

MyFord® Mobile App Privacy Statement

Effective Date: March 19, 2020

a. MyFord® Mobile App Privacy Statement

For U.S. users, this Privacy Statement supplements the U.S. Ford Motor Company Privacy Policy, including Connected Vehicle Privacy, located at <https://www.ford.com/help/privacy/>, which describes California Privacy rights of California residents as of January 1, 2020.

Ford Motor Company (“Ford”, “us,” “it,” “we” or “our”) respects your privacy and is committed to protecting it. The following disclosure (“Privacy Statement”) sets out the basis on which any personally identifiable information we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personally identifiable information and how we will treat it. It is through this disclosure that Ford intends to provide you with a level of comfort and confidence in how it collects, uses, and safeguards personal and other information updated MyFord® Mobile App Privacy Statement Effective it collects or that you provide, and how you can contact us if you have any questions or concerns. It is our sincere hope that by explaining our data handling practices Ford will develop a trusting and long-lasting relationship with you.

This Statement (together with our Terms and Conditions and all policies and guidelines, including the Privacy Statement on www.MyFordMobile.eu for Europe, and License Agreements) applies to your use of the MyFord® Mobile App digitally distributed and available at a public app marketplace (“App Store”), once you have downloaded the App onto your mobile telephone or handheld device (“Device”), inclusive of the features or services accessible through the App (“Features”), unless the Terms and Conditions states that a separate privacy statement applies to a particular Feature, in which case that privacy statement only applies. If we change these Terms and Conditions, we will notify you of the changes.

b. Information Collected Through MyFord® Mobile

When you activate your MyFord® Mobile account, we collect information about you, including your email address and the cellular number to which you wish to link your service, and you will be required to provide your name during the registration process.

We and our MyFord® Mobile service providers may collect, use, process, store, and share GPS and speed data (such as your vehicle’s current location, and travel direction), vehicle status and information (e.g. vehicle identification number, the embedded modem serial number, the ID of the key in use, tire pressure, fuel level, battery status, oil level, status of windows, doors, door locks, alarm and battery charge information), and driving characteristics (e.g. seat belt warning, accelerator pedal position and brake pedal position). This data will be collectively referred to as “vehicle information”.

We and our MyFord® Mobile service providers may collect, use, process, store, and share details about your requests (referred to as "service details"), including:

- your cell phone number, if provided,
- type of request,
- address information for driving direction requests, and
- other information you have provided.

We use the personal information we collect about you through the App and from the vehicle(s) that you connect to it to provide you with the Services, including those described above. We also use it for other legitimate purposes, such as to:

- provide you with great functionality and services;
- allow you to control certain vehicle features;
- fulfil your requests and deal with your enquiries;
- manage and improve our business and our relationship with you;
- assess the quality of the services we and dealers provide, and the services our suppliers provide to us or on our behalf; send you marketing material in line with your communications preferences;
- personalize your experience and the marketing you receive;
- troubleshoot problems;
- conduct research and develop new and improved products, services, and business and marketing strategies;
- comply with legal requirements or requests from public authorities;
- protect or defend our or another's rights or property;
- protect individuals' personal safety; and
- detect, prevent, or otherwise address fraud, security, safety, or privacy issues.

Vehicle information and service details may be linked to you or the email address you have linked to MyFord® Mobile. We may send you email notifications at the email address you provide confirming your requests or actions, such as registration and removal of vehicle(s) and password resets, enabling you to notify us if you did not make the request or perform the action.

You will be provided with an in-vehicle notice regarding GPS containing language such as the following: "MyFord® Mobile is active. It enables GPS vehicle location mapping. Please advise occupants. See Owner Guide for more information. By pressing continue or by driving you agree to GPS mapping."

c. On what lawful grounds do we use your information?

There are several lawful grounds on which we may use your information:

- as described above, we need to use certain information about you in order to perform

our contract with you by providing you with the Services you have requested, for example to enable your use of the charging features; to allow you to control certain vehicle features; to fulfil requests you have made in the App; to troubleshoot problems; and to send you transactional communications;

- we often have a legitimate interest in processing your information for certain purposes, for example to provide you with great functionality and services; to personalize your experience and the marketing you receive; to predict which Ford products or services could be of interest to you; to manage and improve our business and our relationship with you; to assess the quality of the services we and dealers provide, and the services our suppliers provide to us or on our behalf; to develop new and improved products, services, and business and marketing strategies; to conduct research; to protect or defend our or another's rights or property; or to detect, prevent, or otherwise address fraud, security, safety, or privacy issues. When we process personal information to meet our legitimate interests, we put in place robust safeguards to ensure that your privacy is protected and to ensure that our legitimate interests are not overridden by your interests or fundamental rights and freedoms;
- In certain situations, we will ask you for your consent to use your information for specific purposes, for example to use your location. Where we rely on consent to use your personal information, you have the right to withdraw that consent at any time. Please see the 'Your rights...' section above for more details;
- In certain circumstances, we may need to use your information where we believe it necessary to comply with a legal obligation;
- In certain circumstances, we may need to use your information where we believe it necessary to protect someone's safety or vital interests; and
- In certain circumstances, we may need to use your information for certain purposes which are in the public interest.

d. Where Your Information is Stored

Your personal information is stored locally on your mobile device, and on servers operated by us and our service providers. Your personal information will be treated in accordance with local law concerning data protection and may be transferred within the European Economic Area ("EEA"), as well as to countries outside the EEA (including to the USA). The countries to which we transfer your personal information may not be regarded by the European Commission as ensuring an adequate level of protection for personal information. As a result, when we transfer your personal information outside the EEA we will put in place appropriate safeguards in accordance with our legal obligations to ensure that your personal information is adequately protected, irrespective of the country to which it is transferred. These safeguards may include obtaining contractual assurances from any third party given access to your personal information that your personal information will be protected by standards which are equivalent to those that protect your personal information when it is in the EEA. If you would like to know more about how we protect your personal information when it is transferred outside the EEA, or to obtain a copy of the safeguards we put in place to protect your personal information when it is transferred, please contact us (see How to Contact Us section).

e. Information Shared with Third Parties

You understand and consent to your personally identifiable information being shared with MyFord® Mobile service providers including mapping and cloud network providers. Ford's MyFord® Mobile service providers are required to keep personally identifiable information confidential and are not permitted to use this information for any other purpose than to carry out the service they are performing for Ford.

Ford will not share any personally identifiable information associated with the App with other third parties for their independent use, however we may share your personally identifiable information where we believe this is necessary in order to comply with a legal requirement or requests from public authorities; to protect or defend our or another's rights or property; to protect individuals' personal safety; or to detect, prevent, or otherwise address fraud, security, safety, or privacy issues. In the circumstances listed above, Ford and its service providers may disclose personally identifiable information, without notice. If you do not consent to this, do not activate or use MyFord® Mobile. Should you wish to withdraw your consent at a later time, then you must immediately stop using MyFord® Mobile and delete your account.

f. De-Identified, Non-Personally Identifiable Information

Ford may de-identify certain information collected in connection with the service (De-Identified Information). This De-Identified Information does not contain any personally identifiable information. De-Identified Information may be used for any purpose by Ford, Ford affiliates, and selected contractors globally. If you do not consent to the use of De-Identified Information, do not activate or use MyFord® Mobile. Should you wish to withdraw your consent at a later time, then you must immediately stop using MyFord® Mobile and delete your account.

g. Privacy of Communications Over Wireless Networks

Because MyFord® Mobile provides service through wireless networks, we cannot promise that your communications will not be intercepted by others. You agree that to the fullest extent allowed by applicable law we will not be liable for any damages for any loss of privacy occurring in communication over such networks.

Although we will do our best to protect your personally identifiable information, we cannot guarantee the security of your personally identifiable information transmitted to our sites; any transmission is at your own risk. When you send personally identifiable information to us "Secure Socket Layers" (or "SSL") or similar technologies are used to protect your personally identifiable information while in transit.

All personally identifiable information you provide to us or is collected from your vehicle is encrypted in transit and stored on our service provider's secure servers. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access. Where we have given you (or where you have chosen) a password that enables you to access certain parts of the App or Features, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

h. How long do we keep your information?

We only keep your information in identifiable form for as long as is necessary for the purposes set out in this Privacy Statement. This generally means holding the information for as long as one of the following apply:

- your information is reasonably required in order to provide the Services to you;
- your information is reasonably required in order to satisfy the purpose for which you submitted or we collected the information;
- your information is reasonably required in order to protect and defend our rights or property (this will generally be the length of the relevant limitation period in your jurisdiction); Or
- we are otherwise required to keep your information by applicable laws or regulations.

i. Children's Privacy

The App does not knowingly collect personal information from children under 16 years of age.