

Data Privacy Notice
(AI-Powered Search Engine for Dow’s Website)

Please read this Notice before you interact with our AI-powered search engine (the “**AI Search Engine**”), which is provided to The Dow Chemical Company and its affiliates (“**Dow**”) by a third-party, [Coveo Solutions, Inc.](#) (“**Coveo**”). By interacting with the AI Search Engine, you can connect to the most relevant information, insights, and answers available on Dow’s website. The AI Search Engine uses various AI techniques—e.g., enriched intent detection, cognitive question answering, multi-dimensional result ranking, dynamic content filtering, natural language processing, and machine learning—to provide you with relevant, optimized results faster.

Scope and Roles

This Notice applies to users who interact with the AI Search Engine on dow.com. Dow is the controller for your personal data. Coveo acts as Dow’s service provider, processing data only on Dow’s behalf and under Dow’s instructions.

Categories of Data Processed

Depending on your relationship with Dow and your interaction and choices, Dow and Coveo may collect and process the following categories of personal data (collectively, “**Your Data**”):

- Your search interactions (e.g., prompts, questions, feedback, and AI-powered responses).
- Website telemetry (e.g., browsing history, traffic sources, activity in system, cookie ID, and other log and technical data).
- [Web account](#) and profile data (e.g., business email, name, company, country, business address, interests, user ID, and login credentials).

Purposes of the Processing

Dow will collect and process Your Data for the following purposes:

- Providing and improving your experience: delivering quick, relevant, optimized answers and content; measuring performance, troubleshooting, and maintaining system integrity.
- Generating sales leads and supporting commercial activities: identifying potential business opportunities; supporting customer relationship management, sales outreach, and related commercial functions; storing relevant data in Dow’s e-commerce and commercial systems.
- Profiling to personalize your experience: creating a profile of you as an end user (including inferred interests, preferences, and behaviors) to personalize content, target

communications, and support Dow's marketing, sales, and commercial activities, as further described in Dow's [Customer Privacy Notice](#).

- Model quality—restricted fine-tuning (improving Dow's dedicated AI model only): Your data will not be used to train the underlying AI model that serves Coveo's other customers or the public. However, your data may be used for retraining or fine-tuning purposes limited exclusively to Dow's dedicated model instance, to improve performance and relevance for Dow's users only.
- Security and compliance: maintaining and protecting the security of services, systems, and information; preventing fraud or misuse; and meeting legal and regulatory obligations.

For more details, please refer to Dow's [Privacy Statement](#).

Search Interactions—Service Provider Access and Consent

Your search interactions and related data may be accessed and processed by Coveo, acting as Dow's authorized service provider, to provide and improve the AI search functionality (such as customer service, troubleshooting, and system optimization) strictly under Dow's instructions. Coveo does not use this data for its own purposes. By starting a search, you expressly consent to the interception, access, and processing of your search interactions by Dow and Coveo for the purposes described in this Notice. Where required by law, Dow will provide a clear disclosure and obtain your consent before your search begins. Coveo's access is limited to the stated purposes, and appropriate safeguards are implemented.

Data Storage and Access

Storage by Coveo (on Dow's behalf): Your Data is stored in Coveo's U.S.-based AWS tenant. Access is restricted to authorized Dow and Coveo personnel with role-based access and a need to know. Data is retained for no longer than 3 years.

Dow commercial systems: Depending on your relationship with Dow, Your Data may also be stored and processed in Dow's e-commerce and commercial systems (which may be hosted in the United States or other jurisdictions) to support CRM, sales outreach, and related functions. For more information, please refer to our [Customer Privacy Notice](#).

International Data Transfers

Where applicable, transfers outside your country/region occur under appropriate safeguards.

Legal Bases for Processing

The legal justification for Dow and Coveo to process Your Data varies by jurisdiction but generally is that such Processing: (1) is based on your consent (including prior consent for search

interactions where required); and/or (2) is necessary for the purposes of Dow's legitimate interests in operating its website, improving user experience, generating leads, facilitating commercial activities, and ensuring security and compliance.

Automated Decision-Making and Profiling

Dow may use automated methods to build a profile based on Your Data (including search interactions) combined with other data collected through Dow's e-commerce and commercial systems. You may have rights to object to profiling or automated decision-making, depending on your jurisdiction. See Dow's [Customer Privacy Notice](#) for details and available rights.

Your Choices and Rights

Depending on your location, you may have rights to access, correct, delete, restrict, or object to certain processing; to withdraw consent (without affecting prior lawful processing); and to lodge a complaint with a supervisory authority. To exercise your rights or submit a request, email the Dow Data Privacy Office at fglpriv@dow.com or submit a request via the form located [here](#) (external users) or [here](#) (internal users).

Data Minimization, Security, and Retention

Dow applies appropriate technical and organizational measures to protect your data and limits collection to what is necessary for the stated purposes. Retention periods are no longer than needed to fulfill those purposes and meet legal, accounting, or reporting requirements.

Children

The AI Search Engine is not directed to children, and Dow does not knowingly collect personal data from children via this feature.

Changes to This Notice

Dow may update this Notice from time to time. Material changes will be communicated via dow.com or other appropriate channels.

Additional Information

For more information about Dow's data privacy practices, please review Dow's [Privacy Statement](#) and—if applicable—[Customer Privacy Notice](#), [Supplier Privacy Notice](#), Applicant and Candidate Privacy Notice, and Employee Privacy Notice.

Last updated: January 12, 2026.