

Toyota Canada Inc.
Connected Services Privacy Notice
Updated as of January 30, 2026

We may modify this Privacy Notice by posting a new version at www.toyota.ca/connectedservices-privacy or www.lexus.ca/connectedservices-privacy, effective on the date of publication. Your continued use of the Services (as that term is defined in the Vehicle Connected Services Terms of Use) after we make changes indicates that you accept and consent to those changes, so please check this Privacy Notice periodically for updates. We will notify you in advance of any material changes to this Privacy Notice and obtain your consent in any new ways that we collect, use, and disclose your personal information.

This Privacy Notice DOES NOT apply to:

Use of Toyota Supra Connect: Please visit supraconnect.ca for relevant terms.

Data collection unrelated to Connected Services, for example: on Toyota or Lexus websites, on sites that we do not own, operate, or control, or at in-person events.

Any Toyota or Lexus vehicles equipped with Connected Services located outside of Canada, the continental United States, Alaska, and Hawaii.

This Privacy Notice MAY NOT apply to rental vehicles or car-share services to the extent certain Services are not made available by the rental or car-share services company. The terms and conditions and privacy policy of the applicable rental or car-share services company may also govern how data about the vehicle is collected and used.

I. INTRODUCTION

This Privacy Notice applies to your personal information and vehicle data that we collect, use, store, share and secure to provide the services on the vehicle (“Connected Services”), including when you use the mobile application for Toyota Multimedia, Lexus Interface and Connected Services known as Toyota, Lexus, or SubaruConnect™ apps (collectively known as “App”). This Privacy Notice also applies to vehicles manufactured in partnership with other companies that are equipped with Toyota or Lexus Connected Services, including SubaruConnect™.

SERVICES

Privacy laws in Canada generally define "personal information" as any information about an identifiable individual, which includes information that can be used on its own or with other information to identify, contact, or locate a single person.

A. How We Use, Store, Share and Secure Data From You and Your Vehicle Equipped With Connected Services.

When you purchased or leased a new/ prior-owned vehicle, your vehicle may have been equipped with an active “Connected Services” or “Vehicle Wireless Services” system which operates by collecting data from you and your vehicle, including vehicle location, vehicle health and driving data, to support navigation assistance, emergency services, remote vehicle commands (including remote start, lock/unlock, horn), maintenance alerts, infotainment apps and more (collectively, “**Connected Services Data**”), all as described in this Privacy Notice.

When you purchased or leased a vehicle equipped with an active “Connected Services” system, you had the opportunity to opt-in to receiving the Services, and in the event, you no longer want to receive the Connected Services, you were presented with instructions on how to disable the Connected Services upon taking possession of the vehicle.

If your vehicle was produced after September 22, 2023, it was delivered in “**Privacy Mode**”, and Connected Services can only be activated by downloading the App, as applicable, and completing the registration process which includes an opt-in to receive the Connected Services. When opting-in to receive the Connected Services, you also specifically consented to our collection, use, and disclosure of your personal information and vehicle data and our storage of such data as described in this Privacy Notice. You are in control over the “Connected Services” system. You can choose to opt-out of these services at any time. You can also request deactivation of data transmission of the Connected Services from your vehicle, which disables our collection and use of vehicle data and certain account information.

A vehicle in “**Privacy Mode**” can only transmit wireless location data if the SOS button is pressed or during a vehicle collision. The vehicle will stop being in Privacy Mode upon activation or deactivation of the Services.

The **bolded** terms used below are defined in Section II of this Privacy Notice.

1. **App.** If you download and use the Toyota or Lexus or SubaruConnect™ app (collectively known as “App”), we may receive **Device Data** and **Location Data** to provide Connected Services available through this app.
2. **Battery Health Usage Services.** Owners of certain battery electric vehicles and plug-in hybrid electric vehicles may opt-in to participate in select *Battery Health Usage Services* in order to receive a battery health assessment for the electric vehicle. If you have a vehicle equipped with *Battery Health Usage Services*, your **Vehicle Information** and **Vehicle Health Data** will be used to evaluate your vehicle battery’s state of health.
3. **Digital Key.** *Digital Key* technology allows you to access (e.g. unlock, lock, start) your vehicle through the App or your mobile device wallet. When you bring your mobile device close to your vehicle, the app or your mobile device wallet authenticates an encryption key before performing a vehicle function (e.g. unlock, lock, start). Your **Account Information** is used to offer this feature.
4. **Drive Recorder.** Owners of certain vehicles equipped with exterior cameras may opt-in to use the *Drive Recorder* feature, which, once activated, uses sensors and/or image data from the vehicle’s exterior cameras to record and store videos while the vehicle’s power is on, including the automatic recording of pre-collision and accident events. If you opt-in, the *Drive Recorder* feature may use your **Vehicle Health Data**, your **Profile Data**, your vehicle’s **Location Data**, and **Exterior Image Data**. Videos from the *Drive Recorder* feature will only be stored on your vehicle and are not transmitted to Toyota. Any individual logged into the vehicle with a registered profile can view and download any *Drive Recorder* videos stored on the vehicle.
5. **External Device Mirroring.** If you use device mirroring services, such as Apple CarPlay® or Android Auto™, your mobile devices may be capable of mirroring on to the vehicle’s multimedia screen. During this process, in order for the device mirroring services to function, your vehicle may transmit **Location Data**, **Driving Data**, **Multimedia Screen Data**, **Remote Data** and **Vehicle Health Data** to your mobile device.

6. **Facial Recognition.** Certain vehicles equipped with an interior, driver-facing camera use sensor and/or image data from the vehicle's interior to scan your face when you open the vehicle's door. If you opt-in and link your user profile using the in-vehicle "Setup Face" process, the *Facial Recognition* feature may use your **Facial Geometric Features** and **Profile Data** to verify your identity and load your saved user profile on the vehicle. Your **Facial Geometric Features** will only be stored on your vehicle.
7. **Load Last Profile.** Certain vehicles are enabled for creating and saving multiple user profiles on the vehicle. If you choose to save a user profile on your vehicle, the *Load Last Profile* feature will use your **Account Information** and **Profile Data** to reload the last active user profile at vehicle start.
8. **Navigation.** Your vehicle's navigation feature (such as *Drive Connect*) allows you to choose a place of interest, a location on a map, one of your favorites, a destination from your history, or enter an address or coordinates (latitude and longitude). For certain vehicles, the navigation feature is supported by Google. In certain vehicles, navigation includes the *Destination Assist* program, which connects you with a live agent to provide navigation directions. Your vehicle's **Location Data**, **Profile Data** (such as in-vehicle preferences, favorites, and usage history), and your **Account Information** are used to verify your account and to offer these features.
9. **Rear Seat Reminder.** For certain vehicles, the *Safety Connect* feature may include the *Rear Seat Reminder* feature, which uses sensor data from the vehicle's interior to detect movement of the vehicle's occupants in order to send you a notification that there may be occupants left unattended in your vehicle. If you have a vehicle equipped with *Rear Seat Reminder*, the feature may use your vehicle's **Location Data** and **Interior Image Data**.
10. **Remote Connect.** Certain *Remote Connect* services such as vehicle finder, vehicle status, remote door lock and unlock, guest driver monitor, and vehicle alerts use your vehicle's **Location Data** to find your vehicle and **Vehicle Health Data** to provide status updates as well as facilitate repairs.
11. **Remote Immobilization.** Your vehicle's *Safety Connect* feature may include the *Remote Immobilization* feature, which allows Toyota to locate your vehicle and assist law enforcement with vehicle recovery in the event of a stolen vehicle report, subject to Toyota's verification. If the *Remote Immobilization* request is initiated and directed by law enforcement, Toyota may immobilize the stolen vehicle remotely, which will prevent the vehicle from starting. After recovery of the vehicle, you may reach out to Toyota to assist with the removal of the immobilization. If you have a vehicle equipped with *Remote Immobilization*, the feature may use **Remote Data**, your vehicle's **Location Data**, and your **Vehicle Information**.
12. **Safety Connect.** Your vehicle's *Safety Connect* feature provides enhanced roadside and emergency assistance, automatic collision notifications, stolen vehicle assistance and accident advisory services. *Safety Connect* uses your vehicle's **Location Data** to determine where your vehicle needs assistance and to dispatch assistance to you, your **Vehicle Information** (such as your vehicle's model, year, and VIN) to verify your vehicle type and to help emergency responders identify your vehicle, your **Vehicle Health Data** (such as odometer readings), your **Account Information** (such as your name, address, phone number, email address, etc.) to verify your identity and account, and your **Voice Recordings** (when you call our Response Center) for quality assurance.
13. **Service Connect.** Your vehicle's *Service Connect* feature uses your **Location Data** and your **Vehicle Health Data** (such as odometer readings, fuel level, oil life, battery health, key fob battery status, and diagnostic trouble codes) and subject to your consent, your **Account Information** to send you vehicle

health reports, alert you of needed maintenance, to contact you by phone for service-related marketing.

14. **SiriusXM**. Certain vehicles are equipped with the SiriusXM satellite radio subscription service and certain vehicles offer a trial of the service. Your **Vehicle Information** and **Account Information** are used to offer this feature and for related marketing campaigns. If you opt-in to SiriusXM 360L, the feature may also use your vehicle's **Location Data** and certain **audio-related data** (such as audio usage, audio quality metrics, and music search requests) to provide you with personalized audio experiences. Use of this service is subject to the SiriusXM® terms and conditions and privacy policy.
15. **Safety Sense**. Vehicles equipped with *Toyota Safety Sense* or *Lexus Safety System+* use sensor and/or image data (in Version 3.0 or later for Toyota, and 2.5 or later for Lexus) from the vehicle's exterior to provide safety features such as lane departure alerts and pedestrian detection. If you have a vehicle equipped with *Toyota Safety Sense* or *Lexus Safety System+*, the feature may use your **Vehicle Health Data** and your vehicle's **Location Data**. If you have a vehicle equipped with *Toyota Safety Sense* (Version 3.0 or later) or *Lexus Safety System+* (Version 2.5 or later), the feature may also use **Exterior Image Data**.
16. **Traffic Jam Assist**. Vehicles equipped with *Traffic Jam Assist* use sensor and/or image data from the vehicle's interior and exterior to evaluate the vehicle's surroundings in order to propose and perform certain automated driving operations, including but not limited to: steering, acceleration, and braking on the highway. If you have a vehicle equipped with *Traffic Jam Assist*, the feature may use your **Vehicle Health Data**, your vehicle's **Location Data**, **Interior Image Data**, and **Exterior Image Data**.

B. We Protect Your Data

1. We protect your data through multi-layer defense technologies determined by the use of a risk-based secure-by-design program that relies upon a range of technical and administrative controls, such as the use of dedicated networks and encryption, as appropriate. Your vehicle is designed only to respond to commands from you and any authorized users, or from us and only for those features we provide, including but not limited to door unlock, remote start and vehicle finder. These technologies provide a level of protection that is reasonable given the sensitivity of the information, the purposes for which it is to be used, the quantity and distribution of the information and the medium on which it is stored.
2. Your **Account Information** (e.g., name, address, phone number, email), provided when you subscribe for Connected Services, is retained on servers that are secured as described in Article VI (Security), below, and that provide a level of protection that is reasonable given the sensitivity of the information, the purposes for which it is to be used, the quantity and distribution of the information and the medium on which it is stored.

C. Your Responsibilities

1. As the owner/lessee/primary subscriber of a vehicle equipped with a Connected Services system, you are responsible for: (1) informing occupants and drivers of your vehicle of how and why data is collected, used and shared with us, (2) notifying us of a sale or transfer of your vehicle, and (3) deleting your personal and vehicle information contained in the vehicle, and your vehicle information contained in your App, prior to the sale or transfer of your vehicle to another owner/lessee/primary

subscriber. If you do not notify us of a sale or transfer, your information may continue to be accessible from the vehicle and/or we may continue to send data about the vehicle to the subscriber's Account Information currently in our records. To avoid this from occurring, and to ensure your privacy and that of the new owner/lessee, you must advise us of the sale or transfer and delete your personal and vehicle information prior to the sale or transfer. We are not responsible for any privacy-related damages suffered by you or the new owner/lessee as a result of the failure to take these steps.

II. COLLECTION AND USE

A. On a Regular and Continuous Basis, We or Your Vehicle Collect and Use the Following Data:

1. **Account Information.** When you enter or update your name, address, phone number, email address, language preference and other information linked or directly related to you ("Account Information"), we use it to create and update your account, communicate with you, provide the Connected Services to you and share and provide your Connected Services to your authorized users, when applicable.
2. **Device Data.** If you use the App, Toyota may receive your device ID and other information about your device and app in order to provide these Connected Services.
3. **Driving Data.** We collect your driving behavior data ("Driving Data") which includes the acceleration and speed at which your vehicle is driven, travel direction, use of the steering and braking functionality in your vehicle, and vehicle operation data (e.g., sensor readings). Driving Data is used to deliver Connected Services to you, and for diagnostics, quality confirmation, data analysis, internal research, and product development. Unless we obtain your consent, we will not provide our Driving Data to other parties for their own purposes or use your Driving Data for our marketing purposes.
4. **Exterior Image Data.** If your vehicle is equipped with the *Drive Recorder* feature or advanced driver assistance features, such as *Toyota Safety Sense* (Version 3.0 or later) or *Lexus Safety System+* (Version 2.5 or later) or *Traffic Jam Assist*, external camera(s) and sensors are used to evaluate the vehicle's surroundings ("Exterior Image Data"). This data is used to improve and develop advanced driver assistance and safety features.
5. **Facial Geometric Features.** If your vehicle is equipped with face scanning features such as *Facial Recognition*, interior, driver-facing camera(s) and sensors are used to scan your face and create a computer-generated code linked to your facial features ("Facial Geometric Features"). This data is not readable by humans, and it is used to verify your identity and load your saved user profile on the vehicle. Your Facial Geometric Features will only be stored on your vehicle and are not transmitted to Toyota.
6. **Interior Image Data.** If your vehicle is equipped with the *Rear Seat Reminder* feature or advanced driver assistance features such as *Traffic Jam Assist*, interior, driver-facing camera(s), and sensors are used to collect information about the status of the driver and other vehicle occupants ("Interior Image Data"). Interior Image Data is used to ensure safety and vehicle control, such as checking that the driver is paying attention to the road and wearing a seatbelt before enabling certain automated driving operations. Your vehicle's Interior Image Data will only be stored on your vehicle and is not transmitted to Toyota.

7. Location Data. We collect and use your vehicle's latitude and longitude and/or other location information ("Location Data" or "vehicle location") to deliver Connected Services to you and for diagnostics, quality confirmation, data analysis, internal research, and product development. We record and transmit your vehicle's Location Data when you contact us for emergencies, roadside assistance, stolen or missing vehicle, missing persons, to provide *Remote Connect*, *Service Connect* and destination-assisted services.
8. Multimedia Screen Data. We may collect and use Multimedia Screen Data (how you interact with your screen) for quality confirmation, and to improve functionality and product offerings, and to provide Connected Services.
9. Profile Data. If your vehicle is equipped with the ability to create and save user profiles, we may collect your in-vehicle preferences (i.e., seat position preference), favorites (i.e., your saved locations on maps or your preset radio stations), and usage history (i.e., your search and routing history on maps). This information is used to deliver Connected Services tailored to your profile.
10. Remote Data. At last ignition off, we may collect the real-time status of your vehicle (i.e., vehicle location, status of powered doors, windows, hood, trunk, sunroof, hazard lights, odometer reading, oil life, fuel economy, trip distance, distance to empty) so you can remotely access your vehicle's most recent information. This information is used to deliver *Remote Connect* and External Device Mirroring services to you.
11. Vehicle Health Data.
 - a) "Vehicle Health Data" includes odometer readings, fuel level, oil life, diagnostic trouble codes, and related data from your vehicle's on-board diagnostic system to identify malfunction events. Related data includes engine coolant temperature, fuel injection volume, engine rotation per minute (RPM), and other data to assist in identifying issues and analyzing the performance of your vehicle and providing Connected Services. For hybrid vehicles, Vehicle Health Data includes hybrid battery data correlated to Location Data. For battery electric vehicles and plug-in hybrid electric vehicles, Vehicle Health Data includes battery health, battery charge data and electricity consumed for charging.
 - b) If you opt-in to Connected Services and your vehicle is equipped with the *Service Connect* feature, we use Vehicle Health Data to (a) notify you when your vehicle is due for maintenance or service, (b) provide 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 (c) contact you.
12. Vehicle Information. We collect your vehicle's make, model, year, body type, VIN and other information linked to your vehicle ("Vehicle Information") so we can verify your vehicle type and provide the applicable Connected Services.
13. Voice Recordings. If you or anyone in your vehicle speaks with the Response Center for purposes of emergency services, roadside assistance, stolen vehicle locator, Destination Assist, or any other reason, your conversation will be recorded ("Voice Recordings") to deliver the services to you and for quality assurance. We do not extract an identifier template, such as a voiceprint, using Voice Recordings.

14. Voice Services. In-select models with hands-free control of in-car multimedia and a linked smartphone, we may collect voice commands and voice command transcriptions to deliver Connected Services to you and to improve the quality and performance of the Voice Services.
15. Aggregated Data Use. We may anonymize or aggregate personal information collected from you and use such information for data-analysis, internal research, education, product development, and any other similarly related purposes. When doing so, we will maintain and continue to use the information in an anonymized, de-identified or aggregated form and we will not attempt to re-identify the information unless permitted or required by law.
16. Other Uses. Where applicable, we use Account Information, Device Data, Driving Data, Exterior Image Data, Location Data, Multimedia Screen Data, Profile Data, Remote Data, Vehicle Health Data, Vehicle Information, Voice Recordings, Voice Services, data derived from *Safety Connect* (which includes automatic collision notification, enhanced roadside, emergency and stolen vehicle assistance), navigation, *Remote Connect*, and *Service Connect* for the following purposes:
 - a) Improve Safety.
 - b) Develop New Vehicles and Features.
 - c) Confirm Quality.
 - d) Analyze Data (e.g., Vehicle Trends).
 - e) Prevent Fraud or Misuse.
 - f) As Required or Permitted by Law or Legal Process.

III. STORAGE OF INFORMATION

Data collected is stored for different periods of time as outlined below:

A. Account Information

1. We store your **Account Information** for four (4) years after expiration of your Connected Services subscription.

B. Connected Services Data

1. Driving Data. We will store Driving Data in an identifiable format for a period of time not to exceed 15 years from the date of creation.
2. Location Data. We will store Location Data in an identifiable format for a period of time not to exceed seven (7) years from the date of creation.
3. Multimedia Screen Data. We will store Multimedia Screen Data in an identifiable format for a period of time not to exceed 10 years from the date of creation.
4. Remote Data. We store the real time status and Location Data of your vehicle from the last ignition off for the purpose of delivering your vehicle's most recent information in support of Remote Connect services. We retain this data for four (4) years.

5. **Vehicle Health Data.** We will store Vehicle Health Data in an identifiable format for a period of time not to exceed 15 years from the date of receipt by us. We will also store your vehicle health reports for 12 months from the date of creation.
6. **Voice Recordings.** If you (or vehicle occupants) speak with the Response Center, your conversation may be recorded and stored for up to two (2) years; and a record of your conversation may be stored for up to four (4) years.

C. As Required or Permitted by Law.

In addition to the retention periods described in (a) through (f) above and notwithstanding the retention periods, we may store and retain such information along with other types of data listed in Section II (Collection and Use) of this Privacy Notice for as long as necessary to carry out the purposes for which we originally collected it and all other permitted purposes, as required or permitted by law for legal, regulatory and or other compliance obligations. However, we do not receive Facial Geometric Features and Interior Image Data and thus, do not store such information associated with this data. The Facial Geometric Features and Interior Image Data remain in the vehicle and is not transmitted to Toyota and its Affiliates.

IV. SHARING OF INFORMATION

A. Account Information

1. We may share your **Account 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 support vehicle improvement. Also, if your lienholder/lessor is Toyota Credit Canada Inc. ("TCCI") and TCCI requests that we find your vehicle because of (1) alleged fraud or (2) breach of your lease, retail installment contract or vehicle loan with TCCI, we can try to locate your vehicle and share that location with TCCI. TCCI will be required to contact us directly and provide us with the information we request to verify the fraud or breach of your lease, retail installment contract, or vehicle loan.
 - c) **Our Parent Company.** We may also share your Account information to support safety, research, analysis, and product development by our parent company, Toyota Motor Corporation.
 - d) **Third Party Service Providers.** We may disclose your Account Information to service providers who provide certain services, such as cloud hosting, marketing, voice assistant technology, telematics software, and subscription management vendors. Our third-party service providers and contractors are contractually bound to keep the collected personal information confidential, used for the contracted purposes for which it was disclosed, and processed in accordance with the terms of this Privacy Notice. For example, Toyota Connected North America, Inc. provides customer support and other services that are part of Connected Services.
 - e) **Your Dealer.** We may share your Account Information and Vehicle Health Data (for Service Connect) with a specified dealer only if you have provided your prior express consent or as required or permitted by law.

- f) **Vehicle Sale or Transfer.** As the owner/lessee/primary subscriber of a vehicle equipped with a “Connected Services” system, if you do not notify us of a sale or transfer of your vehicle, and do not take steps to remove your information from the vehicle and from your App, your information may continue to be accessible from the vehicle and/or we may continue to send data and reports about the vehicle to the subscriber's Account Information currently in our records. We are not responsible for any privacy-related damages suffered by you or the new owner/lessee as a result of failure to take these steps.
 - g) **Law Enforcement.** We DO NOT share your Account information with law enforcement unless we are required or permitted to do so by law or legal process, in response to government investigations, as may be required or permitted for national security, or where we believe it necessary to prevent harm, injury or loss, or to investigate suspected instances of fraud.
2. We DO NOT share your **Account Information** with:
- a) Data Resellers.
 - b) Social Networks.
 - c) Ad Networks.

B. Connected Services Data

1. We may share the following Connected Services Data with you and our affiliates and business partners for quality confirmation, data analysis, internal research (including artificial intelligence research), and product development. We also share the following data with others if required or permitted by law, litigation, legal process, customer service and our legitimate business purposes.
 - a) **Driving Data.** We share Driving Data with our affiliates and service providers so we can work together to provide Connected Services to you and for product improvement. We will also share Driving Data with compatible third-party services and devices but only when you authorize us to do so.
 - b) **Exterior Image Data.** If your vehicle is equipped with advanced driver assistance features such as *Toyota Safety Sense* (Version 3.0 or later) or *Lexus Safety System+* (Version 2.5 or later) or *Traffic Jam Assist*, we may from time-to-time de-link and share Exterior Image Data with our affiliates and business partners to help improve and develop advanced driver assistance features.
 - c) **Location Data.** We may share your vehicle's Location Data, linked to your VIN, and Account Information with emergency responders, law enforcement, our Parent Company (TMC), affiliates and service providers acting on our behalf, as well as any compatible third-party services or device you have authorized to receive your vehicle's Location Data. Where applicable, we may share your vehicle's Location Data with our Parent Company and affiliates to prevent fraud or misuse as well as for diagnostics, quality improvement, and product development. With your consent, if your vehicle is stolen or you are attempting to locate missing persons, we may try to locate your vehicle and share that Location Data with law enforcement. We may work with law enforcement to recover the vehicle utilizing the vehicle's GPS. We **DO NOT** share Location Data with law enforcement without your consent, unless we are required to do so by law or legal process, as may be required for national security, or where we believe it necessary to prevent harm, injury or loss.

- (1) Automatic collision notification operates so that if the airbag sensor is triggered or there is a severe rear-end collision of your vehicle, your vehicle will send an electronic signal to our Response Center and record and transmit your vehicle location, so that we can share your Account Information and vehicle location with emergency responders and provide assistance to you. If you press the “SOS” button, your vehicle will send an electronic signal to our Response Center and record and transmit your vehicle location so that we can share your Account Information and vehicle location with emergency responders and provide assistance to you.
 - (2) When you press the “Destination Assist” button on your in-vehicle navigation unit, your vehicle will send an electronic signal to the Response Center which identifies your vehicle location to the Response Center agent who answers your call.
 - (3) Unless we obtain your consent, we will not provide your Location Data to other parties for their own purposes or use your Location Data for our marketing purposes.
- d) **Multimedia Screen Data.** We may share your Multimedia Screen Data with our parent company and affiliates for quality confirmation, data analysis, internal research, and improve functionality and product offerings and compatible third-party services and devices.
- e) **Remote Data.** We share your vehicle’s Location Data based on last ignition off to assist you in finding your vehicle. We also share real time status of your vehicle (i.e., vehicle location, status of powered doors, windows, hood, trunk, sunroof, hazard lights, odometer reading, fuel economy, trip distance, distance to empty) with you and with any individual who holds a Connected Services account that is linked to your vehicle and who has been granted Remote Authorization by the primary account holder. Further, we may disclose Remote Data to your compatible connected device.
- f) **Vehicle Health Data.** We share Vehicle Health Data with you, our parent company (Toyota Motor Corporation) and affiliates. If you specifically agree to allow us to share your Vehicle Health Data with a specific dealer for its own use and for vehicle servicing, we will share your most current Vehicle Health Data, linked to your VIN and Account Information, and last 12 monthly vehicle health reports with such dealer. We may also disclose your Vehicle Health Data to your compatible connected device.
- g) **Voice Recordings.** We share Voice Recordings with our service providers acting on our behalf in order to provide Connected Services to you.
- h) **Aggregated Data Sharing.** We may sometimes share anonymized and aggregated Location Data, Driving Data and Vehicle Health Data with business partners for education and research related to environmental and energy issues, advanced technologies, and data usage analysis.
- i) **Compatible Third-Party Services.** We may send Location Data and voice recording transcriptions to compatible third-party services or technologies you have linked to your Connected Services account.
- j) **Service Providers.** We may disclose Connected Services data to service providers who provide certain services, such as cloud hosting, marketing, voice assistant technology, telematics software, and other subscription management vendors.

V. TRANSFERRING INFORMATION

We may transfer personal information that we collect or that you provide as described in this Privacy Notice to contractors, service providers, and other third parties we use to support our business and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this Privacy Notice.

We process, store, and transfer your personal information in and to Canadian provinces outside of your province of residence. We may also process, store, and transfer your personal information outside Canada, namely in and to the USA and Japan, which are countries with different privacy laws that may or may not be as comprehensive as the law that applies in the jurisdiction in which you reside. In these circumstances, the governments, courts, law enforcement, or regulatory agencies of that jurisdiction may be able to obtain access to your personal information through the laws of that other jurisdiction. Whenever we engage a service provider, we require that its privacy and security standards adhere to this Privacy Notice and applicable Canadian privacy legislation.

VI. SECURITY

We take information security seriously. We protect your data and secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure through the use of a risk-based security program that relies upon a range of physical, technical and administrative controls, such as the use of dedicated networks and encryption, as appropriate.

Our security program includes:

System Defenses. We designed the Connected Services technology to provide data security based on fundamental security principles such as integrity, confidentiality, and availability. It employs layers of defense to drive strong safeguarding practices, such as, where appropriate, code and design reviews, security testing, firewalls, intrusion detection systems, signing and encryption.

Private and Public Wireless Networks. We use both private and public wireless networks to receive data transmitted from your vehicle. If a public network is used, the data is encrypted. In addition, your vehicle is designed only to respond to commands from you and any authorized users, or from us and only for those features we provide such as door lock/unlock, remote engine start/stop and vehicle location.

No Warranties. Please note, however, that 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 Services is at your own risk. You have the option to opt-out of Connected Services or request deactivation of data transmission (a) by contacting us via the "SOS" button in your vehicle, (b) by calling Customer Care, or (c) via your App.

VII. CHOICE

A. We give you choices about what data you share with us and how to manage it.

1. Opt-in/Opt-out.

a) Service Connect Communication.

- (1) You may opt-in to share Vehicle Health Data with your dealer for its own use and allow your dealer, with your express consent, to contact you by cellphone call for service appointments and service-related marketing at the number you provided.

You may opt-out of Service Connect Communication at any time, and you will no longer receive phone calls about upcoming service appointments and other service-related marketing messages from your dealer.

- (2) To opt-out, you must use the App. This is the exclusive method to opt-out from Service Connect Communications for service appointments and service-related phone calls from your dealer. Please allow five (5) business days to process revocation status. By opting out, you understand that opting out of Service Connect Communication does not turn off vehicle data transmission or opt you out of other Connected Services features or from other dealer generated communications independent of Service Connect.
2. Review and Update. You may also review and update your Account Information at any time by contacting us. (See **Contact Us** Section.)
3. Deactivation. When you purchase or lease a vehicle equipped with Connected Services, data collection is active. You may opt-out of Connected Services or request deactivation of data transmission at any time (a) by contacting us via the “SOS” button in your vehicle or (b) via your App, and we will no longer collect certain Account Information, Location Data, Driving Data and Vehicle Health Data.

VIII. CONSENT

A. You Agree To This Privacy Notice When You:

1. Opt in to receive the Services using the Connected Services Agreement provided at the time of purchase/lease from an authorized dealer.
2. Use Connected Services in your vehicle or the App.
3. Agree to activate Vehicle Connectivity for Connected Services through the App or through live agent enrollment.
4. Agree to the Vehicle End User License Agreement
5. Agree to the Connected Services Terms of Use
6. Install or use the App and connect your vehicle to your account.

Warning: By agreeing to this Privacy Notice, you specifically consent to our collection, use, and disclosure of your Connected Services Data and Account Information as described in this Privacy Notice, and our storage of such data as described in this Privacy Notice. You can choose to opt-out of the Connected Services at any time. You can also request deactivation of data transmission, which disables our collection and use of certain Account Information and vehicle data as described above.

Please note: Where required by law, we will obtain specific consent through additional transparency notices and your affirmative opt-in that intentionally directs us to process and/or disclose your personal information.

NOTE FOR VEHICLES PRODUCED on or BEFORE SEPTEMBER 22, 2023: If you did not accept the Connected Services Agreement provided to you by your Dealer upon delivery of your vehicle, and if you do not wish to receive Connected Services, please notify us within 15 days of taking delivery of the vehicle and we will cancel your Services. Failure to cancel your Connected Services within 15 days of receipt of the Connected Services Agreement will be deemed acceptance of the Connected Services Agreement. You can disable Connected Services at any time.

NOTE FOR VEHICLES PRODUCED AFTER SEPTEMBER 22, 2023: Your vehicle was delivered in "Privacy Mode", and Connected Services can only be activated by downloading the App, as applicable, and completing the registration process which includes an opt-in to receive Connected Services. Completing the registration process and opting-in to receive Connected Services will be deemed acceptance of the Connected Services Agreement. You can disable these services at any time.

IX. YOUR RIGHTS

A. Under applicable Canadian Laws, you may exercise the following privacy rights by contacting the Privacy Office as described in Contact Us below. To fulfil and process your privacy rights requests, we will need to verify your identity and may request specific information from you to do so. All privacy rights requests shall be fulfilled and processed in accordance with applicable Canadian privacy laws. We may charge you a fee to process your privacy right requests, however, we will notify you of any fee in advance.

1. **Right to access.** You may have the right to request a copy of the personal information that we hold about you. Applicable law may allow or require us to refuse to provide you with access to some or all of the personal information that we hold about you, or we may have destroyed, erased, or made your personal information anonymous in accordance with our record retention obligations and practices. If we cannot fulfil your privacy request, we will inform you of the reasons why, subject to any legal or regulatory restrictions.
2. **Right to correct/update or rectification.** It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes. You may have the right to review and correct the personal information we hold about you. You can review and change your **Account Information** by logging into the App and visiting your account profile page.
 - a) You may also correct and update the information we have about you by using the information provided in Contact Us section below, to request access to, correct, or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.
3. **Right to Data Portability.** You may have the right to request that a copy of your computerized personal information that we hold about you be communicated in a structured and technologically feasible format of a written and intelligible transcript.
4. **Right to Withdraw Consent or Opt-out.** You may have the legal right to withdraw your consent under certain circumstances, where you have previously provided your consent to the collection, use, and disclosure of your personal information. To withdraw your consent, if applicable, contact us by using the information provided in Contact Us section below. Please note that if you withdraw your consent, we may not be able to provide you with a particular product or service. We will explain the impact to you at the time to help you with your decision.

5. **Right to Complain and Appeal decision.** If we decline to take action in response to the exercise of your privacy rights, we will inform you of the reason for denying your request and provide you with instructions on how you may be able to appeal the decision and submit a complaint to the Office of the Privacy Commissioner.

X. AGREEMENT

To view a copy of our most recent Connected Services related agreements, please visit www.toyota.ca/connectedservices-privacy or www.lexus.ca/connectedservices-privacy.

XI. CONTACT US

If you have questions or concerns about this Privacy Notice, or would like to request deactivation of data transmission, update your Account Information, or opt-in or opt-out from particular features, please contact us.

TOYOTA VEHICLES:

Phone: 1-888-869-6828
Attn: Privacy Officer
Email: privacy@toyota.ca
Address: Toyota Canada, One Toyota Place, Toronto, ON, M1H 1H9

LEXUS VEHICLES:

Phone: 1-800-265-3987
Attn: Privacy Officer
Email: privacy@toyota.ca
Address: Toyota Canada, One Toyota Place, Toronto, ON, M1H 1H9