

Privacy Statement for My Bentley services

Bentley Motors Ltd. (“Bentley”)

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Data protection (general) : In certain countries, Bentley vehicles communicate with service providers’ servers using a cellular telephone unit or embedded SIM card. Bentley provides, subject to availability, information and operational services on its Bentley Connected Car data server (“BCC”). In doing so, Bentley is acting as the responsible party for the personal data of service users according to the provisions in the Data Protection Act 2018.

Bentley collects, processes, transmits, and uses certain types of personal data as provided for by law, insofar as this is necessary to provide the content and to enable the user to use the service. Further information on the type, scope, and purpose of this data processing is given below on data protection. Please read the information carefully.

Collection and processing of personal data : Online search, powered by Google, and Real Time Traffic Information: Each time a service is accessed, data are stored and processed. This data may, for example, concern the time at which the service was accessed and the type of request made via the BMS (Bentley Multimedia System), the vehicle identification number (“VIN”), the vehicle position (location data), and/or the item which you have specified (search term). Please reference the service providers’ homepages for their data protection policies and details of their data use.

Real Time Traffic Information : Only the vehicle position (location data), speed, and destination data are used. An anonymized “session ID” is generated and the data is forwarded to the service provider in order to connect the vehicle and service provider, for the service to be provided and to be optimized. The session ID is deleted after the service has been ended.

Emergency call : The emergency call is either made automatically when internal vehicle sensors are activated or manually (by pressing the SOS button). The following data are used by the emergency call service: the VIN, the location, vehicle type, vehicle fuel type, time of the emergency event, number of passengers in the vehicle and seating positions, language setting, and severity of crash. The last vehicle position before the most recent time that the vehicle was switched off is always stored in the vehicle, even if no emergency call event is activated. This enables the last known location to be transmitted to the call center if an accident occurs but no current location can be identified and notified to the call center. When an emergency call is triggered, the vehicle sends the data specified previously to our call center, which establishes an audio connection to the vehicle occupants and, based upon both the data and the communication received, selects the best response to the incident (e.g. ambulance, fire brigade, police) and the data is transmitted from the call center to the emergency services. The data for processing of the emergency call are not sent to Bentley but directly to the call center. In the vehicle, the individual emergency calls are logged in a ring

buffer (limited to data documenting that an emergency call has occurred, not the call content) and regularly overwritten. The call center records the emergency call (voice call) and stores the recording (to allow for possible questions/callbacks in the vehicle) for a short period. The service is activated automatically as standard and cannot be deactivated. Your vehicle cannot be tracked in normal usage as a result of this service.

Roadside Assistance Call : The following data are used by the roadside assistance service: the VIN, the time stamp for data collection, mileage, time until next service interval, currently active warning lamps/messages in the driver instrument panel, the number of a fault event (including time stamp and mileage for fault entry), fuel tank level, history of warning lamps/messages, charge level of battery, BMS language setting, location data and direction, seat belt status, and SIM card data. At the time a Roadside Assistance Call is activated (by pressing the Service button) this confirms the transmission of the data from the vehicle to the BCC, and the data and your call are sent to a call center commissioned by us to deal with roadside assistance calls. The call center agent receives information from the data sent so that he/she can help as quickly as possible. If necessary for roadside assistance, this data may be given orally to third parties such as towing companies. For documentation purposes, the call centre only stores the conversation history, mileage, and VIN after the call has been completed and the issue dealt with; all other data are promptly deleted. The roadside assistance call can be cancelled at any time.

Map update : With this service, the navigation database can be updated online directly in the vehicle. To do this, the vehicle analyzes which update regions are relevant for the vehicle and transmits this information to the BCC. If the customer agrees, the map update is then delivered. All this information is deleted in the BCC once delivery has taken place.

Usage profiles : Insofar as this is permitted by law, we create service usage profiles for the purposes of market research or to develop BCC services so they correspond to customer needs. The profiles are either created without reference to a specific person or by using pseudonyms. You can veto the use of pseudonyms at any time by post or by telephone to the address/number above.

Forwarding your data to service providers : We use service providers to provide most BCC services who provide/prepare the relevant content and information for the services. Insofar as is necessary for the provision of BCC services, we forward the personal data collected and processed as part of BCC to the servers of these service providers. If personal data from users in the European Union are affected and if these are transmitted to countries outside the EU/European Economic Area, we have taken appropriate measures to ensure an adequate level of data protection according to the Data Protection Act 2018.

We will not otherwise forward your personal data to third parties unless you have agreed to this or unless we are authorized or obliged to do so because of legal requirements or due to an order by authorities or courts.

Data security : Data security in the vehicle is a high priority for us. However, if information is transmitted via the Internet as part of BCC, the security of these data cannot be guaranteed.

We use up-to-date technical and organizational measures and implement tested mechanisms and standards from embedded security. We extend the security measures when we develop new functions so that the current data protection regulations are fulfilled and we can guarantee the corresponding data security in the vehicle.

Changes to this Privacy Statement : We reserve the right to change this Statement at any time. The current version can be accessed via the relevant menu on the BMS (screen). Please review this information regularly.

Your rights : You have the right to ask at any time whether we hold any of your data and what data of yours we possess. You can also send information or blocking, deletion, or correction requests regarding your personal data to us at any time by mail or by telephone to the address/number above (or to DPO@Bentley.co.uk).

Dispute resolution : Bentley does not commit to nor is it obliged to participate in the alternative dispute resolution for consumer disputes in front of a consumer dispute resolution entity.

Consent : In proceeding to activate the BCC Services, you are consenting to the storage and processing of your personal data as detailed herein.