

## Summary of the Multimedia Receiver Privacy Policy

- If you decide to use the Product and accept this Privacy Policy, Pioneer may collect and process your information such as location information, device ID of the Product, log data, Product settings, voice data, smartphone contacts data, and usage data of the Product, including data related to your favourite sports teams and music.
- Pioneer uses your information for purposes of providing and improving the Services, providing Product support, and analysis of aggregated, anonymised statistics for development of new products and services.
- Pioneer may store your information on servers located outside the European Economic Area.
- Depending on the Services you use, Pioneer shares your information with third parties, including partners and service providers.
- You have several rights in relation to your information, such as the right to access and to correct your information. You also have the right to object to the processing for direct marketing purposes and profiling.

## Multimedia Receiver Privacy Policy

This Privacy Policy was last revised on 16<sup>th</sup> December 2019 (version 1.0).

This Multimedia Receiver Privacy Policy (“Privacy Policy”) applies to the use of the Pioneer Multimedia Receiver model on which this Privacy Policy appears (“Product”) and related Services (“Services”) of Pioneer Corporation (“Pioneer,” “we” or “us”).

Your privacy is important to Pioneer. We respect your privacy and are committed to protecting it. To better protect your privacy and to be transparent, we provide this Privacy Policy explaining how we and some of the companies we work with collect, use, share and protect your information (“information” or “data”) in connection with the Product and Services.

Pioneer Corporation, incorporated at 28-8, Honkomagome 2-chome Bunkyo-ku, Tokyo 113-0021, Japan, is responsible for data processing through electronic devices, and Pioneer Europe NV is the distributor of Products for the European Economic Area.

Before you use the Services and Product, you should read through this Privacy Policy completely and make sure that you are comfortable with our privacy practices.

Because this Privacy Policy applies for the entire world user, some Services which cannot be used depending on the user's residence area may be listed on this Privacy Policy.

**I. What information is collected?**

The Product collects the following information depending on how you use the Product and Services.

1. Location information

When you use the Services, the Product will collect your location information (including latitude and longitude) using the GPS function and send such information to Pioneer and to certain external service providers who provide part of the Services via Pioneer's server or directly.

2. Device ID (BD Address) of the Product

When you use the Services, the Product will collect the device ID of the Product and send such information to Pioneer or to a third party. The device ID is a specific identifier assigned to each Product. Such information is used for the identification of the Product and providing the Services.

3. Log data related to the Product

When you use the Product and the Services, the Product will collect the log data (such as the data regarding how often you use a function of the Product, linked apps, use of display modes and NAVI mode, etc.) and send it to Pioneer.

4. Weather settings information

If, as part of the Services, you choose to use the weather information service, the Product will additionally collect the (i) language and (ii) type of temperature unit (Fahrenheit or Celsius) in the settings of the Product and send it to IBM via Pioneer's servers, which may be operated by a third party.

5. Voice, speech and token information

If, as part of the Services, you choose to use the voice recognition service through Amazon Alexa, the Product will additionally collect (i) your voice and speech information, including information regarding your "wake word," and (ii) your "token" ID assigned to you by Amazon, and transfer it directly to Amazon for analysis.

6. Smartphone contacts

You can choose to import names and phone numbers from your smartphone contacts to the Product. Additionally, if you choose to use either the hands-free calling feature of the Services or the voice recognition service through Amazon Alexa to call a contact, that contact's name and phone number will be collected from your smartphone. With regard to Pioneer, the information is stored in the Product but is not sent to Pioneer's servers. When using Amazon Alexa, the Product will transfer the information directly to Amazon for connecting the call and for other processing as described in Amazon's privacy policy described in Section III-2.

7. Music and sports information

If, as part of the Services, you choose to use the Sports Score services provided by Gracenote, Inc., the Product will additionally collect information regarding (i) your favourite sports, sports teams and their respective leagues, (ii) analysis data and metadata of the music that you listen to through the Product, and send such information directly to Gracenote, Inc.

8. Product setting information

When you use the Product and the Services, the Product will collect information regarding various settings, including bookmarks, display customisation choices and background pictures, and send it directly to your smartphone using the CarAVAssist application.

**II. How is the collected information used, and what is the legal basis for processing it?**

1. Operation of the Product and Services

The data collected by Pioneer is used to deliver the requested Services and provide Product support.

2. Use of aggregated, non-identifiable usage information by Pioneer

Pioneer uses aggregated, non-identifiable information on usage of the Products. Pioneer uses this information to understand how the Product is used in order to

- improve Pioneer products and services; and
- conduct research, analysis, studies, and new product and service development.

3. Linkage to our CarAVAssist application

When you use the Product and the Services with the CarAVAssist application provided by us, information is collected and used in accordance with the CarAVAssist Privacy Policy.

4. Legal basis for processing the information (for those in the European Economic Area)

Depending on the individual case, the Product processes your information based on your consent, to perform contracts, or to pursue Pioneer's legitimate interests (including improvement of the Services). You can withdraw your consent, and terminate your use at any time.

**III. With whom is the information shared and to what extent?**

Pioneer will share the information with the following third parties:

1. Third-Party Vendors

Selected third-party vendors will have access to personal information solely as needed to provide server hosting and technical support of our systems. Each vendor is required to keep the information confidential and secure and use it only for the limited purpose for which we share it.

2. Third-Party Services

Additionally, if you choose to use the following services, the following information is shared with the following third parties. Information sent to any of these third parties is subject to such third party's privacy practices and privacy policy. If you would like to know more information, please refer to each third party's privacy policy listed below.

a. Weather service

Third party: International Business Machines Corporation

Information: Location information / Weather settings information

Privacy Policy: IBM Privacy Statement

<https://www.ibm.com/privacy/uk/en>

b. Sports Score

Third party: Gracenote, Inc.

Information: Location information / Music and sports information

Privacy Policy: Gracenote Privacy Notice

<http://www.gracenote.com/privacy-statement-gracenote-service>

c. Amazon Alexa

Third party: Amazon Services International, Inc.

Information: Location information / Device ID / Voice, speech and token information / Smartphone contacts

Privacy Policy: Amazon Privacy Notice

<https://www.amazon.com/gp/help/customer/display.html?nodeId=468496>

3. Data processing and management companies

We may share the information with outsourcing companies we work with for the management and operation of the Services. In this case, we will take appropriate measures regarding the transfer and processing of information by such subcontractors.

4. Companies with Whom We Collaborate

In some instances, we may work with non-Pioneer companies to develop new products and services or improve our existing ones, and such collaboration may include the sharing of the Product and Services usage data. This data will be aggregated and will not provide those companies with information that identifies you or your mobile device.

5. Law Enforcement

We may report to law enforcement agencies any activities that we reasonably believe to be unlawful, that we reasonably believe may aid a law enforcement investigation into unlawful activity, or if we reasonably believe that you have violated our policies, or the release of the information may protect the rights, property or safety of Pioneer, you, or another person.

6. (Potential) Legal Proceedings

We may share the information with others as required or permitted by law. If necessary, this may include sharing information with governmental entities or third parties in response to witness summonses, court orders, other legal process, or as we believe is necessary for compliance, to exercise our legal rights, to defend against legal claims that have been brought against us, or to defend against possible legal claims that we determine in our sole discretion might be brought against us.

7. Business Transition

In the event that Pioneer, substantially all of Pioneer's assets, or the business unit offering the Product and/or Services, is acquired, the information may be transferred to the acquiring company.

#### **IV. How long will we store the information?**

Information sent to us and/or our third-party vendors, excluding information used for the purposes described in Section II-2, will be stored for six months or until you no longer wish for your data to be processed by us. The information used for the purposes described in Section II-2 (Device ID and log data as described in Section I) will be stored for five years or until you no longer wish for your data to be processed by us. Information stored in the Product will remain stored unless erased from the Product. When you stop using the Product, be sure to initialise the Product to erase your information stored in the Product. Finally, information sent to the third parties listed in Section III-2 will be stored for the period necessary to achieve the purposes of their proceeding and applicable law. For details on how long those third parties store information, please refer to each third party's privacy policy at the URLs listed in Section III.

#### **V. How do we protect the information?**

Pioneer has instituted reasonable and appropriate measures to ensure the information is treated securely and in accordance with this Privacy Policy and to help prevent it from becoming disclosed to individuals who are not described in this Privacy Policy.

We choose service providers that we believe provide sufficient guarantees in respect of security. We demand the same security measures from the service providers as we impose on ourselves. We conclude a contract with every service provider and thereby stipulate the service provider's duties to ensure data protection. Although we make every effort to protect your personal information and privacy, we are unable to guarantee the absolute security of the information.

#### **VI. Transfer to third countries**

Pioneer may store your information on servers located outside the European Economic Area.

Third parties with whom the information is shared may also have their servers outside the European Economic Area.

By accepting this Privacy Policy, you consent to the potential transfer, storage, processing, and other use of the information in third countries outside the European Economic Area. You acknowledge that the information may consequently be subject to the privacy and data protection laws that may not be the same as such laws and regulations in your country of residence.

#### **VII. Other websites and co-branded services**

The Product and Services may enable you to view, visit, or use applications, websites, products, and services provided by third parties, including through use of Apple CarPlay or Android Auto when using the Product as a screen to display information processed by these applications. Information

collected by third parties, which may include such things as location data, contact details, or personally identifiable information, is governed by their privacy policies and practices. We recommend that you learn about the privacy practices of those third parties before providing them with any information.

In some instances, we may offer a service or feature that is co-branded with a third party. If you provide information in connection with a co-branded service or feature, that information may be shared between us and the third party. Although our treatment of that information is governed by this Privacy Policy, the third party's treatment of the information will be subject to their privacy policy.

### **VIII. Changes to the Privacy Policy**

We reserve the right to modify or amend this Privacy Policy at any time by posting the revised version. By using the Product and the Services after posting of the revised version, you consent to the updated version of this Privacy Policy.

Material changes will only affect the information we collect after the effective date of the change to our Privacy Policy unless we clearly express otherwise.

### **IX. Children's Privacy**

We do not provide products and services to children, or knowingly collect or solicit information from children under the age of 16. If we learn that we have collected personal information from a child under age 16, we will delete that information as quickly as we can.

### **X. Your Rights**

If you are in the European Economic Area, you have the right to access a copy of your personal information, the right to request the deletion or updating of any inaccurate personal information and the right to object, in some cases (e.g. in case of direct marketing and profiling), to our processing of your personal information. If you live in other regions, you may have similar rights under applicable law, including the Act on the Protection of Personal Information for residents of Japan, and the California Consumer Privacy Act of 2018 (CCPA) for California, U.S.A. residents, which also includes the right to opt out of the sale of personal information. Pioneer does not sell the personal information described in this Privacy Policy. For data controlled by Pioneer, you can exercise these rights by contacting us at the contact information listed below.

### **XI. Appeals regarding the Product and the Services**

If you are dissatisfied with the processing of your information by Pioneer, you can issue your complaint to the appropriate regulatory authority according to applicable law.

### **XII. Point of contact for this Privacy Policy**

Enquiries regarding this Privacy Policy should be directed to the following. To protect your privacy and security, we will take reasonable steps to verify your identity before processing your request.

#### European Economic Area

If you are in the European Economic Area and have questions about this Privacy Policy, please contact us at:

Privacy@pioneer.eu or

PIONEER EUROPE NV Data Protection Officer, Haven 1087 - Keetberglaan 1 9120 Melsele  
Belgium

#### United States and Canada

If you are in the United States or Canada and have questions about this Privacy Policy, please contact us at:

Privacy.Policy@pioneer-usa.com or

Pioneer Electronics (USA) Inc., Internet Team, 2050 W. 190th Street, Suite 100, Torrance, CA 90504  
U.S.A.

To make requests under the California Consumer Privacy Act, please visit [pioneerelectronics.com](http://pioneerelectronics.com) or use the freephone service from within the U.S.: (800) 421-1613.

#### Asia

If you are in an Asian country (except Japan) and have questions about this Privacy Policy, please contact us at:

Pioneer Electronics AsiaCentre Pte. Ltd. Data Protection Officer, 2 Jalan Kilang Barat, #07-01,  
Singapore 159346

#### Other regions

For other regions, please contact us using the "Contact Us" information for your location provided via the following link:

<http://pioneer.jp/support/index-e.html>

Should you have any further questions or comments about this Privacy Policy or the privacy aspects of our products and services, please contact us using the above contact information.



Revised:

version 1.0: 16<sup>th</sup> December 2019