

Processing Activities

Sites

A. When you create an account on our sites:

- Account information/ login data (which may be linked to your social media accounts and unique IDs);
- Profile picture;
- Basic Personal Information (which may include professional information);
- Contact Information;
- Preferred language and country of use;

This information is collected and further processed to provide the services that you wish to use on the given site. The legal basis for this processing is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

B. When you select the services, you wish to use/purchase:

- Subscription type;
- Transaction records (Order detail, purchase ID, App Store/Google Play transaction ID);
- Financial and Payment Information (including payment tokens);

This information is collected and further processed to provide the services that you wish to use on the given site. The legal basis for this processing is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

C. i. [Within the European Economic Area and other jurisdictions where opt-in is mandated to send marketing communications to consumers] When you indicate that you wish to receive promotional communications from us and our partners:

- Email address;
- Basic Personal Information;
- IP address and address.

This information is collected and further processed to provide you with the promotional material that you have indicated you wish to receive. The legal basis for this processing is your separately obtained consent. You have the right to withdraw your consent at any time by submitting a [Data Subject Access Request](#).

ii. [In other jurisdictions where opt-in is not mandated to send marketing communications to consumers] When you visit our websites, or the websites of our third-party partners and provide information about yourself, or in specific cases, show interest in our products, and enable us to identify your address through your IP Address (provided you do not opt-out of the said processing) or share your IP address with our third-party mailing providers to address physical advertisement:

- Email address;
- Basic Personal Information;
- IP address and address

This information is collected and further processed to provide you with the promotional material that we believe you may wish to receive from us, up and until you opt-out of the said processing. You can opt out of such processing at any time by submitting a Data Subject Access Request.

D. When you provide information about our products by completing surveys or leaving reviews:

- Email address;
- Basic Personal Information;
- Contact Information
- Other personal information provided through the survey, including personal interests, hobbies, and purchasing habits.

This information is collected and further processed to help us improve and promote our marketing products. The legal basis for this processing is that it is necessary for our overriding legitimate interest in pursuing the purposes stated.

E. When you give consent to use your email address and personal data for targeted marketing purposes. In such case, your data will be shared with third-party partners (such as Meta and Google) who will link such data with your social media account to:

- Display marketing communications that are specifically relevant to you, including our marketing communications;
- Display marketing communication to other people who share similar interests as you, including our marketing communications.

The legal basis for this processing is your separately obtained consent. You have the right to withdraw your consent at any time by submitting a Data Subject Access Request.

These processing activities are only carried out if you have accepted the terms and conditions and privacy policies of our third-party partners when using their services.

F. Through the use of Cookies and Tracking Technologies when you access any of our sites and opt-in, or refrain from opting out (as may be applicable) of the tracking via our cookie banners:

- Information about the device and system you use to interact with our site;
- IP Address and location;
- Browsing information and in-site events;
- Profile and customer information for targeted advertising purposes;

This information is collected and further processed to provide site functionality, undertake site analytics to improve the sites, and provide you with targeted advertising on both our sites and those of our advertising partners. The legal basis for this processing is your separately obtained consent (for non-strictly necessary cookies) or our legitimate interest (for strictly necessary cookies). You have the right to withdraw your consent if applicable) at any time by clicking on the cookie settings by interacting with the cookie banner at the bottom of the screen on our sites.

If you are accessing our websites from the United States or in other locations where it is legally permissible, please note that cookies will be triggered by default and that your data will be processed until you elect to opt out of such processing by interacting with our cookie banner.

For more information regarding our use of cookies, tracking cookies and web beacons, and your rights to limit this collection, please refer to our separate Cookie Policy (www.brunswick.com/cookie-policy).

Depending on your region we may be subject to different regulations regarding cookies. Regardless we will always offer you the option to either opt in to or disable non-strictly necessary cookies by regulations applicable in your region.

Mobile Applications

A. When creating or connecting to your account from a connected product (either directly via Wi-Fi or when you synchronize your connected product with your mobile phone through a Brunswick app):

- Account information/ login data (which may be linked to your social media accounts and unique IDs);
- Basic Personal Information;
- Contact information;
- Country of use; and
- Device attributes.

This information is collected and further processed to provide the services that you wish to use on the given Mobile Application. The legal basis for this processing is that it is necessary for the performance of a contract to which you are a party to take steps at your request before entering into a contract.

B. When you select the services, you wish to use/purchase:

- Subscription type;
- Transaction records.

This information is collected and further processed to provide the services that you wish to use on the given Mobile Application. The legal basis for this processing is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

C. When you use our Apps' functionalities and services:

- Last access IP Address;
- Settings and user preferences;
- Boat name/Registration information (if you elect to provide it);
- Saved locations (like your "Home Harbor"), waypoints, routes, and historic geolocation tracks; Map areas you view and download while using our Apps.

This information is collected and further processed to provide the services that you wish to use on the given Mobile Application. The legal basis for this is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

We also may be collecting limited in-app events and usage analytics to allow us to provide you with our connected services. Those limited in-app events will only be collected and processed on an anonymous basis unless you provide us with your consent (you have the withdrawal right to your consent at any time).

D. When you connect your App to a connected product:

- Connected product information (Serial number, brand, software version, and registration status);
- Connected product setup language;
- Boat status and information (including telemetry data related to equipment on your boat);
- Connected product IP address and embedded Wi-Fi/Bluetooth or cellular connection credentials.

This information is collected and further processed to provide the services that you wish to use on the given Mobile Application. The legal basis for this processing is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

E. For us to undertake an analysis of your use of the App to improve our Apps and services:

- Product use data (In-App events and behavior) for analytics purposes except for In-App events and use behavior collected to help you use our connected services, In-app events and use behavior data will be collected on an anonymous basis unless you consent to provide us such data to improve our Apps and services. We will anonymize the data collected from your App in case you do not provide your consent.

This information is collected and further processed to undertake an analysis of your use of the App to improve our Apps and services. The legal basis for this processing is your separately obtained consent. You have the right to withdraw your consent at any time by submitting a Data Subject Access Request.

F. To provide live geolocation / precise geolocation services:

- Live geolocation / Precise Geolocation (Only if you elect to enable the location function within the App or the Connected Product you use).

This information is collected and further processed to provide you with live geolocation / precise geolocation services. The legal basis for this processing is your separately obtained consent which is requested before using the location features of our apps.

Connected Products

A. When creating or connecting to your account from a connected product (either directly via Wi-Fi or when you synchronize your connected product with your mobile phone through a Brunswick App):

- Basic Personal Information;
- Account Number and Login Data;
- Contact Information;
- Vessel information;
- Settings and user preference parameters;
- Saved locations (like your “Home Harbor”), waypoints, routes, and historic geolocation tracks; Screenshots you made on the device.
- In some cases, live and precise geolocation if the Connected Product has connectivity and live geolocation features.

This information is collected and further processed to provide the services that you wish to use on the given Connected Product. The legal basis for this processing is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

If the Connected Product you use has embedded live geolocation and precise geolocation features enabled, we will inform you so that you can deactivate such features if you wish (but please note this may result in partial or complete loss of service).

B. When you request support:

- Detailed Information about the devices installed on your boat;
- Vessel Information;
- Contact information;
- Data Logs (including GPS and AIS information);
- Other information you may elect to attach to each service request; (screenshot, radar/sonar logs, etc.);
- Live Location (when you elect to share it with us or our dealers and partners);

This information is collected and further processed to provide the services that you wish to use on the given Connected Product. The legal basis for this is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

- C. To check for software updates when you connect to the internet/your apps;
- Device Information (Model and Serial Number);
 - Account details (if existing);

This information is collected and further processed to provide the services that you wish to use on the given Connected Product. The legal basis for this processing is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

- D. When you elect to share non-anonymized data to help us understand our user base and their preferences:
- Screens accessed (time spent/buttons pressed);
 - Functions used;
 - Devices and accessories (without any serial numbers) to the network;
 - User preferences.

This information is collected and further processed to undertake Connected Product analytics so that we can improve the Connected Products. The legal basis for this processing is your separately obtained consent. You have the right to withdraw your consent at any time by submitting a [Data Subject Access Request](#).

Products Purchased from our Dealers and Partners

- A. When you purchase products or services from our dealers and partners:
- Basic Personal Information;
 - Contact Information;
 - Product information (Brand Model, Serial Number, HIN as may be applicable);
 - Warranty information;
 - Maintenance history.

This information is provided to us by our dealers and partners before being further processed by us to provide the services that you wish to use on the given Product that is purchased from our dealers and partners. The legal basis for this processing is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

- B. When you apply for financing, product protection, and insurance through Brunswick:
- Income and Employment Information;
 - Information about your creditworthiness;
 - Basic Personal Information;
 - Contact Information;
 - Product Information (Brand Model)
 - Other Financial Information necessary for the completion of the specific transaction.

This information is provided to us by our dealers and partners before being further processed by us to provide the services that you wish to use on the given Product that is purchased from our dealers and partners. The legal basis for this processing is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

Business to Business (B2B) Relationship

- A. When you interact with Brunswick in your capacity of representative of a customer, provider, supplier, or business partner:
- Basic Personal Information;
 - Professional contact information;
 - Account information/login data (when using our extranet/customer portal);
 - In case you interact with Brunswick as sole proprietor / sole trader in your capacity, we may also process financial information and any other information necessary to assess your creditworthiness.

This information is collected and further processed for business relationship management. The legal basis for this processing is our overriding legitimate interests in undertaking personal data processing that is necessary for conducting a business unless it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

Visiting Brunswick Locations

- A. When visiting any physical location or premises of Brunswick:
- First and Last Name;
 - ID or Driver's License Information;
 - Visit time and Date;
 - Vehicle Information;
 - Parking Location;
 - Recording you via a video camera (e.g., on-premises security systems) or through video teleconferencing.

The legal basis for this processing is our overriding legitimate interest in undertaking personal data processing that is necessary for conducting business and controlling access to our facility.

Phone Support

- A. When you communicate with our customer service teams either through our sites, support service call centers, emails, or by any other technological means:
- Email address;
 - Basic Personal Information;
 - Contact Information;
 - Subscription Type;
 - Product related information;
 - Location;
 - Account information/ login data (which may be linked to your social media accounts and unique IDs);
 - Financial and Payment Information.

This information is collected and further processed to address whatever request you may have. The legal basis for this processing is that it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract. If that legal basis is not applicable, then our legal basis for this processing will be our overriding legitimate interests in addressing whatever request you may have.

Please note that recordings of calls and email exchanges with customer service representatives for quality assurance and training purposes. The legal basis for this processing will be our overriding legitimate interests in improving our services and monitoring our support team performance.

For Legal, Enforcement, and Professional Support Purposes

A. When necessary to fulfill any legal obligation to which we are subject:

- Any personal information about you that we may hold.

The legal basis for this processing is that the processing is necessary for compliance with a legal obligation to which we are subject.

B. When necessary for establishing, exercising, or defending actual or potential legal claims.

- Any personal information about you that we may hold.

The legal basis for this processing is our overriding legitimate interests in establishing, exercising, or defending actual or potential legal claims.

C. When necessary, enforce Brunswick's policies and procedures and prevent fraud, or comply with other compliance requirements.

- Any personal information about you that we may hold.

The legal basis for this processing is our overriding legitimate interests in enforcing our policies and procedures and preventing fraud.

D. When necessary for professional support reasons.

- Any personal information about you that we may hold.

This information is collected and further processed to assist with any professional support reasons that may arise (e.g., legal, tax, or similar). The legal basis for this processing is our overriding legitimate interests in conducting a business and receiving necessary professional support.

E. When verifying your location and identity ensure we are not selling to persons listed on a trade sanction list or located in embargoed countries.

- Any personal information about you that we may hold.

The legal basis for this processing is that the processing is necessary for compliance with a legal obligation to which we are subject.

F. When necessary for corporate merger-related processing.

- Any personal information about you that we may hold.

The legal basis for this processing is that the processing is necessary for compliance with a legal obligation to which we are subject.

G. When necessary to process Data Subject Access Requests.

- Any personal information about you that we may hold.

The legal basis for this processing is that the processing is necessary for compliance with a legal obligation to which we are subject.