

Titan International, Inc. Cookies Policy

Last updated: September 1, 2025

This cookies policy (“**Cookies Policy**”) explains how Titan International, Inc., its affiliates and subsidiaries (collectively, “**Titan**”, “**we**”, “**our**”, or “**us**”) use Cookies, as well as your rights to control them.

When a user (“**you**” or “**your**”) accesses or uses our websites, mobile applications, or other web-based services (“**Site**”), we use cookies, web beacons, pixels, software development kits (SDKs), and other similar tracking technologies (collectively, “**Cookie(s)**”) to collect certain data. This Cookies Policy forms part of our [Privacy Policy](#). By using the Site, you consent to the practices described in this Cookies Policy, the [Privacy Policy](#), and the [Website Terms of Use](#), which may be updated in our sole discretion from time to time.

You can manage the use of optional Cookies or disable the optional Cookies at any time by: (i) using the “**Customize**” button on the Cookie banner displayed upon your initial visits to the Site (“**Cookie Banner**”); or (ii) following instructions provided in [Section IV \(What Are My Choices to Manage Cookies\)](#).

Please note that this Cookies Policy includes links to other websites that offer details on Cookies and opt-out options. We offer these links for convenience and informational purposes, and have no control over the content found there. These websites or third parties that operate these sites are **not** affiliated with Titan.

I. WHAT ARE COOKIES?

Cookies: Cookies are small text files stored on your device (such as a computer or smart device) when you visit our Site.

Chat Technology: We might answer consumer questions using a chat feature. These tools may gather personal information to the extent you provide it to the chat technology. If you do not agree to recording, you should not proceed with chat support as conversations carried out through the chat tool are recorded.

Social Widgets: These are buttons or icons provided by social media platforms that allow you to interact with social media services when you view a webpage or mobile app screen on the Site. These social widgets may collect browsing data, which may be received by the third party that provided the widget and are controlled by third parties.

Other Tracking Technologies: We may also use other automatic data collection technologies that work similarly to cookies, such as web beacons (clear gifs, pixel tags, and single-pixel gifs), UTM codes, or APIs. For example, pixel or similar technologies can track how a website visitor navigates through and interacts with the Site. Web beacons and similar technologies can monitor whether you received and opened our email.

For more details on Cookies, please visit www.allaboutcookies.org

Please Note, if you limit the use of certain Cookies, we may not be able to deliver certain features of the Site.

II. HOW DO WE USE COOKIES?

Cookies enable us to protect and personalize the Site by recognizing repeat users, remembering your preferences, and tracking web usage behavior.

Purposes: We use Cookies for one or more purposes outlined below:

- Remember your preferences, such as your login information, language, region, text size, fonts, your choices of optional Cookies, or other preferences;
- Ensure efficient page navigation, web security, and usage tracking;
- Customize and improve the user experience by tracking the pages you view, how you interact with the Site, and how long you are on our Site;
- Track the success of our marketing and advertising initiatives for delivering a more customized browsing experience;
- Monitor our email campaigns to determine whether you open, read, or delete the message, which links in the email you click on, or what content you download from the Site, etc.;
- Facilitate content sharing with social media platform(s), gathering feedback to improve our Site; or
- Other purposes to assess and improve user experience to the extent legally permissible.

Duration: Cookies can remain on your devices for different periods:

- **“Session cookies”:** They exist only while your browser is open and are deleted automatically or shortly after you close your browser.
- **“Persistent cookies”:** They stay after you close your browsers or devices, and expire automatically after a set time, like a few days, weeks, or months. When you return to our Site, a third-party site, or other platform(s) using the same persistent cookies, these tracking technologies enable the platforms to recognize your devices and customize your experience.

First-Party vs. Third Party Cookies. We set “First-party Cookies” on your browsers or devices, and they can only be used by us or the Site. “Third-party Cookies” are those tracking technologies placed on the Site by third-party providers. Third-party Cookies may enable analytics or advertising functionalities that facilitate more customized services and advertising.

III. WHAT TYPE OF COOKIES ARE IN USE?

We classify Cookies in the following categories:

Type of Cookies	Descriptions
Essential Cookies	Some Cookies are essential for the Site to function properly and provide the features you have requested. We also use certain essential Cookies to make our Site more cyber-resilient. Essential Cookies may be set in response to the choices you make, such as adjusting your privacy settings, opting in to certain use

Type of Cookies	Descriptions
	preferences, checking in, or filling out forms. These Cookies cannot be turned off.
Preference Cookies	Preference cookies allow the Site to work better by remembering information you have entered or choices you make (such as your username, language, or your region). These Cookies can also be used to remember changes you have made to text size, fonts, and other parts of web pages that you can customize.
Statistics Cookies	Statistics cookies collect information about how you use the Site, including which pages you visit most often, how you interact with features, and whether you encounter any errors. This allows us to measure and improve performance, test design ideas, and understand user behavior and navigation patterns. From time to time, we may also engage third parties to help us analyze usage and statistical trends.
Marketing Cookies	<p>Marketing Cookies deliver advertisements (“ads”) that may be more relevant to you and your interests, including, without limitation, the following purposes:</p> <ul style="list-style-type: none"> • deliver ads more relevant to you and your interests; • limit the number of times you see an advertisement; • help measure the effectiveness of the advertising campaign; • understand people’s behavior after they view an advertisement; or • build a profile of your interests and show you relevant adverts on other sites, when they are used alone and/or in combination with other information. <p>Marketing Cookies may be first-party Cookies or third-party Cookies. They do not store directly personally identifiable information (such as your name), but collect information that may identify your browser and device through a unique identification code assigned to you.</p>

Information collection relating to Your Access to Videos. Our Site may display live or prerecorded videos or similar audio-visual materials (“**Videos**”). By requesting access to, or otherwise accessing, any such Video(s), you hereby acknowledge, agree, and consent to the following: Through the use of cookies and similar tracking technologies, we may automatically collect certain personal information with respect to your access to such Videos. The provision of Videos on our Site is not an admission by us and it shall not otherwise be interpreted, in any form or manner, to mean that we are a “**video tape service provider**” for purposes of the Video Privacy

Protection Act (codified as amended at 18 U.S. Code § 2710) (the “VPPA”) or that we are otherwise subject to the VPPA.

IV. WHAT ARE MY CHOICES TO MANAGE COOKIES

If you want to opt out of certain Cookies, there are several available options:

1. **Cookie Management Tools:** You can manage Cookies’ settings at any time and accept or refuse optional cookies by clicking on “Do Not Sell or Share My Personal Information” or other similar button that manages user preferences.

Residents of certain states may have other rights to opt out of the sharing or processing of their personal information, as detailed in the [Jurisdiction-Specific Rights](#) section of our [Privacy Policy](#).

2. **NAI/DAA Opt-Out:** Certain third-party providers of Cookies that we use may be members of the Network Advertising Initiative (“NAI”) or Digital Advertising Alliance (“DAA”). The NAI provides information regarding targeted advertising and the [opt-out procedures of NAI members](#), including opt-out mechanisms for web browsers, mobile and other connected devices, and a tool to opt-out from participating NAI members using your hashed email address for interest-based advertising. You may also visit the [DAA's website](#), which provides information regarding targeted advertising and offers an opt-out for DAA-participating companies.
3. **Google Analytics:** We may use Google Analytics to collect and process data about how visitors use our Site and report on activities and trends. The data collected includes data related to your device/browser, your IP address, and on-site activities to measure and report statistics about user interactions. You can [learn about Google's practices](#), and opt out by visiting <https://tools.google.com/dlpage/gaoptout> to install the opt-out browser add-on feature.
4. **Your Web Browser Settings:** You may manage the Cookies’ settings by following the instructions below for several popular browsers:

Google Chrome	https://support.google.com/chrome/answer/95647?hl=en
Firefox	https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer
Internet Explorer	http://windows.microsoft.com/en-GB/windows-vista/Block-or-allow-cookies
Microsoft Edge	https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09
Safari; iOS	https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac and https://support.apple.com/en-us/HT201265
Adobe Flash Cookie	https://www.macromedia.com/support/documentation/en/flashplayer/help/help09.html

V. ADDITIONAL DETAILS

If you require specific details of the Cookies used on our Site, you may click the “**Show Details**” button on our Site’ Cookie Management Tools. You may also contact us at:

Titan International, Inc.
1525 Kautz Rd., Ste 600
West Chicago, IL 60185
privacy@titan-intl.com