

# MyFord® Mobile Cookie/Privacy Statement

## **1. General Statement:**

Ford Motor Company, 1 American Road, Dearborn, Michigan 48126, United States of America, and its affiliates respect your privacy and are committed to protecting it. This Privacy Statement explains our policies and practices regarding information collected on this website. For information on our practices with regard to information collected through the use of the MyFord® Mobile Application or its Features see the MyFord® Mobile Terms and Conditions, incorporated here by reference. By accessing or using the MyFord® Mobile website or Application, you are agreeing to the terms of this Privacy Statement and the MyFord® Mobile website and Application Terms and Conditions.

It is through this disclosure that we intend to provide you with a level of comfort and confidence in how we collect, use, and safeguard personally identifiable and other information we receive through this website, 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 we will develop a trusting and long-lasting relationship with you.

The MyFord® Mobile website is operated by Ford Motor Company, 1 American Road, Dearborn, Michigan 48126, United States of America (hereafter "Ford") on behalf and at the direction of your local Ford Company (see Section 6 below for details of your local Ford Company).

## **2. www.MyFordMobile.eu Website:**

This Privacy Statement applies to [www.MyFordMobile.eu](http://www.MyFordMobile.eu) and the account registration process made available in the MyFord® Mobile mobile application (collectively referenced herein as "MyFordMobile," "site," "website" and Application).

The business purpose of this website is to provide you with the opportunity to register for and use a MyFord® Mobile account.

## **3. Information We Receive From You:**

We require certain information in connection with account registration that may identify you as an individual such as your name, telephone number (if you choose), Vehicle Identification Number (or "VIN") or the Radio Electronic Serial Number (which can be found on the radio's menu) and email address. If you opt not to provide us such information you will be unable to register and utilize MyFord® Mobile.

Personally identifiable information may also be used to verify log-in credentials. Please see Section 7– Cookies, below.

For details on the information collected from your vehicle which may be used to generate features available to you on the MyFord® Mobile website, please see Section 7(c) of the MyFord® Mobile Terms and Conditions.

We collect information from you when you visit MyFord® Mobile to provide you with the functionality and services that you need to have a meaningful and customized experience while using the site features.

MyFord® Mobile uses a third party mapping service provider, HERE, which utilizes the vehicle's GPS coordinates. By using this functionality, after giving your consent to the processing of location data when prompted to do so in-vehicle, you agree to the use of your vehicle's GPS coordinates for this purpose and to be bound by HERE's terms and conditions/privacy policy available at <http://here.com/services/terms>.

In addition, the website collects other non-personally identifiable information which will be used for the purposes as set out in Section 4, below.

This site may provide visitors who visit with an Open ID the opportunity to integrate with third-party social media sites, and MyFord® Mobile may collect information on an aggregate level to count the number of visits to this site with an open ID, the number of items "liked" on this site, or items on this site that you choose to share with a third-party social media site.

## **4. How Information Is Used:**

*Personally identifiable information* collected on MyFord® Mobile may be used to:

- Provide you the information and services that MyFord® Mobile offers and which you select
- Respond to your comments or requests for information
- Meet a request for or to develop new products or services
- Make the user experience more customer friendly
- Contact you if necessary in the course of processing or shipping an order for products or services
- Generate site analytics that improve our site layout, content, product offerings and services
- Comply with legal requirements
- Notify you of any changes to MyFord® Mobile

Non-Personally identifiable information collected on MyFord® Mobile may be used to:

- Compile aggregate and statistical data to help in website design and to identify popular features
- Measure site activity to allow us to update our site to better meet user wants and needs
- Make the user experience more customer friendly

These analytics services may be performed by third party service providers on behalf of Ford and may include the use of session cookies to analyze user movement or events across the website. See Section 7, below for more information.

## **5. Consent to Processing and Transfer of Personally Identifiable Information**

Ford may use service providers or partners to administer MyFord® Mobile on behalf of Ford. Such service providers and partners may be U.S. companies. Such service providers and partners who have access to your personally identifiable and non-personally identifiable information in connection with providing services for Ford Motor Company are not permitted to use this information for any purpose other than for MyFord® Mobile purposes. Ford is Safe Harbor certified in the United States for the personally identifiable information you provide in connection with the service, and requires its service providers within and outside the European Economic Area (E.E.A.) to apply appropriate safeguards for the processing, storage and transmission of personally identifiable information.

Ford Motor Company may share personally identifiable and other information with Ford Motor Company's global subsidiaries and affiliates for the purposes of administering MyFord® Mobile only. The use and disclosure of personally identifiable information by such entities will be subject to their privacy policies and practices.

With your consent, we will collect, use, process, transfer, and disclose your personally identifiable information and non-personally identifiable information globally --- including to the United States – in accordance with this Privacy Statement. Please see Section 3, above, for more details.

Ford will not share any personally identifiable information with other third parties for their independent use unless Ford has a good faith belief that such action is necessary to:

- comply with edicts of the law or legal process served on Ford Motor Company, or its service providers, their affiliates;
- protect and defend the rights or property of Ford Motor Company or its service providers, their affiliates, MyFord® Mobile; or
- act under exigent circumstances to protect the personal safety of Ford Motor Company, its service providers or their affiliates or MyFord® Mobile personnel, or the public.

In the circumstances listed above, and subject to local law, Ford and its service providers may disclose personally identifiable information, without notice.

## **6. Your Rights**

The data controller is your local Ford Company as listed below. You can exercise your rights to access or request information we hold about you, or to rectify, cancel, block, erase or oppose (as applicable) any personal data about you that has not been processed in accordance with applicable laws. Your application shall be made in writing, with evidence of your identity, by sending a notice to the address of your local Ford Customer Relationship Center, as listed below. In accordance with local law there may be a small charge

for providing requested information or a limit on the number of requests you may make. Please contact your local Ford Customer Relationship Center for more information.

Belgium. Ford Motor Company (Belgium) N.V., Avenue du Hunderenveldlaan 10, 1082 Brussel. Customer Relation Centre +32 (0)2 482 2626, custfobe@ford.com.

Germany. Ford-Werke GmbH, Henry-Ford – Str. 1, 50735, Köln. Kundenzentrum, Postfach 71 02 65, 50742 Köln, +49 0221 9999 2 999, kunden@ford.com.

Finland. Oy Ford Ab, Äyritie 24, P.O. Box 33, 01511 Vantaa, VAT number 0108254-6  
Ford Customer Service +3589 725 22022, palvelut@ford.fi.

France. Ford France, FMC Automobiles SAS, 78100 Saint Germain en Laye.  
Centre des relations clientèles de Ford France: FMC Automobiles, M. data, 34 rue de la croix de fer, 78100 Saint Germain en Laye. (+33) 0 800 005 005 (local price from a land line or mobile).

Italy. Ford Italia S.p.A., Andrea Argoli n° 54, 00143 Roma. Customer Relations Center +39 800 22 44 33, tu@ford.com.

Nederland. Ford Nederland B.V., Amsteldijk 216-217, Amsterdam, Netherlands 1079 LK.  
Customer Relations Center, Postbus 795, 1000 AT Amsterdam.  
020 - 50 44 646 or 707 703 777, klanten@ford.com.

Norway. Ford Motor Norge AS, Postboks 514, 1410 Kolbotn. Customer Relations Center, +47 800 56 105 or +47 22 57 90 99, infonor@ford.com.

Portugal. Ford Lusitana S.A., Avenida da Liberdade, 249, 6º / 7º andar, 1250-143 Lisboa. Centro de Relações com Clientes, +351 808 200 556, clientes@ford.com.

Spain. Ford España S.L., Miniparc IV, Caléndula, 13, 28109 Alcobendas, Madrid, Spain. Centro de Relaciones con Clientes, Tel. +34 902 442 442, y correo electrónico: crcspain@ford.com.

Sweden. Ford Motor Company AB., Box 6046, 400 60 GÖTEBORG, Sweden. Kundservice, +46 31 707 10 10, fordkund@ford.com.

Switzerland. Ford Motor Company (Switzerland) SA, Geerenstrasse 10, Postfach, 8304 Wallisellen.  
Kundendienst, +41 (0) 445 111 445, assistch@ford.com.

United Kingdom. Ford Motor Company Limited, Eagle Way, Brentwood, Essex, CM13 3BW, England. Customer Relations Centre, P.O. Box 7597, Daventry, NN11 1DL, +44 0203 564 4444, correspo@ford.com.

## **7. Cookies:**

A “cookie” is a small text file that helps us in many ways to make your visit to our website more enjoyable and meaningful to you. For example, cookies avoid you having to log in every time you come back to one of our websites. There are many different types of cookies. MyFord® Mobile may use any of the following:

**“Session” cookies.** These cookies are stored only in your computer’s working memory (RAM) and only last for your browsing session. When you close all your browser’s windows, or when you shut down your computer, the session cookie disappears forever.

**Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website.

**Functionality cookies.** These are used to recognise you when you return to our website and enable us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

Our third-party service provider, HERE, may also deploy cookies to provide the mapping functionalities. Please see HERE’s Cookie policy for more information, available through <http://here.com/services/terms>.

This website may generate a session log when you visit our site. The session log data may include a truncated Internet Protocol (IP) address from which you came, the website that referred you, the pages you visited and the date and time of those visits. We use session logs to help us determine how people travel through our site. In this way, we can structure our pages so that the information most frequently visited is easier to find. By analyzing page visits, we can also determine if the information we're providing is beneficial and of use to our visitors.

Most browsers can be configured to not accept cookies, however, this may prevent you from having access to some functions or services on our site. You can go to your device's internet settings to configure cookie permissions.

## **8. Security of Your Information:**

Safeguarding information of visitors to our website is important to us. We use systems, policies and procedures to maintain accuracy of information and to protect information from loss, misuse or alteration.

When you send personally identifiable information, such as email address or telephone numbers, to MyFord® Mobile we use "Secure Socket Layers" (or SSL) or similar technologies to protect your data to safeguard your personally identifiable information against misuse by unauthorized individuals.

Vendors, contractors or partners of MyFord® Mobile who have access to your personally identifiable information in connection with providing services for MyFord® Mobile are required to keep the information confidential.

Vendors are not permitted to use this information for any other purpose than to carry out the services they are performing for MyFord® Mobile.

## **9. Links to Other Sites:**

MyFord® Mobile provides links to other websites. Please check the privacy statements of all sites that you visit, including those whose links are provided so that you can understand how those sites collect, use and share your information. MyFord® Mobile is not responsible for the privacy statements, content or data handling practices on other websites.

## **10. Children's Privacy:**

MyFord® Mobile does not knowingly intend to collect personally identifiable information from children. If a child has provided us with personally identifiable information a parent or guardian of that child may contact us at the phone number or mailing address listed in Section 11 if they want this information deleted from our records. We will then delete the child's information from the database that stores information for MyFord® Mobile.

## **11. Contacting Us:**

If you have any questions, comments or concerns about this online privacy statement for MyFord® Mobile, MyFord® Mobile privacy practices, or have any questions regarding the contents of this website please contact your local Ford Customer Relationship Center, as listed below.

Belgium. Ford Motor Company (Belgium) N.V., Avenue du Hunderenveldlaan 10, 1082 Brussel. Customer Relation Centre +32 (0)2 482 2626, custfobe@ford.com.

Germany. Ford-Werke GmbH, Henry-Ford – Str. 1, 50735, Köln. Kundenzentrum, Postfach 71 02 65, 50742 Köln, +49 0221 9999 2 999, kunden@ford.com.

Finland. Oy Ford Ab, Äyritie 24, P.O. Box 33, 01511 Vantaa, VAT number 0108254-6  
Ford Customer Service +3589 725 22022, palvelut@ford.fi.

France. Ford France, FMC Automobiles SAS, 78100 Saint Germain en Laye.  
Centre des relations clientèles de Ford France: FMC Automobiles, M. data, 34 rue de la croix de fer, 78100 Saint Germain en Laye. (+33) 0 800 005 005 (local price from a land line or mobile).

Italy. Ford Italia S.p.A., Andrea Argoli n° 54, 00143 Roma. Customer Relations Center +39 800 22 44 33, tu@ford.com.

Nederland. Ford Nederland B.V., Amsteldijk 216-217, Amsterdam, Netherlands 1079 LK. Customer Relations Center, Postbus 795, 1000 AT Amsterdam. 020 - 50 44 646 or 707 703 777, klanten@ford.com.

Norway. Ford Motor Norge AS, Postboks 514, 1410 Kolbotn. Customer Relations Center, +47 800 56 105 or +47 22 57 90 99, infonor@ford.com.

Portugal. Ford Lusitana S.A., Avenida da Liberdade, 249, 6º / 7º andar, 1250-143 Lisboa. Centro de Relações com Clientes, +351 808 200 556, clientes@ford.com.

Spain. Ford España S.L., Miniparc IV, Caléndula,13, 28109 Alcobendas, Madrid, Spain. Centro de Relaciones con Clientes, Tel. +34 902 442 442, y correo electrónico: crcspain@ford.com.

Sweden. Ford Motor Company AB., Box 6046, 400 60 GÖTEBORG, Sweden. Kundservice, +46 31 707 10 10, fordkund@ford.com.

Switzerland. Ford Motor Company (Switzerland) SA, Geerenstrasse 10, Postfach, 8304 Wallisellen. Kundendienst, +41 (0) 445 111 445, assistch@ford.com.

United Kingdom. Ford Motor Company Limited, Eagle Way, Brentwood, Essex, CM13 3BW, England. Customer Relations Centre, P.O. Box 7597, Daventry, NN11 1DL, +44 0203 564 4444, correspo@ford.com.

MyFord® Mobile is committed to working with consumers to obtain a fair and rapid resolution of any complaints or disputes about privacy and the handling of your data. MyFord® Mobile will be happy to respond to your questions and comments.

## **12. Privacy Statement Effective Date and Revision Days:**

Occasionally we may update the privacy statement for MyFord® Mobile in order to reflect any changes to the website, our privacy practices, or the law. If we update this statement, we will notify you by posting the new statement to the website at least ten (10) days prior to the changes taking effect. You should check this statement frequently for any updates. If you do not agree to the changes, please do not continue to use MyFord® Mobile.

The effective date of this privacy statement is 14 January 2015.