

Connected Vehicle Services Privacy and Protection Notice

This Connected Vehicle Services Privacy and Protection Notice is intended to clearly explain our Connected Vehicle data collection, use and handling practices.

When you purchased or leased your vehicle, you had the opportunity to subscribe for Connected Vehicle Services that offer peace of mind, convenience and infotainment in one comprehensive package. Examples of the Services include live, 24-hour navigation assistance, integration of popular mobile apps and emergency services at the press of a button, remote engine start, access to vehicle health reports, maintenance alerts and more.

This Notice DOES NOT apply to data handling practices unrelated to Connected Vehicle Services on Toyota, Lexus or Scion websites, or on sites that we do not own, operate, or control.

Toyota Connected Vehicle Services Privacy and Protection Notice

Toyota, including Lexus and Scion (“Toyota”, “we”, “us”) take your privacy seriously in the design, development and implementation of our Connected Vehicle Services. The various systems and components of your Vehicle are controlled by in-vehicle computers. Your Vehicle’s computers communicate with each other and record data. If your Vehicle is equipped with technology capable of transmitting the data to us, we receive Vehicle Data that allows us to provide you with many benefits (“Connected Vehicle Services” or “Services”).

To learn whether your Toyota or Lexus Vehicle is equipped with Connected Vehicle Services, and whether those Services are active or inactive, contact your Dealer or us.

Scion vehicles are not currently equipped with Connected Vehicle Services that collect Personal Information and Vehicle Data.

By collecting, using and managing your Personal Information and Vehicle Data, we can provide you with Connected Vehicle Services which include safety, convenience and infotainment benefits. We would like to help you understand the following:

- The Personal Information and Vehicle Data we collect
- The uses of your Personal Information and Vehicle Data
- The third parties with whom we may share your Personal Information and Vehicle Data
- The period of time we may retain your Personal Information and Vehicle Data
- The measures we take to safeguard your Personal Information and Vehicle Data
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1. The Information We Collect

When your Vehicle is equipped with Connected Vehicle Services, we collect Personal Information and Vehicle Data. Data that identifies you as an individual is Personal Information. Examples include your name, address, phone number and email address. Data generated by the computers in your Vehicle is Vehicle Data. Examples of Vehicle Data include Location Data, Remote Access Data, Vehicle Health Information and Multimedia Screen Operation Log Information.

If you do not want to send us your Personal Information and Vehicle Data you must contact us to deactivate this functionality.

2. Use of Information We Collect

Personal Information. When you subscribe, we collect your name, address, phone number, email address, language preference and other personal information you may choose to share with us such that we can provide Services and communicate with you.

Location Data. Your Vehicle may send an electronic signal with your latitude and longitude at a particular point in time (“Location Data”) to our Response Center under certain specific circumstances. Examples include if your Vehicle is in a collision or you press the emergency SOS button in your Vehicle. We record and transmit your Location Data such that we can provide it, along with your Personal Information, to emergency responders, roadside assistance providers and to assist law enforcement in locating stolen or missing vehicles. Your Location Data is also used to provide you with destination services.

Your GPS Navigation is equipped with a traffic feature that automatically collects and transmits, through GPS technology, your Location Data, travel direction and speed to support HD traffic and weather information available in your Vehicle. It is not tied to your VIN or Personal Information.

Remote Access Data. We may collect the Real Time Status of your Vehicle (including location, status of powered doors, windows, hood, trunk, sunroof, hazard lights, odometer reading, oil life, fuel economy, distance to empty) from the last Ignition Off to remotely deliver to you your Vehicle’s most recent information and to support traffic reporting functionality.

Vehicle Health Information. Vehicle Health Information may include odometer readings, fuel level, oil life, Diagnostic Trouble Codes (DTC) and related data from the vehicle’s on-board diagnostic (OBD) system to identify malfunction events. Related data includes vehicle speed, engine coolant temperature, fuel injection volume, and engine rotation per minute (RPM). We collect Vehicle Health Information so

we are able to tell you when your Vehicle is due for maintenance or service and to provide you with Vehicle Health Reports.

Multimedia System Screen Operation Log Information. We may collect and use Multimedia System Screen Operation Log Information (how you interact with your screen) in order to understand the features, functions and screen transitions you use the most and improve functionality and product offerings.

We also use your Vehicle Data to:

- Improve safety
- Develop new vehicles and features
- Confirm vehicle quality
- Analyze vehicle trends
- Prevent or detect fraud or misuse of Services
- Comply with law, legal process or litigation
- Respond to requests from Toyota Motor Credit Corporation to address accounts in default

3. Information We Share

We may share your Personal Information with:

Emergency responders and roadside assistance providers. We may share your Personal Information to provide emergency or roadside assistance to you.

Toyota Motor Credit Corporation, our affiliate. We may share Your Personal Information to verify fraud or repossess in the event of a breach of your lease or finance contract and to support vehicle improvement.

Toyota Motor Corporation, our parent company. We may also share your Personal Information to support safety, research, analysis and product development efforts made by our parent company.

Third Party Service Providers. We contractually bind third parties acting on our behalf to handle your Personal Information in accordance with Toyota standards describe in this Notice. Examples include Cross Country Motor Club, Inc. to provide roadside assistance, and Sirius XM Connected Vehicle Services Inc. to provide customer support and the other services that are part of your Connected Vehicle Services.

Law Enforcement. We DON'T share your Personal Information with law enforcement unless we are required to do so by law or legal process, in response to government investigations, as may be required for national security, or where we believe necessary to prevent harm, injury or loss.

We DON'T share your Personal Information with Data Resellers, Social Networks and Ad Networks.

We may share your Vehicle Data with:

Location Data. We may also share your Location Data for the purposes specified in this Notice with:

- Emergency responders
- Roadside assistance providers
- Law enforcement
- Toyota Motor Credit Corporation
- Third party service providers

Voice Recordings. We may share Voice Recordings with you and law enforcement to support requests related to litigation and investigations. We may also share them with our third party service providers, acting on our behalf.

Remote Services. We share Real Time Status only with you. We share the location of your Vehicle based on last Ignition Off to assist you in finding your Vehicle.

Multimedia Screen Operation Log Information. We may share Multimedia Screen Operation Log Information with Toyota Motor Corporation for quality confirmation, trend analysis, research and product development.

Vehicle Health Information. If you opt-in, your Vehicle Health Information is shared with Toyota Motor Corporation. It will also be shared with you and you and your Dealer in the form of Vehicle Health Reports if your Vehicle is equipped with Service Connect. You and your dealer will have access to your Vehicle's last 12 monthly Vehicle Health Reports. We may also share the data with third parties when required by law, legal process or litigation. If you do not opt-in, we DON'T share your Vehicle Health Information with anyone unless anonymized or aggregated.

Aggregated Data Sharing. We may sometimes share anonymized and aggregated Vehicle Data in analytic reporting with federal and state regulatory agencies and non-profit organizations for the purpose of education and research related to environmental and energy issues, advanced technologies and usage analysis.

4. Data Retention

Personal Information. We store your Personal Information for 7 years after expiration of your subscription for Connected Vehicle Services.

Vehicle Information. Your Vehicle Data is stored for different periods of time:

Location Data. We store your Location Data from the time you contact us until 7 years after expiration of your subscription for emergency, roadside assistance, stolen or missing vehicle, and destination services.

Voice Recordings. If you speak with the Response Center from your Vehicle, your conversation may be recorded and stored for 2 years to support requests from customers and law enforcement.

Vehicle Health Information and Multimedia Screen Operation Log Information. If you opt-in to transmit your Vehicle Health Information and Multimedia Screen Operation Log Information to us, we will store it to support ongoing quality confirmation, trend analysis, research, and product development for a period of time not to exceed 20 years from the date of receipt by us.

Remote Services. In order to respond to a remote request from you, we store the Real Time Status and location of your Vehicle from the last Ignition Off. Only the latest Real Time Status and Location Data is retained; the old data is purged.

EXCEPTION. There's an exception to these rules. Sometime we are required to keep your Personal Information or Vehicle Data for much longer periods of time. This occurs if mandated by law or legal process or in the event of litigation.

5. Data Security

We take information security seriously. We continuously strive to protect your Personal Information and Vehicle Data by employing our industry's best practices through our formal security program.

Our formal security program includes:

System Defenses. We designed the Connected Vehicle Services technology in your Vehicle to resist security vulnerabilities. We employ layers of defense to drive strong safeguarding practices, such as but not limited to, code and design reviews, regularly scheduled security testing, firewalls, intrusion detection systems, and encryption.

Private Network. When your Vehicle Data is transmitted from your Vehicle to us, we use a dedicated private wireless network. In addition, your Vehicle is designed only to respond to commands from us and only for those available features we provide such as door lock/unlock, remote engine start/stop and vehicle location.

No Warranties. Please note, however, we cannot completely ensure or warrant the security of any information transmitted to us by you or your Vehicle. Your use of your Vehicle's Connected Vehicle Services is at your own risk. You have the option to deactivate your Connected Vehicle Services by contacting us and requesting deactivation.

6. Choices

We give you choices about what data you share with us.

Opt-in/Opt-out. You may opt-in or opt-out of receiving Maintenance Notifications, Vehicle Alerts, and Vehicle Health Reports. If you opt-out, your Vehicle Health Information and Multimedia Screen Operation Log Information will not be sent to us.

You may opt-in or opt-out of Enform Remote Services, Fuel Cell or Electric Vehicle Plug-in Hybrid Vehicle Applications. If you opt-out, your Vehicle will not send us Ignition Off data, such as the Location, status of powered doors, windows, trunk, hood, sunroof, hazard lights, odometer reading, oil life, fuel economy information, and distance to empty.

Review and Update. You may also review and update your Personal Information at any time by contacting us.

Deactivation. When you buy a vehicle equipped with Connected Vehicle Services, data collection is active. You may deactivate Connected Vehicle Services at any time by contacting us and we will no longer collect your Personal Information and Vehicle Data.

7. Consent

You agree to this Privacy Notice when you:

- Purchase a vehicle equipped with Connected Vehicle Services
- Use Connected Vehicle Services in your Vehicle
- Agree to a Subscription Service Agreement
- Agree to an End User License Agreement

Warning: When you purchase a vehicle and do not opt-out of Connected Vehicle Services, you specifically consent to our electronic collection and use of your Vehicle Data. You also consent to the storage of your Vehicle Data wherever we designate.

8. Contact Us

If you have questions or concerns about our Privacy Notice, or would like to deactivate your Connected Vehicle Services, update your Personal Information, or opt-in or opt-out from particular features, please contact us.

Toyota

Phone: 1-800-331-4331

Address: 19001 South Western Ave., Dept. WC11, Torrance, CA 90501.

Lexus

Phone: 1-800-255-3987

Address: P.O. Box 2991, Mail Drop L201, Torrance, CA 90509.