

Toyota Motor North America
Privacy & Protection Notice
Connected Vehicle Services
Updated as of: January 29, 2018

I. INTRO

1. **How We Use, Store, Share and Secure Data From Your Vehicle Equipped With Connected Vehicle Services.** When you purchased or leased your Vehicle, you had the opportunity to opt-in to receive Connected Vehicle Services such as navigation assistance, emergency services, remote engine start, maintenance alerts and more. We provide you with these services by collecting and using your personal information and vehicle location, health, and driving data.
 - a. **Safety Connect.** Your Vehicle's *Safety Connect* feature provides roadside and emergency assistance, automatic collision notifications, and stolen vehicle assistance. *Safety Connect* uses your **Location Data** (your Vehicle's latitude and longitude) to determine where your Vehicle needs assistance, your **Personal Information** (such as your name, address, phone number, email address, etc.) to verify your account, and your **Voice Recordings** (when you call our response center) for quality assurance.
 - b. **Service Connect.** We use your **Vehicle Health Data** (such as odometer readings, fuel level, oil life, and diagnostic trouble codes) for the *Service Connect* application, which sends you vehicle health reports and alerts you of needed maintenance.
 - c. **Remote Features.** Certain *Remote Features* such as vehicle finder, remote door lock and unlock, guest driver monitor, and vehicle alerts use your **Location Data** to find your Vehicle, **Vehicle Health Data** to provide status updates, and **Multimedia Screen Data** (i.e., data regarding how you interact with screens in your Vehicle) for quality confirmation.
 - d. **Destinations.** Your Vehicle's *Destinations* feature allows you to choose a place of interest, a location on the map, one of your favorites, a destination from your history, or enter an address or coordinate. We use your **Location Data** and your **Personal Information** (to verify your account) to offer these features.
 - e. **Use-Based Insurance.** You may choose to opt-in for use-based insurance products and services. If you opt-in, your **Driving Behavior Data** (such as data on your Vehicle's acceleration, speed, braking and steering) and your **Location Data** will be used to deliver services to you, and for quality assurance, analysis, research and product development.
 - f. **App Suite.** When you use our App Suite for traffic, fuel, weather or other apps like Pandora, we may need to verify your subscription with your **Personal**

Information, and we will use **Multimedia Screen Data** and **Voice Recordings** to improve our responses and voice recognition.

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

2. We Protect Your Data

- i. We continuously strive to protect the data we collect from you and your Vehicle. We use a dedicated private and secure wireless network. Your Vehicle is designed only to respond to commands from you and from us and only for those features we provide, including door unlock, remote engine start and vehicle location.
- ii. Your contact information (name, address, phone number, email), provided when you subscribe for Connected Vehicle Services, is retained in secure servers.

3. Your Responsibilities

- i. Your responsibilities include, but are not limited to, informing passengers and drivers of your Vehicle that data is collected and used by us, and notifying us of a sale or transfer of your Vehicle. If you do not notify us of a sale or transfer, we may continue to send reports or data about the vehicle to the primary subscriber's contact information currently on file, and we are not responsible for any privacy related damages you suffer.

II. COLLECT & USE

1. We Remotely Collect and Use Your:

- i. **Personal Information.** When you subscribe, you may choose to share your name, address, phone number, email address, language preference and other personal information with us so we can provide Connected Vehicle Services and communicate with you.
- ii. **Location Data.** We use your latitude and longitude at a particular point in time ("**Location Data**") to deliver Connected Vehicle Services to you and for quality confirmation, data analysis, research and product development. We record and transmit your Location Data when you contact us for emergencies, roadside assistance, stolen or missing vehicle or missing persons and destination services.
- iii. **Remote Access Data.** At last Ignition Off, 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) so you can remotely access your Vehicle's most recent information.

- iv. Driving Data. Driving Behavior Data (“**Driving Data**”) includes the acceleration and speed at which your Vehicle is driven, travel direction, and use of the steering and braking functionality in your Vehicle. Driving Data is used to deliver Connected Vehicle Services to you, and for quality confirmation, data analysis, research, and product development.
- v. Vehicle Health Data.
 - a. Vehicle Health Data may include odometer readings, fuel level, oil life, Diagnostic Trouble Codes and related data from the vehicle’s on-board diagnostic system to identify malfunction events. Related data includes engine coolant temperature, fuel injection volume, and engine rotation per minute (RPM) and other data to assist in identifying issues and analyzing the performance of the vehicle. For hybrid vehicles, Vehicle Health Data includes hybrid battery data correlated to vehicle latitude and longitude.
 - b. If you opt-in to Service Connect, we use Vehicle Health Data to tell you when your Vehicle is due for maintenance or service (“**Maintenance Notifications**”), to provide you with Vehicle Health Reports (maintenance and malfunction statuses, and service campaign and safety recall information) and Vehicle Alerts (notifications when your Vehicle reports malfunction-related events) and to contact you.
- vi. Multimedia Screen Data. We may collect and use Multimedia Screen Data (how you interact with your screen) for quality confirmation, data analysis, research and to improve functionality and product offerings. If you opt-in to Service Connect, such data is also used to deliver Maintenance Notifications, Vehicle Alerts and Vehicle Health Reports and to contact you.
- vii. Voice Recordings. If you or anyone in your Vehicle speaks with the Response Center for purposes of Automatic Collision Notification, Emergency and Roadside Assistance, Stolen Vehicle Location, your conversation will be recorded to deliver services to you and for quality assurance.

2. We Also Use Your Vehicle Location, Driving and Health Data To:

- i. Improve Safety.
- ii. Develop New Vehicles and Features.
- iii. Confirm Vehicle Quality.
- iv. Analyze Vehicle Trends.
- v. Prevent Fraud Or Misuse.
- vi. Support Laws and Legal Process.

III. STORE

1. Personal Information

- i. We store your Personal Information for 4 years after expiration of your subscription for Connected Vehicle Services.

2. Vehicle Location, Driving, and Health Data and Screen and Voice Data

- i. Data collected from your Vehicle is stored for different periods of time:
 - a. Voice Recordings. If you speak with the Response Center, your conversation may be recorded and stored for 2 years, and a transcript of your conversation may be stored for 4 years as required by law and to support requests from you or law enforcement.
 - b. Location Data, Driving Data, Multimedia Screen Data and Vehicle Health Data. We will store such data for a period of time not to exceed 20 years from the date of receipt by us, unless otherwise required by law, legal process or litigation. 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.
 - c. Exception. We may be required to keep your Personal Information or Vehicle Location, Driving or Health Data for longer periods of time than indicated above. if mandated by law or legal process or in the event of litigation.

IV. SHARE

1. Personal Information

- i. We may share your Personal Information with:
 - a. Emergency Responders. To provide emergency assistance to you with our Safety Connect feature. This includes Roadside Assistance Providers.
 - b. Our Affiliates. To verify fraud or repossess in the event of a breach of your lease or finance contract, to support vehicle improvement and, if you opt-in, for use-based insurance products.

- c. Our parent company. We may also share your Personal Information to support safety, research, analysis and product development made by our parent company, Toyota Motor Corporation.
 - d. Third Party Service Providers. We contractually bind third parties to handle your Personal Information in accordance with this Notice. For example, Sirius XM Connected Vehicle Services Inc. provides customer support and the other services that are part of your Connected Vehicle Services, and apps such as Pandora will store and use the information you provide to them in order to verify your account and provide you with their services.
 - e. Insurance Providers. We may share your personal information, only if you have provided your prior express consent or as required by law.
 - f. Law Enforcement. We DO NOT 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.
- ii. We DO NOT share your Personal Information with:
- a. Data Resellers.
 - b. Social Networks.
 - c. Ad Networks.
 - d. Insurance Providers, unless we have your consent or as required by law.

2. Your Vehicle Location, Driving, and Health Data

- i. We may share the following data with you and our affiliates and business partners for quality confirmation, data analysis, research and product development. We also share the following data with other third parties if required by law, litigation, legal process, customer service and our legitimate business purposes.
 - a. Location Data. We may share your Location Data with emergency responders, roadside assistance providers, law enforcement, our affiliates and third party service providers acting our behalf. If you provide express prior consent, we may also share your Location Data with our affiliates and non-affiliated insurance companies to provide you with used-based insurance information and offers.
 - b. Voice Recordings. We 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.

- c. 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.
- d. Multimedia Screen Data. We may share your Multimedia Screen Data with our parent company for quality confirmation, data analysis, research and to improve functionality and product offerings.
- e. Driving Data. We share Driving Data with our affiliates and business partners so we can work together to develop better and safer products. If you provide express prior consent, we may also share your Driving Data with our affiliates and non-affiliated insurance companies to provide you with use-based insurance information and offers.
- f. Vehicle Health Data. If you provide express prior consent, your most current Vehicle Health Data and last 12 monthly Vehicle Health Reports will be made available to you and your dealer for its own use.
- g. Aggregated Data Sharing. We may sometimes share anonymized and aggregated Vehicle Location, Driving and Health Data with third parties for education and research related to environmental and energy issues, advanced technologies and usage analysis.

V. SECURE

i. Secure

- i. We take information security seriously.
- ii. We continuously strive to protect the data we collect from you and your Vehicle by employing our industry's best practices through our formal security program.
- iii. Our formal security program includes:
 - a. 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.
 - b. Private Network. When your Vehicle Location, Driving and Health 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.

- c. 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.

VI. CHOICE

1. Choices

- i. We give you choices about what data you share with us.
 - a. Opt-in/Opt-out.
 - You may opt-in or opt-out of Service Connect.
 - If you opt-out of Service Connect, you will not receive Maintenance Notifications, Vehicle Alerts, and Vehicle Health Reports and your Vehicle Health Data and Multimedia Screen Log Data will not be sent to us.
 - You may opt-in or opt-out of 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.
 - b. Review and Update. You may also review and update your Personal Information at any time by contacting us.
 - c. Deactivation. When you lease or 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 Location, Driving and Health Data.

VII. CONSENT

1. You Agree To This Privacy Notice When You:

- i. Purchase or Lease a vehicle equipped with Connected Vehicle Services.
- ii. Use Connected Vehicle Services in your Vehicle.
- iii. Agree to a Subscription Service Agreement.
- iv. Agree to an End User License Agreement.

- v. *Warning: When you purchase or lease 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.*

VIII. AGREEMENT

1. Sample Agreements

- i. To view samples of the most recent agreements, please go to the Privacy & Protection Connected Vehicle Services website.
 - a. Subscription Services Agreement.
 - b. Entune App Suite.
 - c. Entune App Suite 2.0.

IX. CONTACT US

1. Contact Us

- i. 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.

- ii. LEXUS:

P: 1-800-255-3987

Email: <http://lexus2.custhelp.com/app/ask>

Lexus

P.O. Box 259001 – Mail Drop E3-2D

Plano, TX 75025-9001

- iii. TOYOTA:

P: 1-800-331-4331

Email: <http://www.toyota.com/support/#!/app/ask>

Toyota Motor Sales, U.S.A., Inc.

P.O. Box 259001

Plano, TX 75025-9001