclosures outlined for each category above, we may also

disclose any of these categories of Personal Information to our affiliates and the following categories of third parties or categories of purposes:

- To our service providers who work on our behalf and who do not have an independent right to use the Personal Information
- In connection with the sale, transfer or financing of a part of a GM business or its assets, including any such activities associated with a bankruptcy proceeding
- As required or permitted by law, such as to comply with a civil, criminal, or regulatory inquiry, investigation, subpoena, or summons by federal, state, local, or other governmental authorities
- As permitted by law, such as (a) when we believe in good faith that disclosure is necessary to protect our rights, your safety, or the safety of others, (b) to prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment, malicious or deceptive activities, or other illegal activity, or preserve the integrity or security of systems, (c) to investigate, establish, exercise, prepare for, or defend legal claims, or (d) to conduct screening to ensure you are not on any government list of restricted parties

Detailed use and disclosure information about the following categories of Personal Information collected from connected vehicles, precise Geolocation Information, Driver Behavior Information, and Camera Images are outlined in the [U.S. Consumer Privacy Statement](#).

### **Minors' Privacy**

We do not knowingly Sell or Share the Personal Information of minors under 16 years of age without affirmative authorization, as “Sell” or “Share” are defined in California law.

### **Your Rights and Choices**

California law provides California residents with specific rights regarding their Personal Information and . This section describes the rights that you may have and explains how to exercise those rights. When we receive a request to exercise your rights, such as a request to delete your Personal Information, we may need to retain certain information for recordkeeping purposes, to complete any transactions that you began prior to your request, or for other purposes as required or permitted by applicable law.

#### *- Right to Know*

You have the right to know what Personal Information we've collected about you. You have the right to request the following:

- categories of Personal Information we have collected about you;
- categories of sources from which we collected your Personal Information;
- business or commercial purpose we collected, sold, or shared your Personal

Information;

- categories of third parties to whom we disclosed your Personal Information; and
- the specific pieces of Personal Information we collected about you.

*- Right to Delete*

You have the right to request that we delete the Personal Information that we've collected about you.

*- Right to Correct*

You have the right to request that we correct the Personal Information that we've collected about you.

*- Right to Opt-Out of the Sale or Sharing of Your Personal Information*

You have a right to opt-out of the "Sale" or "Sharing" of your Personal Information.

*- Right to Opt-Out of Automated Decision-Making Technology*

You have a right to opt-out of certain types of automated decision-making technology that evaluates, analyzes, or predicts certain personal aspects about you concerning your performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements.

*- Exercising Your Rights*

To exercise the rights described above, please submit a verifiable request to us by either:

- Visiting [consumerprivacy.gm.com](https://consumerprivacy.gm.com)
- Calling us at 1-866-MYPRIVACY (1-866-697-7482)

We do not accept consumer privacy requests made by email.

Our websites respond to the Global Privacy Control (GPC) signal when we detect that it is enabled on the particular web browser used to access our websites. We respond to your web browser's GPC setting each time you visit our websites. When we detect the GPC signal, we honor this as your request to opt-out of "sales" and certain types of targeted advertising at the web browser-level by turning off data collection by some website cookies and tracking technologies. We will not honor a prior web browser setting if you disable GPC in the web browser used to access our websites between visits to our websites, or if you later visit our websites from different devices or browsers that does not send the GPC

signal. More information on how to use the GPC signal, including supported browsers, is available at <https://globalprivacycontrol.org/>. At this time, we do not honor “Do Not Track” signals if enabled in a web browser.

GM also does not use or disclose sensitive personal information under California law for any purposes that would give you the right to limit the disclosure of your sensitive personal information according to California law.

### *Authorizing an Agent*

You may be permitted by law to authorize someone else to act as your agent to exercise your privacy rights on your behalf. In such cases, your authorized agent must provide documentation supporting his or her authority to make this request on your behalf. In some cases, we may also require you to verify your identity directly with us and confirm the request before we will process it.

Further information about how to submit this request and the documentation we require to support it is available within our U.S. Consumer Privacy Request Form at [consumerprivacy.gm.com](https://consumerprivacy.gm.com). Your authorized agent can also contact us at [gm.datacompliance@gm.com](mailto:gm.datacompliance@gm.com) to request a copy of our Authorized Agent Form and to submit this request on your behalf. Documentation supporting your authorized agent’s right to submit this request on your behalf, such as a copy of our Authorized Agent Form signed by you or a Power of Attorney, must be submitted with this request. If this request is submitted over the phone, your authorized agent will be asked to email supporting documentation to [gm.datacompliance@gm.com](mailto:gm.datacompliance@gm.com).

### *Verifying Your Request*

For your protection, we take reasonable steps to verify all requests before they are processed. This may include, for example, a request from us for you to confirm your identity, to validate documents you submit to us, to verify your authority to make the request, or for other purposes. In all cases, we reserve the right to deny your request in accordance with applicable law if we cannot verify you or your authority to make the request. If we decline to take action regarding your request, you may have the right to appeal. Please contact us at [gm.datacompliance@gm.com](mailto:gm.datacompliance@gm.com) if you would like to submit such an appeal.

### *Right of No Retaliation following Exercise of Rights*

We do not discriminate against any consumer after exercising any of the rights listed above.

### **“Shine the Light”**

We honor requests from consumers to exercise their right to prevent us from disclosing their Personal Information to third parties for their own direct marketing purposes. You can exercise this right by calling 1-866-MYPRIVACY (1-866-697-7482).

### **Notice of financial incentive**

We may offer financial incentives, as defined by California law, when you enroll in our My GM Rewards program. My GM Rewards is a loyalty program in which participants earn and redeem points by engaging in eligible transactions, including, but not limited to, purchasing or leasing eligible GM vehicles at participating GM dealerships in the United States, purchasing certain goods or services from a participating dealer or online through participating GM websites, purchasing certain services from OnStar, transacting with the My GM Rewards Credit Card, or at select third-party retailers (e.g., GM Financial, energy providers, fuel providers). For a complete description of the most current eligible transactions, as well as details on earning and redeeming points, go to <https://experience.gm.com/rewards>.

We offer the My GM Rewards program to enhance our relationship with you so that you can enjoy more of our products and services at a lower price. To become a My GM Rewards member and earn and receive program benefits, users must enroll by providing name, address, and email. Users also have the option to complete a profile with additional information about hobbies and interests to allow for better tailored offers, but this information is not required for program membership. In addition, new members of the My GM Rewards Credit Card are enrolled in My GM Rewards based on the data provided in the card application. To provide the program benefits, we must receive and track the Personal Information provided when you enroll in the My GM Rewards program or when you engage in activities to earn points, such as contact information and purchase history.

In order to complete membership into My GM Rewards, you also must acknowledge both the [My GM Rewards Program Terms and Conditions](#) and the [GM Privacy Statement](#). You may withdraw from participation in the My GM Rewards program at any time by contacting a My GM Rewards Member Support Specialist at 1-844-764-2665.

Solely for purposes of complying with California law, we estimate that the value of a consumer's data related to the My GM Rewards program to be, on average, \$1.09 per program member. We have calculated the value of a consumer's data by estimating the expenses related to the provision of the My GM Rewards marketing program per member.

### **Changes to This Privacy Statement**

We may amend this California Supplement from time to time. In some cases, we will notify you of this change by posting a new effective date at the top of this California Supplement,

and your continued use of our products and services covered by this California Supplement will mean you accept the changes. In other cases, if we intend to collect, use or disclose information in a way that is materially different from the way that we disclosed at the time of collecting your Personal Information, then we will notify You as required by law, such as by email or through a notice on the applicable website.

### **Contact Information**

If you have any questions or comments about this notice, our Privacy Statement, the ways in which we collect, use, and disclose your Personal Information or your sensitive personal information, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

Phone: 1-866-MYPRIVACY (1-866-697-7482)

Website: [consumerprivacy.gm.com](http://consumerprivacy.gm.com)

Email: [privacy@gm.com](mailto:privacy@gm.com)