



PRIVACY NOTICE

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INTRODUCTION

Lion Electric Company ("**Lion**", "**we**" or "**our**") takes the privacy of individuals ("**you**") and its compliance with applicable privacy laws very seriously. We are a leading manufacturer of all electric medium and heavy-duty urban vehicles and supply electric vehicles and related software and mobile applications to a range of commercial, private and public fleets and school district customers; hosts events ("**Events**"); and own and operate the following website: thelionelectric.com (our "**Website**"). This privacy notice (the "**Privacy Notice**") explains how we collect, use, disclose or otherwise handle Personal Information (as defined below) when you:

- Purchase our vehicles;
- Use our vehicles (which are equipped with vehicle tracking devices);
- Download and/or use the Geotab mobile app, third party telematics software;
- Download and/or use the LionBeat mobile app, our telematics software;
- Respond to and/or attend one of our Events;
- Visit our Website;
- Apply for a job with us;
- Visit any of our facilities; and/or
- Communicate with us (e.g. via the contact form on our Website or for customer service purposes) (together, the "**Services**").

PERSONAL INFORMATION THAT WE COLLECT

When we refer to "personal information" in this Privacy Notice, we mean any information about you that, alone or in combination with other information, identifies you or can be used to identify you ("**Personal Information**"). Personal Information does not include aggregated or de-identified information.

We collect the following types of Personal Information:

- **When we create your customer account or when you create an account from our Website and use your account:** As a Lion customer, you will be able to access and manage certain information from an account we will create on your behalf and make available to you. As a company or individual who is not an existing Lion customer, you will be required to create an account on our Website in order to purchase or reserve a vehicle or to purchase vehicle parts, in which case we will collect Personal Information such as your name, email address, company name, phone number, postal address, province where you are located and, when a payment is required, your payment information.
- **When you use our vehicles:** Each of Lion's electric vehicles is equipped with vehicle tracking devices, sold and licensed to us by Geotab Inc., and which may collect personal information such as the driver's identity, vehicle motor, battery, braking and electrical systems; charging events and status; the enabling/disabling of various systems; diagnostic trouble codes; vehicle information number; vehicle speed; vehicle direction and vehicle location (together, "**Telemetry Data**").
- **Information you provide to us:**
 - You may contact us through our [contact form](#) on our Website, in which case we will collect your name, email, company name, phone number, province where you are located, and the information you include in your request.

- When you respond to or attend one of our Events (including when you visit us at a trade show), we will collect personal information such as your name, email address, company name, phone number, postal address and province where you are located.
- When you apply for a job at Lion, we will collect Personal Information including your name, address, education, employment history, information from your resume (CV) and references.
- **Information automatically collected when you visit our Websites:** When you visit our Website, we collect certain information related to your device, such as your device's IP address. We also use technologies such as cookies, which track your device's interaction with our website, including device identifier, browsing and location information. You can read more about the types of cookies we use and what we use them for below.
- **Information collected when you visit one of our facilities:** The perimeter of our facilities are equipped with video surveillance technology, which begin recording when a movement is detected.

We do not collect Personal Information for purposes other than those identified in this Privacy Notice, unless your consent is obtained, or as required or permitted by applicable law.

For information about opting-out of this collection of Personal Information, please see the Privacy Choices section.

USES OF YOUR PERSONAL INFORMATION

We use your Personal Information for the following purposes:

- **Process transactions and manage accounts:** We use your Personal Information to manage your account and the reservation, sale and delivery of our electric vehicles and related services that you request.
- **Provide and improve our telematic and fleet management services:** We use the Telematic Data collected from our electric vehicles to provide you with telematic and fleet management products and services based on the package you purchased (e.g. reports), to improve fleet productivity and safety, to respond to and address customer service requests, and improve those services.
- **Administering and Improving our Websites and Events:** We use your Personal Information to administer and improve our Website, including troubleshooting, data analysis, testing, and statistical purposes, to ensure that content is presented in the most effective manner for you and for your computer and to keep our Website secure, and to administer our Events.
- **Answer your questions:** We use your Personal Information to communicate with you and answer your questions when you contact us, whether as an existing Lion customer or via the contact form available on our Website.
- **Marketing Communication:** As permitted by applicable law, we may use your Personal Information to provide marketing and promotional materials to you related to our Services that we believe may be of interest to you. If we do so, each communication we send you will contain instructions allowing you to opt-out of receiving future communications of that nature.
- **Administrative Communications:** We use your Personal Information to manage your account with us, improve our customer service and communicate with you about your use of our Services, including changes to our terms, conditions, and policies and other administrative communications.

- **Communications with Investors or Potential Investors:** We use your Personal Information to send you investor-related information that you may request. If we do so, each communication we send you will contain instructions allowing you to opt-out of receiving future communications of that nature, unless we are required by law to provide you with such information.
- **Assess your job application:** We use the Personal Information collected in the context of a job application to assess your application, suggest other suitable positions, and communicate with you (including to inform you about future job opportunities). We may also use such information on a de-identified basis to review and assess our hiring policies, practices and generate statistics.
- **Security Purposes:** We use your Personal Information to protect our facilities and property (including software we own and our Website).

We engage third-party service providers to assist with certain business-related functions, such as website hosting, IT, customer support, e-mail delivery, website analytics (e.g. [Google Analytics](#)), payment and credit card processing (e.g. [Paypal](#)), investor relations management (e.g. [Q4 Inc.](#)), and applicant tracking management (e.g. [Folks RH](#)). We may share Personal Information with such third party service providers but only for the purposes we stated above.

DISCLOSURE OF PERSONAL INFORMATION

We may disclose your Personal Information as follows:

- **Lion's subsidiaries or affiliates.** We may disclose your Personal Information with our corporate subsidiaries or affiliates, but only for purposes consistent with this Privacy Notice.
- **Sale, merger or bankruptcy.** We may disclose your Personal Information in the event of a reorganization, merger, sale, joint venture, assignment, amalgamation, transfer or other disposition of all or any portion of our business, assets or stock (including without limitation in connection with any bankruptcy or similar proceedings).
- **Legal Purposes:** We may share your Personal Information: (a) to comply with applicable laws and regulations; (b) to comply with legal procedures; (c) to respond to requests from public and governmental authorities, including public and governmental authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations, business and systems; (f) to protect our rights, safety or property, and/or that of other customers, including you; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

We do not disclose any Personal Information to third parties other than as described in this Privacy Notice and do not sell any Personal Information.

COOKIES AND SIMILAR TECHNOLOGIES

We use cookies to personalize visits to our website and to determine traffic on our website. Cookies are text files from the website that are stored on your computer or device. You may block cookies by modifying your browser's configuration, however doing so may prevent the optimal performance of our Website.

We use Google AdSense and other third party advertising tools (e.g., Microsoft Advertising) to advertise online. Third party vendors, including Google and Microsoft, may show ads for our website that you visit across the Internet. We and our service providers, including Google and Microsoft, use cookies to inform, optimize, and serve ads on third party websites based on your past visits to our website. These cookies may also be used to report on ad impressions, other uses of ad services and interactions with these ad impressions and ad services related to visits to our website. Similarly, when you visit our Website through Twitter, LinkedIn and other social media services, we collect cookies which indicate how you arrived at our Website.



We also use Google Analytics, a web analysis service provided by Google, to better understand your use of the Website and Services. Google Analytics collects information such as how often users visit our Website, what pages they visit and what other sites they visited prior to visiting ours. Google uses the data collected to track and examine the use of our Website, to prepare reports on its activities and share them with other Google services. Google may use the data collected on our Website to contextualize and personalize the ads of its own advertising network. Google's ability to use and share information collected by Google Analytics about your visits to our Website is restricted by the [Google Analytics Terms of Use](#) and the [Google Privacy Policy](#).

SAFEGUARDING YOUR PERSONAL INFORMATION

Lion has implemented security measures designed to prevent the loss or unauthorized use of your Personal Information.

“Secure Socket Layers” (SSL) information-transmission technology is used on Lion's servers to secure your transactions. If you send us Personal Information, including when ordering online, this secure mode is activated and all Personal Information transmitted through Lion's server is encoded to protect its integrity and confidentiality during the transfer. Lion takes the necessary measures to ensure its hardware is always up to date in order to allow secure transactions on the website at all times.

Your account is also protected by a password for your privacy and security. You must prevent unauthorized access to your account and Personal Information by selecting and protecting your password appropriately and limiting access to your computer or device and browser by signing off after you have finished accessing your account.

While Lion takes appropriate steps to safeguard your Personal Information, note that no transmission over the Internet is 100% secure.

DATA STORAGE PRACTICES

Lion and its service providers may store data, including the Telemetry Data, on servers located in the United States, Europe and Asia. Personal Information stored outside of Canada may be subject to foreign laws and foreign law enforcement. If you have any questions about where your data may be stored please Contact Us at privacy.lion@thelionelectric.com.

YOUR PRIVACY CHOICES

Information about our products, promotions and contests will be sent only to customers who agreed to be part of our mailing list or newsletter. You may opt-out of marketing and promotional communications at any time by Contacting Us at privacy.lion@thelionelectric.com or by selecting the unsubscribe option in any marketing, promotional or investor-related communication that you receive from us.

As noted above, Lion's electric vehicles are equipped with telematic and other equipment that collect Telemetry Data. This technology cannot be uninstalled or disabled, and Lion will continue to have access to the Telemetry Data when the Lion electric vehicles are operational.

You have the right to access and request correction or updating of your Personal Information in our custody and control, subject to limited exceptions prescribed by applicable laws. To request access or correction – or if you would like to discuss your privacy choices more generally, please Contact Us at the information below.

YOUR RIGHTS AS CALIFORNIA RESIDENT

Under the California Consumer Privacy Act ("**CCPA**") and California Privacy Rights Act ("**CPRA**"), California residents have certain rights regarding the Personal Information that businesses hold about them.

Personal Information We Collect

We collect identifiers (such as name, email, company name, address, phone number, province where you are located), product information from the telemetry device that our vehicles are equipped with (vehicle motor, battery, braking and electrical systems; charging events and status; the enabling/disabling of various systems; diagnostic trouble codes; vehicle information number; vehicle speed; vehicle direction and vehicle location), and Internet or other electronic network activity information (such as usage information, IP address, and cookie information).

Why We Collect Your Personal Information

We use identifiers and product information to provide the services requested and for general administration, which includes record keeping, troubleshooting, data analysis, testing, and survey purposes.

We use identifiers and Internet or other electronic network activity for trend monitoring, marketing, and advertising, as well as to ensure the security of our Websites.

How We Collect Your Personal Information

We collect identifiers and product information directly from you.

We collect Internet or other electronic network activity from your usage of our Websites.

Who do we Share and Sell Your Personal Information with

We share your Personal Information as necessary for certain "business purposes," as defined in the CCPA and CPRA. This includes sharing identifiers, product information and internet or other electronic network activity with providers of payment processing providers, our provider of vehicle tracking device (Geotab), our customer relation management service provider, or platform providers that we use to offer our Services.

We do not sell any Personal Information.

Right to Request Disclosure of information collected

You have the right to request disclosure about the categories of Personal Information we have disclosed for a business purpose and the categories of third parties to whom the Personal Information was disclosed. Additionally, you have the right to request disclosure of specific pieces of information. Below is a list of the information that you can request:

- The categories of Personal Information that we have collected about you;
- The categories of sources from which we collected the Personal Information;
- The business or commercial purpose for collecting or selling the Personal Information;
- The categories of third parties with whom we share Personal Information;
- The specific pieces of Personal Information we have collected about you;
- The categories of Personal Information that we disclosed about you for a business purpose.

If you would like to exercise your right to request disclosure, please contact us at privacy.lion@thelionelectric.com

Right to Request Deletion

You have the right to request that we delete any Personal Information about you that we have collected from you. Please note that there are exceptions where we do not have to fulfill a request to delete information, such as when the deletion of information would create problems with the completion of a transaction or compliance with a legal obligation.

If you would like to exercise your right to delete, please contact us at privacy.lion@thelionelectric.com

The Right to Non-Discrimination

We will not discriminate against you (e.g., by denying goods or services, or providing a different level or quality of goods or services) for exercising any of the rights that you have under the CCPA or CPRA.

CHANGES TO THIS PRIVACY NOTICE

We may make changes to our Privacy Notice from time to time. When we do so, we'll post the revised policy on our website and change the "last updated" date at the top of the policy. We encourage you to check back on our website for the latest information on our Privacy Notice and practices. If we make significant changes to our Privacy Notice, we will take additional steps to bring these to your attention.

CONTACT US

Please contact us if you have questions or concerns regarding the collection, use or disclosure of your Personal Information. You can contact us at the following address:

The Lion Electric Co.
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Saint-Jérôme, Québec, Canada
J7Y 5G2
privacy.lion@thelionelectric.com