

KIA UVO PRIVACY POLICY
[effective: September 01,2017]

Thank you for choosing a Kia vehicle. Your privacy is important to Kia Canada Inc. (“Kia” or “us”). At Kia, we are continually developing technologies and services to make our vehicles safer, more environmentally friendly, more convenient, and more fun to drive. Some of these technologies and services, including the **Kia UVO system and its features and services** (the “UVO System”, as described in the <UVO User Terms and Conditions>), collect, use or share information that is collected, generated, recorded or stored by Kia vehicles or from you in order to use the UVO System (“Information”).

This Privacy Policy explains how we collect, use and share Information related to the UVO System about you and your vehicle. This Privacy Policy applies to owners, vehicle occupants and other users of UVO System-equipped Kia vehicles and any other registered users of the UVO System (“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;**
- 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 USING THE UVO SYSTEM, 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 USE THE UVO SYSTEM.

1. TYPES OF INFORMATION WE MAY COLLECT

We collect Information about you and your vehicle when you use or register for use of the UVO System. This Information includes:

Subscription and Registration Information:

Certain UVO System features require you to register prior to use. When you register for the UVO System, 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 and preferred 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 use the UVO System, 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;
- Service requirements; and
- Automatic Collision Notification.

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

- Fuel consumption; and
- Vehicle greenhouse gas emissions.

Information about your use of the UVO System 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 UVO System 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 UVO System; ii) deliver advertising to you; iii) provide or evaluate the UVO System and related products and services; or iv) 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.

Kia Dealers

We may share Information with your preferred dealer or other Kia dealers to assist in servicing your vehicle or for marketing purposes.

Your Independent Vehicle Repair and Service Providers

We may share Information collected by the UVO System's diagnostic tools with independent repair businesses you choose to provide you with repair, maintenance and other services related to your vehicle.

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 UVO System 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 by the UVO System

You can decline to use or register for the UVO System. If you decline to use or register for the UVO System, the relevant systems will not collect Information. Please note, however, that if you choose not to register for or use the UVO System, those related features and services will be unavailable to you.

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 UVO System is 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 UVO System is active on the vehicle and that they should read this Privacy Policy (as it will apply to them).

Kia's Communications with You

Kia offers you the opportunity to opt-out from receiving information and/or promotional email or mail from Kia about our products and services.

For information on how to opt-out of the communications relating to the UVO System, you may opt-out at www.myUVO.ca.

For email, you may opt-out at any time by using the unsubscribe mechanism within the email or login to your account at www.myuvo.ca and modify your notification settings. The unsubscribe mechanism allows you to manage your subscription preferences to email alerts and special offers. Notwithstanding

the above, this mechanism does not allow you to opt-out of receiving transactional email, such as registration confirmation, vehicle updates and responses to direct requests.

For calls or direct mail, you may opt out at www.myUVO.ca or by calling 1-877-542-2886.

You also may write to us directly if you wish to: (a) ask that we not share your Information with third parties for marketing purposes; or (b) opt out or request that we cease sending you promotional or other information via calls, mail or email. Such written requests should be sent to our address below.

If you have opted out of receiving future emails from us, we will implement your opt-out request within ten (10) business days of receiving the opt-out request. If you have opted out of receiving future promotional materials by regular mail, we will implement your opt-out request within a commercially reasonable time.

How to Access, Review and Correct Your Information

You may access, review and correct your UVO System registration and 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 on www.myUVO.ca.

6. HOW TO CONTACT US WITH QUESTIONS

Please email us at 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 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>.

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>

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.