

Ford South Africa Connected Vehicle Services, Data Usage and Privacy Statement

About Ford

Ford Motor Company of Southern Africa (Manufacturing) (Pty) Ltd is responsible for information received from your connected vehicle.

For some processing activities described here, our parent company, Ford Motor Company (based in the United States of America), takes primary responsibility. Where this is the case, Ford Motor Company will work with us to ensure that your personal information, and your rights in relation to it, are protected.

When we use the terms "Ford", "we", "our" or "us", unless we make clear otherwise, we are referring to Ford Motor Company of Southern Africa (Manufacturing) (Pty) Limited and Ford Motor Company.

Introduction

Welcome to the world of Ford connectivity.

Through devices like smart phones, tablets, and computers, we connect with the world around using wireless communication technology. Your Ford vehicle lets you do the same.

When you take delivery of the vehicle, the modem is connected to the cellular network and sending certain limited data to Ford's parent company, Ford Motor Company and cloud service providers (based in the USA). Examples of data sent includes basic vehicle information (e.g. VIN, model, year, serial numbers, time, etc.), diagnostics of vehicle systems (like warning lights, fuel consumption, tire pressure), and information about the usage and performance of vehicles, features, and technology.

To understand how, let's begin with an explanation of how the technology works to deliver our services to you.

Ford App is an app that you can download onto your smart device.

Ford App is a cellular modem containing an embedded SIM card which enables your Ford to connect to the internet, much like a mobile device with a SIM card. Just like other parts of your vehicle, the cellular modem and its embedded SIM are fitted in your Ford at the factory as an integrated part of the vehicle's wiring harness and is almost impossible to remove.

To make use of the Ford App modem in your vehicle, you need to download the Ford app, create an account and, similar to the concept of Bluetooth pairing, link the two together to create an 'activated' vehicle.

Once activated, the combination of these two technologies will unlock a new range of services to you.

Connected Services

These include:

- **Remote Vehicle Start and Stop:** Minutes before leaving, you can start your vehicle's engine with a simple tap of your smart device in order to heat or cool the cabin. For this function to work, the automatic transmission must be in Park and the bonnet must be closed. The vehicle is ready to be driven once you arrive with your vehicle proximity key. It cannot be driven without the key.

Note:

- When the Remote Start command is activated (and the cabin doors are closed), the alarm system is active but in a reduced guard mode to avoid false alarms. The perimeter alarm remains fully active, however vehicles capable of double locking will revert to single stage central locking. Should a cabin door be ajar when Remote Start is activated, the vehicle will attempt the locking cycle (confirmation of single stage locking), and the Remote Start function will still operate successfully.

- For safety precautions, Ford app will only successfully Remote Start the vehicle twice. On the third attempt, you will receive an error message requiring you to start the vehicle manually.
- Remote Start is not compatible with manual transmissions and therefore not available on manual models.
- Please use Remote Start responsibly, only in well ventilated areas and where you are aware of your vehicle's surroundings.
- **Remote Vehicle Lock and Unlock:** You can lock and unlock your Ford remotely, meaning you don't have to rush back to your vehicle to check if you've remembered to lock the doors. This also allows you to let passengers into your vehicle regardless of whether you are there or not.

Note:

- Remote Lock and Unlock may not function during data service interruptions or if your vehicle battery is too low.
- Remote Lock and Unlock attends to the vehicle cabin doors, bonnet, boot or tailgate. It does not include sunroof where fitted. In other words, if you have left your sunroof open, and lock your vehicle remotely, it will not close your sunroof.
- The Remote Lock feature will work even if you leave your key or key fob in the car.
- Always take your key or key fob with you when you leave your vehicle.
- Don't leave your vehicle like this for more than 14 days, as it may go into 'deep sleep' mode to preserve vehicle battery life, and therefore you would not be able to use Remote Unlock to access your vehicle. Deep sleep mode is triggered after approximately 14 days of inactivity to prevent vehicle battery drain. Turning ignition on is the way to exit deep sleep mode (in vehicle with the key present).

- **Vehicle Locator:** You can see your vehicle's exact location in the Ford app, which is particularly useful if you share your vehicle with one or more members of your household or if you have forgotten where you parked it.
- **Vehicle Status:** Through the Ford app's Vehicle Status feature, you can check your vehicle's key variables including fuel level, odometer, tire pressures (where a Digital Read-out Tire Pressure Monitoring System is fitted) and Oil Life percentage (where an Intelligent Oil Life Monitoring system is fitted). This can be helpful when planning your day's journey.
- **Vehicle Health Alerts:** The Ford app capability extends to Vehicle Health Alerts, which can be sent directly to your smart device, pre-empting service needs, general maintenance such as a light bulb replacement, and more.

Note:

- These notifications should not be used or relied upon in place of normal vehicle maintenance.
- If at any time you believe there may be an issue or problem with your vehicle, consult with a professional for diagnosis and required maintenance.

- **Software updates:** Enables Ford to conduct software updates to your vehicle's modem.

Note:

- It does not update your in-vehicle SYNC system, nor any other vehicle system. You can update your SYNC system, by connecting to a W-Fi network, and downloading latest SYNC software update [here](#)

How do the Ford app and Modem 'talk' to each other?

In simple terms, when you select a command, for example 'Start my vehicle', the Ford app sends a signal via a telecommunications carrier to Ford's cloud located in the USA, where, after validation, it is sent back down to the modem in your vehicle and the command is carried out. Your vehicle then sends a signal to confirm it has carried out the 'start' command via the telecommunications carrier to Ford's cloud, where it is then on-sent to your Ford app on your smart device.

If your vehicle's modem cannot connect to the telecommunications network (for example, due to poor signal strength), the Connected Services cannot operate.

Who is the telecommunications carrier?

Ford app Connect is a cellular modem which enables your Ford to connect to a network, much like a mobile device with a SIM card. Just like other parts of your vehicle, the cellular modem and its SIM are fitted at the factory. You cannot access nor change the SIM card in your vehicle's modem.

Many different technologies work together to provide the convenience and latest-available content that comes with staying connected. Internet service providers or mobile network operators play a huge part in enabling much of the wireless communication we rely on. The vehicle's modem is no exception and we work with Vodafone/Vodacom as our network provider for the cellular data network on which the modem relies.

Note, the modem fitted to your vehicle, will only work with the 4G/5G telecommunications networks. When these networks are no longer available, the modem will stop functioning and the Connected Services and all data transmission via the modem will cease.

What data is the modem sending from my vehicle in factory setting?

As outlined in the Introduction section, when you take delivery of the vehicle, the modem is connected to the cellular network and sending certain limited data to Ford's parent company, Ford Motor Company and cloud service providers (based in the USA). Examples of data sent includes basic vehicle information (e.g. VIN, model, year, serial numbers, time, etc.), diagnostics of vehicle systems (like warning lights, fuel consumption, tire pressure), and information about the usage and performance of vehicles, features, and technology.

This data may be disclosed to Ford, our dealers and our related companies and is used for product research and improvement, and other purposes disclosed in the Connected Vehicle Privacy Policy below.

The timing of when this data is sent varies. For example:

- Maintenance data is sent every time you take a trip.
- Diagnostic data is sent when a problem is detected, and a signal is triggered and sent to Ford.
- Sometimes specific vehicle data is “pulled”. This may be as a result of a product development or quality improvement query.

Software updates of the modem are able to be conducted in this mode.

What data is the modem sending from my vehicle after I accept the in-vehicle “Enabled Ford App Connected Services” screen?

When you take delivery, there are three possible modem states:

Activated modem (also referred to as “associated to your Ford App account”):

- You can activate the modem after providing Consent for Ford to collect and process your personal information (through Ford app account creation, adding your VIN to your garage, and tapping the “Activate Vehicle” button in the Ford app, and accepting the in-vehicle “Enable Ford App Connected Services” screen. Completing these steps gives you access to the Connected Services described earlier.
- In this mode, the modem will send additional Connected Vehicle Information (Driving Data – usage information, such as acceleration and braking) and the vehicle's location to Ford's servers and cloud service providers in order to provide some of the Connected Services.
- The modem will continue to send basic vehicle information (e.g. VIN, model, year, serial numbers, time, etc.), diagnostics of vehicle systems (like warning lights, fuel consumption, tire pressure), and information about the usage and performance of vehicles, features, and technology.

- When you take delivery of the vehicle, the modem is connected to the cellular network and sending certain limited data to Ford's parent company, Ford Motor Company and cloud service providers (based in the USA). Examples of data sent includes basic vehicle information (e.g. VIN, model, year, serial numbers, time, etc.), diagnostics of vehicle systems (like warning lights, fuel consumption, tire pressure), and information about the usage and performance of vehicles, features, and technology.

Vehicle Connectivity:

- If you don't want the modem to share information about the vehicle, you must turn "Vehicle Connectivity" off in the settings menu.
- You can turn off 'Vehicle Connectivity' via your in-vehicle SYNC system in your Ford and therefore, the sending of data from your vehicle's modem will cease. A more detailed description of how to turn Vehicle Connectivity off is detailed below.
- When you do not agree to Ford collecting and processing your data, Vehicle connectivity will be turned off by Ford dealer. It will be your personal responsibility to keep it off, otherwise your personal information might be collected and transferred to Ford's servers and cloud service providers in the case that it is turned on.

When you take delivery, you and your dealer can work together to ensure that your vehicle connectivity settings are customised to your preferences.

How do I know if my vehicle is connected?

In vehicles fitted with a modem you will see icons displayed on the in-vehicle SYNC screen which indicate that connected vehicle data, which may include location, is being transmitted by the vehicle. These appear as:



- If a Ford app account has not been associated with the vehicle, this icon indicates that only Vehicle Data is being shared. If a Ford App account has been associated with the vehicle, this icon indicates Vehicle Data and/or Driving Data are being shared (based on your data sharing settings).



- If a Ford app account has been associated with the vehicle, this icon indicates Vehicle Location is being shared (based on your data sharing settings).



- If a Ford App account has been associated with the vehicle, this icon indicates Vehicle Data and/or Driving Data, plus Vehicle Location are being shared (based on your data sharing settings).

Can I control the data that is sent from my vehicle's modem?

Yes, you can view and personalize the connectivity and privacy settings in the SYNC infotainment system in your vehicle. In the Settings menu, select 'Connected Vehicle Features' and the following options are visible. Note: Share Vehicle Location, Share Driving Data, and Speech Recognition Feedback are not visible in the menu until the vehicle is associated with a Ford app account.

Yes, you can view and personalize the connectivity and privacy settings in the SYNC infotainment system in your vehicle.

If the vehicle has not been associated with a Ford app account, the following settings are visible in the "Connectivity Settings" menu.

Vehicle Connectivity

- When 'on', the vehicle is connected to the cellular network service and Software Updates, if available, and basic information (e.g. VIN, model, year, serial numbers, time, etc.) is being shared.

- When 'off', the vehicle is not connected to the cellular network, no information is shared off the vehicle, Software Updates will not be able to be completed, and no Connected Services will work.

Send Vehicle Data

- When 'on', the vehicle is sharing data such as status, performance, and diagnostics of vehicle systems (like warning lights, fuel consumption, tire pressure).
- When 'off', the vehicle is not sharing the information and connected services that need Vehicle Data will not work. When you turn 'on', you mean you agree for Vehicle Data is transmitted to Ford. When Share Vehicle Data is on and the vehicle is associated with a Ford app account, Then, all Connected Services features including Remote Start; Remote Lock/Unlock; Vehicle Health Status and Alerts are functional and displayed on your Ford app.

If the vehicle has been associated with a Ford app account, in addition to Vehicle Connectivity, the following settings are visible in the "Connectivity Settings" menu. Please note "Send Vehicle Data" changes to "Vehicle Data and Remote Ctrl"

Vehicle Data and Remote Ctrl

- When 'on', the vehicle is sharing data such as status, performance, and diagnostics of vehicle systems (like warning lights, fuel consumption, and tire pressure) and usage information.
- When 'off', the vehicle is not sharing this information and connected services (including Remote Start, Remote Lock/Unlock, Vehicle Health Status and Alerts) that need Vehicle Data will not work.

Location

- When 'on', the vehicle's location, speed and direction of travel is being shared
- When 'off', the vehicle is not sharing this information and connected services (including Vehicle Locator) that need Vehicle Location will not work.

Sharing your vehicle, or driving a shared vehicle

You can choose to share access to your vehicle to other users by authorizing them in Ford app. Please note we will not take any responsibility arising from and to your sharing. This offers ultimate flexibility, particularly in a household setting where multiple members use the same vehicle. However, it is important to understand how the data moves in this situation.

In summary, if you are driving a vehicle where the modem has been associated with a Ford app account, the user(s) of the Ford app may, depending on the Connectivity Settings selected in the vehicle, have access to:

- the vehicle's location;
- services which allow the vehicle to be remotely started, locked and unlocked; and
- services which show information about the vehicle's status (for example, its fuel level).

More than one Ford app account can be associate with a single vehicle. If you are driving a vehicle with more than one Ford app account associated with it, depending on the Connectivity Settings selected in the vehicle, the user(s) of each account will have access to the information and services outlined above.

If you choose to associate your Ford app, account to a vehicle which has already been connected to another Ford App account, your name and the fact that you have requested this connection will be shared, via the App Ford app, with user(s) who connected to the vehicle before you. This user or users will be given the opportunity to allow or refuse your association with the vehicle.

In detail, Ford app allows a customer to authorize other users to access their vehicle. The rules for this are:

- Firstly, the first user must authorize their own access via the vehicle's SYNC infotainment system, by accepting the in-vehicle "Enable Ford App Connected Services" screen. This means that the first user must have physical access to the vehicle to complete this authorization step.
- The first user can then allow others access to their vehicle via the Ford app. After the first user's Ford app account is associated with the vehicle, any users added after can be done solely via the Ford app and physical access to the vehicle is not required to add users.
- For a subsequent user to be added to the vehicle, the subsequent user adds the VIN to their garage, in their Ford app account and requests access. This directs a notification to the first user requesting in-app approval.

- Once approved, the subsequent user now has the same access and privileges as the first user, allowing a second user to authorize a third user and so on.
- Every time, a new user requests access to the vehicle, all existing authorized users receive a notification (request for approval) in the Ford app. Any authorized user can approve the new user request.
- After the new user is granted access to the vehicle, they are sent a Ford app notification informing them their access has been approved. Ford app notifications are also sent to all authorized users informing them which authorized user granted access to the new user.
- The maximum number of authorized users to one connected vehicle VIN is ten (including the first user).
- To delete authorized users, perform a Factory Reset in the SYNC infotainment system of your vehicle. A Factory Reset will delete all authorized users, remove imported personal information like contact lists and names of paired devices, and return the vehicle to the factory settings.
- In app notifications will be sent to all authorized users informing them their access to the vehicle has been deleted.

If you share your vehicle with others, it is your responsibility to inform them about your connectivity and privacy settings. For example, please inform passengers within the vehicle and other drivers of the vehicle that Connected Vehicle Information is being shared with us and our service providers. Also let them know where they can turn off Vehicle Connectivity and the Privacy Settings in the Settings menu in the SYNC infotainment system. **You are responsible for ensuring that anyone you share your vehicle with is aware of the Connectivity and Privacy Settings, have read and understand the Ford Connected Vehicle Terms and Privacy Policy and consents to our collection, use and/or disclosure of personal information when they are driving your vehicle.**

Select model year vehicles include in-vehicle icons and data sharing pop-ups that indicate Connected Vehicle Information is being shared. Drivers and passengers without a mobile device or with an unrecognized mobile device will see a pop-up displayed in-vehicle alerting them to the current data sharing settings. A mobile device is “recognized” if it has been paired with the SYNC infotainment system. This way if someone is new to your vehicle, or not driving it enough to pair their mobile device, the vehicle will notify them of its current data sharing settings.

As a result of sharing your vehicle, in addition to adjusting your seat position or your mirrors when you get it back, you should also check the Connectivity Settings to see if any changes have been made and whether you need to adjust them.

The importance of Resetting the Vehicle

Prior to selling or transferring ownership of the vehicle, complete a FACTORY RESET (see below) to remove imported personal information like contact lists, names of paired devices and return the vehicle to the default factory settings. This is much like wiping your mobile phone memory when you upgrade to a new device. And, don’t forget to do a Factory Reset if you buy a used vehicle equipped with a modem.

Factory Reset Instructions

A Factory Reset will reset the modem settings as described above and all SYNC settings. It will erase all SYNC stored data including paired devices, phone book, call histories, stored addresses and will delete all authorized users, removing their access to the vehicle via their Ford app account.

A Factory Reset can only be performed in vehicle and should be performed prior to transferring ownership of your vehicle, or at any time you wish to remove authorized users from accessing your Ford via their Ford app account.

To perform:

1. Sitting in the car, turn the vehicle on and select **Settings** in the feature bar at the bottom of the SYNC home screen.
2. Select **General**. You may need to swipe to the next screen.
3. Scroll down and select **Reset**.
4. Select **Factory Reset**.
5. A message confirming that all system settings will be reset to factory defaults will appear. Select **Continue**.
6. The Factory Reset is now complete. All previously authorized users will receive a “Vehicle Access Removed” notification in their Ford app account and will no longer be able to access the car.
7. Should you wish to re-activate the vehicle, start this process in your Ford app account. On the Vehicle Details screen, select **Activate Vehicle** and follow the instruction provided. Re-activating a vehicle will not re-authorize the previously authorized users.

Our Data Use and Privacy Commitment to You

Ford is committed to managing your personal information fairly and in accordance with our privacy policies and the law. Where connected vehicle information (discussed in detail below), is associated with your vehicle's VIN and linked to you, Ford will manage this as personal information.

You can find out about Ford Motor Company of Southern Africa (Manufacturing) (Pty) Ltd privacy practices at (<https://www.ford.co.za/privacy/>).

If you use the Ford app, please carefully read the Ford App Privacy Policy and Ford App Terms.

We may use or disclose your personal information:

- for the purposes for which we collected it (and related purposes which would be reasonably expected by you);
- for other purposes to which you have consented; and
- as otherwise permitted or required by law.

In general, we collect, use and disclose your personal information so that we can do business with you and for purposes connected with our business operations.

Some of the specific purposes for which we collect, use and disclose personal information are:

- to allow you to control certain vehicle features and to provide you with Connected Services;
- to fulfil your requests and deal with your enquiries;
- to personalize your experience and the communications you receive;
- to manage and improve our business and our relationship with you;
- to assess the quality of the services we and our dealers provide, and the services our suppliers provide to us or on our behalf;
- to provide software updates to the modem (if available);
- for troubleshooting purposes;
- to carry out remote diagnostics activities;
- to predict which Ford products or services could be of interest to you; and
- to conduct research and develop new and improved products, services, and business and marketing strategies.

We may also use and disclose your personal information for the purpose of direct marketing to you where you have consented to us doing so, or it is otherwise permitted by law. Direct marketing involves communicating directly with you for the purpose of promoting goods or services to you. Direct marketing can be delivered by a range of methods including mail, telephone, email, SMS or in-app notifications. You can unsubscribe from our direct marketing, or change your contact preferences, by contacting us via email on brandmgr@ford.com.

If you choose to withhold personal information, we may not be able to provide you with the services that depend on the collection of that information.

Connected Vehicle Information

Below are the types of connected vehicle information we collect and the purposes for which the data may be used. Based on the level of connectivity you choose for your vehicle and the Connected Services you use, we may collect and use all or some of the connected vehicle data described below.

Category of Connected Vehicle Information	Examples of data	How is it used by Ford?
Vehicle Data	Information about the vehicle, its components and parts, including their status and performance, and diagnostics of vehicle systems (such as VIN, hardware model and part	To provide Connected Services; to better understand and troubleshoot vehicle performance issues; for remote diagnostics purposes and

	numbers, odometer, tire pressure, fuel and fluid levels, battery and lock status, trouble codes, warning indicators, alerts, and SYNC diagnostics), vehicle charging information (if applicable), and other information about how the vehicle is performing.	for product research and improvement purposes.
Driving Data	Information about how the vehicle is operated and used (such as speed, use of accelerator, brakes, steering, seat belts, etc.)	To provide connectivity services; to better understand and troubleshoot vehicle performance issues and for product research and improvement purposes.
Vehicle Location	Precise location/GPS information about the vehicle, including current location, speed and travel direction of your vehicle collected in real time.	To provide connectivity services; to better understand and troubleshoot performance issues; for remote diagnostics purposes and for product research and improvement purposes.
Connection Status Alerts	Alerts are sent by the modem periodically to stay connected to the telecommunications network. These messages include Vehicle Identification Number (VIN), Electronic Serial Number of your modem (ESN), SIM serial number (ICCID)	To validate that the modem is capable of sending and receiving data through the telecommunications network.
Software Update Information	Current software and firmware versions of the modem and other technical specifications associated with it.	To ensure the modem has all necessary updates.

Data and Vehicle Cyber Security

Ford, our service providers and partners take data and cyber security very seriously, especially in relation to your personal information.

We use a variety of technical, administrative, and physical security measures to help protect and maintain the security, integrity and availability of connected vehicle information.

Ford has a connected vehicle cyber security team and puts in place various technical and organizational security measures to protect connected vehicle information, including access controls to limit unnecessary or unauthorized access to connected vehicle information, as well as cyber security measures such as hashing and encrypting data.

Ford has implemented access control measures and the use of data storage and processing devices which are secured and suitable for the collection, use, and/or disclosure of personal information. We restrict access to personal information as well as storage and processing devices by imposing access rights or permission, allowing only authorized individuals to access personal information, and implement user responsibilities to prevent unauthorized access, disclosure, perception, unlawful duplication of personal information or theft of storage or processing devices. We also have appropriate measures to enable the re-examination of access, alteration, deletion, or transfer of personal information.

Data transfers and sharing

We may share connected vehicle information with:

- our related companies;
- companies or other organizations that we have engaged to provide services on our behalf such as web-hosting companies and other information technology providers;
- companies or other organizations where you have asked us to or agreed that we may share your personal information with them;
- companies or other organizations where we believe you may have a genuine interest in their services and/or products;
- dealers and our partners where this is necessary to provide you with a product or service, including, for example, our telecommunications network providers;
- professional advisors;
- any law enforcement agency, court, regulator, government authority or other third party where we believe sharing the connected vehicle data is necessary for us to comply with our legal or regulatory obligations, or otherwise to protect our rights, the rights of any third party or any individuals' personal safety, or to detect, prevent, or otherwise address fraud, security or safety issues; and
- any third party that purchases, or to which we transfer, all or substantially all of our assets and/or business.

When we share your personal information with third parties, we will use reasonable commercial efforts to ensure that it is used for the purposes we disclosed it to them and in a manner consistent with applicable data protection laws..

The parties to whom we disclose personal information include parties located outside South Africa. Connected vehicle data may be transmitted from the modem to Ford Motor Company (our parent company) in the United States of America. When this occurs, the data is stored in Ford's data processing and storage locations including Ford servers and third-party cloud infrastructure, all located in the USA. In the ordinary course of business, we commonly disclose personal information to companies in the Ford Motor Company Group located in the USA and India where our Ford group data and business centres are located and to our overseas service providers located in the USA.

Except where an exception applies under applicable data protection laws, we will take reasonable steps to ensure that recipients of personal information do not breach the Privacy Principles in applicable data protection laws in relation to such information.

Retention

We keep your personal information in identifiable form for as long as is necessary for the purposes set out above or if required or authorised to do so in terms of applicable laws..

Once connected vehicle information is no longer needed by us for any reason, it is either irreversibly anonymized or destroyed. Where data has been irreversibly anonymized, Ford may retain it and use it for any purpose.

Your Rights, and How to Contact Us

You have the right as an individual to find out what information we hold about you and for what purposes, as well as to ask us to make corrections to your information, if necessary.

We encourage you to contact us to update or correct your personal information if it changes or if the personal information we hold about you is inaccurate.

If you have any questions, concerns or complaints about our collection, use or disclosure of personal information, or if you believe that we have not complied with this Statement or the applicable data protection laws, please contact us.

We will take any complaint seriously and any complaint will be assessed by an appropriate person with the aim of resolving any issue in a timely and efficient manner. We request that you cooperate with us during this process and provide us with any relevant information that we may need.

If you are not satisfied with the outcome of our assessment of your complaint, you may wish to contact the Office of the Information Regulator (<https://info regulator.org.za/contact-us/>).

If you have questions or concerns regarding our use of your information, or would like to exercise any of your rights, please contact us. Our details are as follows:

Email

Ford Customer Relationship Centre: fordcrc2@ford.com

Phone

Ford Customer Relationship Centre: 0860 011-022

Mail

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Changes

We may modify or update this information from time to time.