

EU Data Act Transparency Statement

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Transparency information according to Art. 3 (2) of the EU Data Act, relating to vehicle data

We want you to understand what kind of data your connected Mazda vehicle creates, how it's stored, and how you can access or manage it. This summary gives you the key facts in line with the EU Data Act (Regulation 2023/2854).

I. Who are we?

Mazda Motor Corporation
3-1, Shinchu, Fuchu-cho, Aki-gun,
Hiroshima Prefecture 730-8670, Japan

II. What data will be generated by your vehicle?

Certain vehicle and telematics related data is generated by your vehicle. This includes vehicle data connected to a VIN such as:

- data relating to an error or a malfunction of the vehicle including Diagnostic Trouble Codes ("DTCs, each transmitted when an errors occurs.
- data relating to vehicle use, which includes data on acceleration and speed, travel direction, and use of the steering and braking functions in your vehicle (collected in regular intervals of e.g. a few days or a certain driving distance); and
- further vehicle health related data which may include odometer, fuel level, oil life readings, other DTCs, and data from the Connected Vehicle's OBD system ("OBD Data"). OBD Data includes, but is not limited to, engine coolant temperature, fuel injection volume, engine Rotation Per Minute (RPM), and the status of doors, hood, trunk, and hazard lights.

You can request this data through the Mazda Vehicle Data Platform (MVDP). In the MVDP you can see in detail, which data could be available for your connected vehicle. It's provided in a technical format (CSV or JSON inside a ZIP file) that can be opened by data tools or shared with third parties.

More information about the data that is processed can be found in the applicable Privacy Policies.

III. How much data?

The amount of data created by your connected vehicle depends on the specific vehicle and your specific usage of it. This can range from 2 to 20 megabytes per day.

IV. Is the data created in real time?

Your vehicle creates and sends data in real time or at regular intervals.

However, please note that some data (like your car's location or remote door lock) is updated live when you use features in the app. Other data (like technical reports or fault codes) is collected when needed (for example, during a trip or when something goes wrong).

Even though your vehicle creates some data instantly, you'll get access to it in downloadable files when you request it from the Mazda Vehicle Data Platform (MVDP). Please note, that not all of the collected data is transferred to Mazda Servers (some data remains only in the vehicle and is not transferred at all) and also that the transferred data isn't immediately available for you.

V. Where is your data stored, and for how long?

Certain data stays within the vehicle, other data is stored securely on Mazda's servers in the EU or Japan. The storage period depends on the specific retention rules that can be found in the applicable Data Privacy Policies for your Vehicle and your Connected Services. In general, your data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected.

Mazda will keep some information longer when needed for safety, legal or warranty reasons.

VI. How can you access, download, delete or share your data?

You're in control of your data. Here's what you can do on the Mazda Vehicle Data Platform (MVDP):

Download your data

- Register and log in to the MVDP,
- Link your vehicle (VIN) to your account and choose and what kind of data you want,
- Select the date range,
- Get an email with a download link (valid for a limited time),
- Download a file with your data in it.

Share your data

- Log into MVDP,
- Choose your vehicle and data type,
- Grant access to a third party.

Stop sharing or delete data

- Remove a vehicle from your account – this ends your access to its data,
- Revoke sharing permission from third parties via the Access Management,
- Delete your MVDP account – this erases your profile.

VII. What about service quality?

Mazda works hard to keep your data safe and services running:

- Data requests will be handled as quickly as possible.
- All data access is logged and only available to you or those you approve.
- Access may depend on network coverage and system availability.
- You can stop using the service at any time, for free.
- More details about the Services on the MVDP are accessible for you before registering on platform

VIII. How can you contact Mazda quickly?

If you have questions about your data or need help with the platform, contact your local Customer Support via the MyMazda App, via phone or email. Please find respective information under <https://www.mazda.eu/en/mazda-in-europe/>.

Transparency information according to Art. 3 (3) of the EU Data Act, relating to vehicle data and connected services

Your vehicle data & connected services: What you need to know before you subscribe

We want you to understand what kind of data your connected Mazda vehicle creates, how it's stored, and how you can access or manage it. This summary gives you the key facts in line with the **EU Data Act** (Regulation 2023/2854).

I. Who are we?

Mazda Motor Corporation
3-1, Shinchu, Fuchu-cho, Aki-gun,
Hiroshima Prefecture 730-8670, Japan

Mazda Motor Logistics Europe NV
Blaasveldstraat 162, 2830 Willebroek, Belgium

II. What data will be generated by your vehicle and the connected services?

Certain vehicle and telematics related data is generated by your vehicle and by the usage of the connected services. This includes vehicle data connected to a VIN such as:

- data relating to an error or a malfunction of the vehicle including Diagnostic Trouble Codes ("DTCs, each transmitted when an errors occurs.
- data relating to vehicle use, which includes data on acceleration and speed, travel direction, and use of the steering and braking functions in your vehicle (collected in regular intervals of e.g. a few days or a certain driving distance); and
- further vehicle health related data which may include odometer, fuel level, oil life readings, other DTCs, and data from the Connected Vehicle's OBD system ("OBD Data"). OBD Data includes, but is not limited to, engine coolant temperature, fuel injection volume, engine Rotation Per Minute (RPM), and the status of doors, hood, trunk, and hazard lights.

When using Mazda's Connected Services, for example, through the MyMazda App, a number of digital records are created by the platform itself. These are not sent from the vehicle, but are generated as a result of your interaction with the services:

- Your device automatically transmits log files which we will store. These log files particularly include information about your IP address and Crash Trace (such as screen name, user operation).

- When you activate certain commands (depending on your model), these remote commands can be logged, including:
 - Timestamp,
 - Type of command,
 - Execution status (successful/failed).
- To improve the stability and reliability of the App, we use crash reports (currently through "Firebase Crashlytics", a service of Google Ireland Ltd., Google Building Gordon House, Barrow Street, Dublin 4, Ireland ("Google")). In case of an error of the App, App and device related data might be transferred to Google's servers in the USA, including without limitation device status information, device IDs, information relating to the physical location of a device, crash trace, log-files, device operational system and language information and information about how the App was used.

More information about the data that is processed can be found in the applicable Privacy Policies.

III. How much data?

The amount of data created by your connected vehicle and by using the connected services depends on the specific vehicle and your specific usage of the vehicle and the services. This can range from 2 to 20 megabytes per day for the vehicle and between 0,1 to 1 mb for the connected services.

IV. Is the data created in real time?

Your vehicle creates and sends data in real time or at regular intervals.

However, please note that some data (like your car's location or remote door lock) is updated live when you use features in the app. Other data (like technical reports or fault codes) is collected when needed (for example, during a trip or when something goes wrong).

Even though your vehicle creates some data instantly, you'll get access to it in downloadable files when you request it from the Mazda Vehicle Data Platform (MVDP). Please note, that not all of the collected data is transferred to Mazda Servers (some data remains only in the vehicle and is not transferred at all) and also that the transferred data isn't immediately available for you.

V. Where is your data stored, and for how long?

Certain data stays within the vehicle, other data is stored securely on Mazda's servers in the EU or Japan. The storage period depends on the specific retention rules that can be found in the applicable Data Privacy Policies for your Vehicle and your Connected Services. In general, your data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. Mazda will keep some information longer when needed for safety, legal or warranty reasons.

VI. How can you access, download, delete or share your data?

You're in control of your data. Here's what you can do on the Mazda Vehicle Data Platform (MVDP):

Download your data

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Share your data

- Log into MVDP,
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Stop sharing or delete data

- Remove a vehicle from your account – this ends your access to its data,
- Revoke sharing permission from third parties via the Access Management,
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VII. Will Mazda use your data, and for what? Will others have access?

Mazda uses your readily available data to:

- Provide and improve connected features,
- Offer proactive service reminders and safety alerts,
- Detect faults and improve vehicle performance,
- Support customer service.

More details about the specific purpose and circumstances can be found in the applicable Privacy Policies for your Vehicle and the Terms and Conditions for the Connected Services you are using.

Mazda may allow certain third parties (e.g. repair shops or insurers) to use your readily available data, but only with your explicit consent via the MVDP. You can revoke this consent anytime.

Mazda does not sell your readily available data or share it with advertisers.

VIII. Who is responsible for handling your data?

Mazda Motor Corporation (Hiroshima, Japan), Mazda Motor Logistics Europe (Willebroek, Belgium)

IX. How can you contact Mazda quickly?

If you have questions about your data or need help with the platform, contact your local Customer Support via the MyMazda App, via phone or email. Please find respective information under <https://www.mazda.eu/en/mazda-in-europe/>.

X. What if you want to file a complaint?

If you believe your data rights are not respected, you can:

- Contact Mazda's European data protection team first,
- Or file a complaint with the national authority responsible for data supervision (as listed under Article 37 of the Data Act).

XI. Are there any trade secrets in the data?

Yes. Some data generated during the use of connected services may include elements that qualify as trade secrets under applicable laws. These elements are owned by Mazda Motor Corporation, which holds the associated trade secret rights. However, in accordance with the EU Data Act, the presence of trade secrets does not prevent users from accessing or obtaining their data. Mazda may take proportionate measures (such as masking or filtering specific technical values) to protect its legitimate interests, but will not refuse access altogether where it concerns data you are entitled to receive.

If such measures are applied, you will be informed accordingly.

XII. How long does the service last, and how can you end it?

The duration of the Connected Services and the rules on how they can be ended are explained in the applicable Terms & Conditions for the Connected Services you are using.