

WHIRLPOOL CORPORATION GLOBAL POLICY – PRIVACY

GCP-4	Subject: Privacy	Effective: 11-01-2010	Page: 1 of 1
POLICY OWNER:	Corporate Law Department		
APPLIES TO:	Employees of Whirlpool Corporation and its subsidiaries worldwide; all locations where Whirlpool business is conducted.		
POLICY STATEMENT:	<p>It is Whirlpool Corporation policy to comply with applicable privacy and data protection laws in all countries where we do business. This commitment reflects the value we place on earning and keeping the trust of our employees, customers, business partners and others who share their personal information with us.</p> <ul style="list-style-type: none">• Whirlpool will collect and use personally identifiable information only to the extent required for business or legal reasons and will provide appropriate notice to individuals about our data collection practices.• Whirlpool will adopt reasonable and effective measures to ensure the protection of consumer and employee information. The chief privacy officer will have full accountability to promulgate and enforce these protective activities.• Third parties acting on behalf of Whirlpool will be required to comply with the Whirlpool privacy policy when handling Whirlpool generated information. Whirlpool will take appropriate measures, by contract or otherwise, to provide adequate protection for personal information that is disclosed to a third party or transferred to another country, including transfers within Whirlpool.• Whirlpool will take reasonable steps to ensure that data is accurate, complete, current and reliable for its intended use. Consumers and employees will have the opportunity to review information retained by Whirlpool about them and will have the opportunity to notify us regarding errors that we will promptly correct.• The chief privacy officer will provide a fair process for investigating and resolving complaints about the use of personally identifiable information.• The chief privacy officer shall certify on an annual basis to the chief compliance officer that all requirements pursuant to this policy have been enacted or fulfilled. <p>Should you have any questions regarding this policy, you should contact your supervisor, local Human Resources representative, regional or chief privacy officer, chief compliance officer or the Office of the General Counsel.</p> <p>Failure to comply with this policy may result in appropriate disciplinary action, up to and including termination of employment.</p>		