

**KIA UVO PRIVACY POLICY  
EMERGENCY SERVICES ONLY  
[effective: September 01,2017]**

This Emergency Services Privacy Policy (this “Privacy Policy”) explains how we collect, use and share Information about you and your vehicle (“Information”) when you activate only the Automatic Collision Notification, SOS, and Roadside Assistance Service features of your UVO System (collectively the “Emergency Service Features”). This Privacy Policy applies to owners, vehicle occupants and other users of UVO System-equipped Kia vehicles in which the Emergency Service Features have been activated (“you”).

**This Privacy Policy sets out:**

- 1. Types of Information we may collect;**
- 2. How we may use Information;**
- 3. How we may share Information;**
- 4. Security of Information;**
- 5. Choices you have regarding your Information;**
- 6. How you may access, review and correct your Information; and**
- 7. How to contact us regarding the collection, use and sharing of Information; and**
- 8. Effective date of this Privacy Policy and other related privacy policies.**

PLEASE REVIEW THIS PRIVACY POLICY CAREFULLY. BY ACTIVATING THE EMERGENCY SERVICE FEATURES, YOU ACCEPT THE TERMS OF THIS PRIVACY POLICY AND CONSENT TO OUR COLLECTION, USE AND SHARING OF YOUR INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH ANY PART OF THIS PRIVACY POLICY OR THE APPLICABLE TERMS OF USE, THEN PLEASE DO NOT ACTIVATE THE EMERGENCY SERVICE FEATURES.

**1. TYPES OF INFORMATION WE MAY COLLECT**

We collect Information about you and your vehicle when you use or activate the Emergency Service Features. This Information includes:

**Subscription and Registration Information:**

The Emergency Service Features require you to register as part of activation of those features. When you register, we may collect the following Information:

- Your name, address, email address, telephone number;
- Log-in information
- Emergency contact information
- Vehicle Identification Number (VIN) and vehicle usage and incident information; and
- The date of purchase or lease of your vehicle, and your selling Kia dealer

**Cookies and Similar User Information:**

We use cookies and other methods on our website and in the UVO System in your vehicle to operate the website and the UVO System, to provide you with information and offers that may be of interest to you, and to provide you with personalized content. Cookies and similar technologies may provide us with Information such as:

- The time and length of your website visit;
- The pages you visit;
- The site you visited before coming to ours;
- The name of your internet service provider; and
- Other similar information.

You may choose to disable the use of cookies, though this may prevent the website from functioning properly or as designed.

**Vehicle and Driver Information:**

When you activate the Emergency Service Features, we may collect Information that is collected, generated, recorded or stored by your Kia vehicle, including:

Information about your vehicle, such as:

- VIN;
- Model;
- Model year;
- Engine type;
- Service data;
- Mechanical condition; and
- Incidents involving vehicle.

Vehicle diagnostic data, such as:

- Trouble codes;
- Freeze frame data;
- Tire pressure;
- Battery voltage;
- Coolant temperature;
- Oil temperature; and
- Service requirements.

Eco-related driving performance data per trip, such as:

- Fuel consumption; and
- Vehicle greenhouse gas emissions.

Information about your use of the Emergency Service Features in-vehicle, such as:

- Customer chosen points of interest for navigation;
- Search content;
- Information about individuals making a UVO call from vehicle or subscriber account;
- Date, time and duration of such calls; and
- Emergency calls (which are recorded).

Information about use of your vehicle, such as:

- Direction of travel;
- Time of travel;
- Odometer reading;
- Fuel level;
- Refuel indication;
- Date of refuel activity; and
- EV Battery Status – charge Level, range, charging status.

Driver behaviour and geolocation Information, such as:

- Vehicle location;
- Vehicle speed;
- Average rpm;
- Cruise control status; and
- Seatbelt status.

## **2. HOW WE MAY USE INFORMATION**

We will only use Information in ways that are consistent with the context in which it was collected and are committed to making reasonable and responsible use of Information, for the following purposes:

- As reasonably necessary to provide you with use and services of the Emergency Service Features and other requested services;
- To respond to a possible emergency or other situation requiring urgent attention;
- To diagnose or troubleshoot vehicle systems;
- To conduct research or analysis for the UVO System, vehicles, vehicle safety and security;
- To improve products and services or develop new offerings associated with the UVO system, vehicles, vehicle safety, security, or transportation infrastructure;
- To provide you with notices about your account and subscriptions;
- To respond to your inquiries;
- To communicate with you about goods and services that may be of interest to you;
- To prevent or detect fraud and criminal activity, or to safeguard Information associated with vehicle owners or their vehicles;
- To protect the safety, property, or rights of you, Kia, vehicle owners or others;
- In any other way we may describe to you when you provide Information to us;
- For any other purpose with your consent; and
- As may be permitted or required by law.

## **3. HOW WE MAY SHARE YOUR INFORMATION**

We may share or disclose Information as follows:

**To Our Service Providers and Affiliated Companies**

We share Information with our third party service providers and other third parties (including affiliated companies) we use to support our business, including service providers that help us: i) provide you with the Emergency Service Features; ii) provide or evaluate the Emergency Service Features and related systems and services; or iii) operate our business. Our agreements with these service providers require them to use Information only as necessary to assist us and otherwise in accordance with this Privacy Policy.

**Emergency Service Providers and Law Enforcement**

We may share Information with emergency service providers like the police, roadside assistance providers, ambulance providers or other similar emergency service that help us to deliver services to you.

**To Defend Our Rights or Comply with the Law**

We reserve the right to disclose your Information based on the good faith belief that such action is necessary or appropriate to: (a) comply with any court order, law or legal process, including to respond to any government or regulatory request; (b) protect and defend our rights or property; and (c) protect the rights, property or safety of Kia, our affiliates, our customers or others.

**In the Event of a Change of Control**

In the event that Kia is involved in a transaction such as a merger, stock purchase or sale, or sale of the Kia assets to which the Information pertains, Information may be transferred to the other party in such transaction. The party to which the Information is transferred will be required to adhere to the same privacy practices as those described in this Privacy Policy.

**In Aggregate Form**

We may aggregate Information so that does not identify any individual or vehicle. We may share such aggregate information for any lawful purpose without restriction.

**4. SECURITY OF INFORMATION**

We employ industry standard data security measures that include technical, administrative, and physical safeguards designed to protect the security, confidentiality and integrity of Information. Only those employees who need access to your information to fulfill their employment duties will have access to it.

Information may be processed and stored by us or our service providers in Canada, the United States, and Korea, or other jurisdictions from which features and services of the Emergency Service are accessed. If we share or otherwise disclose your Information to a third party service provider, we will require that those service providers comply with the same safeguard designed to protect your information. Your information may be subject to lawful access requests in the jurisdiction in which it is stored.

Information will be retained only for as long as we need it for the purposes set out in this Privacy Policy. We will retain Information in accordance with our record retention policies and applicable law. Note

that after the applicable retention period expires, Information may be deleted and may not be retrievable.

The security of Information transmitted through wireless carriers or the Internet cannot be guaranteed. We are not responsible for any interception or interruption of any communications transmitted through wireless carriers or the Internet or for changes to or losses of data. Users of the UVO System are responsible for maintaining the security of any password, user ID or other form of authentication involved in obtaining access to the UVO System. In order to protect you and your Information, we may suspend your use of any of the UVO System features or service, without notice, pending an investigation, if any breach of security is suspected.

## **5. YOUR PRIVACY CHOICES**

### **The Collection, Use and Sharing of Information**

You can decline to activate (or de-activate) the Emergency Service Features. If you decline to activate (or de-activate) the Emergency Service Features, the relevant systems will not collect Information.

If you own or lease your vehicle and anyone else uses your vehicle or the UVO System, or if you sell or transfer possession of your vehicle to another person, you must tell that person that the Emergency Service Features are active on your vehicle and that they should read this Privacy Policy (as it will apply to them). You are responsible for any failure on your part to inform anyone else who uses, acquires or leases your vehicle that the Emergency Service Features are active on the vehicle and that they should read this Privacy Policy (as it will apply to them).

### **How to Access, Review and Correct Your Information**

You may access, review and correct your UVO System account information, as well as certain other Information, at any time by emailing, calling or writing us at the address below or by updating your Information directly on the "My Account" page of the UVO Customer Web Portal.

## **6. HOW TO CONTACT US WITH QUESTIONS**

Please email us at [consumer@kia.ca](mailto:consumer@kia.ca), call us at 1-877-542-2886, or write us at Kia Canada Inc., 180 Foster Crescent, Mississauga, Ontario, L5R 4J5 (where your file will be kept) if you have any questions about this Privacy Policy.

## **7. OTHER PRIVACY POLICIES AND THIRD PARTY PRODUCTS AND SERVICES**

### **Effective Date and Changes to This Policy**

The effective date of this Privacy Policy is set forth at the top of this page. We may change this Privacy Policy from time to time by posting the changes here so please come back and review this Privacy Policy regularly. We will take reasonable steps to alert you prior to changing the collection, use or sharing practices associated with Information in ways that have a material impact on you, or if required by law, obtain your consent.

### **Kia Website Privacy Policy**

This Privacy Policy applies only to Information. We also operate the [kia.ca](http://kia.ca) and related websites, which collect other types of information. We use a separate privacy policy to explain our privacy practices related to those websites or the information collected by those websites. That means this Privacy Policy does not apply to information collected on those Kia websites unless the information is Information and collected in relation to the UVO System. You may provide us with Information through one of our websites when, for example, you provide information to us during the registration process for the UVO System. You can review the privacy policy for the Kia websites <[www.kia.ca/legal](http://www.kia.ca/legal)>.

### **Third Party Products and Services**

Third parties, including Bell Canada, that provide wireless voice and data services that are used as part of the UVO System also have their own privacy policy, separate from this Privacy Policy. Please refer to those privacy policies for information about your information that may be collected, used and shared. The Bell Canada privacy policy is available <[http://support.bell.ca/Billing-and-Accounts/Security\\_and\\_privacy/How\\_does\\_Bell\\_respect\\_my\\_privacy](http://support.bell.ca/Billing-and-Accounts/Security_and_privacy/How_does_Bell_respect_my_privacy)>.

As a convenience to our vehicle owners and registered users of UVO System, we may offer the ability to use certain third party products and services, such as your mobile phone and mobile applications with your vehicle. For example, these third party products and services may include data services through your mobile phone carrier, Android Auto and Apple® CarPlay. These third party products and services are not owned or controlled by Kia and we are not responsible for the privacy practices of the third parties that provide such products and services or the terms and conditions under which they offer such products. You use such third party products and services at your own risk. If you choose to use such third party products and services, we strongly encourage you to read the privacy policies and terms and conditions of such third parties to make sure they are acceptable to you.