

## HYUNDAI BLUELINK & GENESIS CONNECTED SERVICE PRIVACY NOTICE

Effective Date: 28 October 2019

This Privacy Notice describes how personal information and vehicle information are collected, used, retained and disclosed through the Hyundai BlueLink® Service and the Genesis Connected Service (and / or collectively the “**Connected Services**”). Please also review the Connected Services Agreement Terms and Conditions available at myBlueLink.ca for BlueLink customers and at GenesisConnect.ca for Genesis Connected Service customers. In the event of any conflict, the BlueLink & Genesis Connected Service Agreement Terms and Conditions take precedence over this Privacy Notice, the Hyundai Auto Canada Corp. Privacy Policy and the Privacy Policy for Genesis Motors Canada, a division of Hyundai Auto Canada Corp. (accessible at Genesis.ca).

**IF YOU DO NOT AGREE WITH ANY PART OF THIS PRIVACY NOTICE OR THE TERMS AND CONDITIONS OF THE HYUNDAI BLUELINK & GENESIS CONNECTED SERVICE AGREEMENT, THEN PLEASE DO NOT USE THE BLUELINK SERVICE OR THE GENESIS CONNECTED SERVICE.**

The Connected Services are technology-based services provided by Hyundai Auto Canada Corp. and its affiliates and their business partners and service providers. In this Privacy Notice, a reference to “Hyundai Canada” means Hyundai Auto Canada Corp., and a reference to “Genesis Canada” means Genesis Motors Canada, a division of Hyundai Auto Canada Corp. A reference to “Hyundai” or “Genesis” means Hyundai Auto Canada Corp. and any other entity who is collecting, using, storing or disclosing information in order to deliver the Connected Services, or who is otherwise acting on behalf of Hyundai Auto Canada Corp.

This Privacy Notice applies to any person or entity who has purchased or leased a vehicle equipped with the BlueLink Service or Genesis Connected Service as well as any vehicle drivers and passengers of the vehicle in which BlueLink or Genesis Connected has been activated (collectively “you” and “your”). As the purchaser or lessee of the vehicle, you are responsible for advising all your occupants and any subsequent purchaser of this Privacy Notice.

---

### Key points:

- **What do we collect?** The information we collect includes identification information, such as name, address, telephone, email, language preference and billing information; vehicle ownership information such as make, model, year and date of purchase or lease; vehicle and driving data such as location, speed, direction of travel, time of travel, service data, diagnostic information, eco-related driving performance data, crash and incident sensor data; and information about how Connected Services are being used, including caller identification, search content, information about anyone making a call from Connected account, and more. **Go to 2 to learn about all information collected.**
- **How do we use information?** We use the information to create and administer your Connected Services account, including to process your payment and tailor the service to your preferences (i.e. language preference), and to connect you with your preferred dealership. We also use the information to provide the Connected Services; some specific uses include responding to questions, connecting you to emergency personnel, facilitating point of interest searches and enhancing and improving point of interest search results, identifying the location of your vehicle, and share the location of your vehicle if you report your vehicle stolen. Some of the uses of

information are optional, including for marketing and sharing with your insurance provider. **Go to 3 to learn about all information uses of information.**

- **Do we share / disclose information?** Hyundai will disclose information with third parties such as roadside assistance providers, the police, paramedics, ambulance services, or fire services to facilitate emergency services. We may also disclose information with law enforcement or other third parties to respond to a summons, subpoena, warrant, court order or other legal request or where otherwise required under applicable law, including to assist in vehicle recovery in the event a vehicle is lost or stolen. We may also share information with affiliates and service providers (including communications and software partners) to maintain the proper maintenance and functioning of the technology. Also, we may share information with dealers and service providers to assist in the proper maintenance and repair of the vehicle, or with advertising services providers who assist us in our marketing efforts. **Go to 7 to read further details on how we share / disclose information.**
- You acknowledge that vehicles equipped with BlueLink Service or Genesis Connected Service are generally equipped with one or more sensing or diagnostic modules capable of transmitting certain vehicle data, vehicle location or other information in order to provide some of the BlueLink Services or Genesis Connected Services. The collection, use and disclosure of information in connection with the Connected Services are governed by the Hyundai BlueLink & Genesis Connected Service Agreement Terms and Conditions and this Privacy Notice.
- The computer programs used by the Connected Services and installed in the vehicle may be updated or upgraded from time-to-time. By activating the Connected Services, you consent to the installation of the computer programs and all updates and upgrades, including automatic updates and upgrades, on your own behalf and on the behalf of all drivers / occupants and subsequent purchasers.
- You have choices when it comes to your personal information. See “Your Choices” to learn more.

BlueLink customers can contact us at any time for any of the purposes specified in this Privacy Notice, by emailing us at [cr@hyundai.com](mailto:cr@hyundai.com) or by calling us at 1-844-258-5656 and speaking to a BlueLink Customer Care Agent. Genesis Connected Service customers can contact us at any time for any of the purposes specified in this Privacy Notice by emailing us at [gcs@genesis.ca](mailto:gcs@genesis.ca) or by calling us at 1-866-999-9895 and speaking to a Genesis Connected Service Customer Care Agent.

---

## 1. Consent and Updates to Privacy Notice

We reserve the right to modify this Privacy Notice at any time and at our sole discretion. As such, we encourage you to check this Privacy Notice frequently. Should Hyundai Canada make significant changes to this Privacy Notice, we will notify you by a prominent notice on our website or by another means such as through the BlueLink Service or Genesis Connected Service (as applicable), or by e-mail or postal mail prior to the change becoming effective.

You can access the current Privacy Notice online at [myBlueLink.ca](http://myBlueLink.ca) for BlueLink customers and at [GenesisConnect.ca](http://GenesisConnect.ca) for Genesis Connected customers. You can also request a copy by emailing us, writing

to us or calling us and asking a BlueLink Customer Care Agent or Genesis Connected Service Customer Care Agent.

By entering into an agreement for Connected Services, you consent, on your own behalf and on the behalf of all drivers/occupants and subsequent purchasers of the vehicle, to the collection, use, storage and disclosure of personal information as described in this Privacy Notice.

Continued use of the Connected Services following changes to this Privacy Notice will mean that you accept these changes on your own behalf and on behalf of all drivers/occupants and subsequent purchasers of the vehicle.

## **2. The Information We Collect**

The Connected Services collect information directly from you, the Hyundai or Genesis dealers, and the vehicle. The Connected Services may also collect information from other drivers/occupants of the vehicle. The types of information collected include: (a) identification information, such as name, address, telephone number, email address language preference and billing information; (b) information about vehicle ownership, including make, model, year and date of purchase or lease, and dealers you use, and vehicle registration information, including licence plate information; (c) vehicle information such as the vehicle's identification number, make and model, as well as location, speed, direction of travel, time of travel, service data, diagnostic information, eco-related driving performance data, mechanical condition or incidents involving the vehicle including crash severity sensor data; and (d) information about how Connected Services are being used, including caller identification, search content, information about anyone making a BlueLink or Genesis Connected call from the vehicle or under your BlueLink or Genesis Connected account, the date, time and duration of call and any agent notes written during a call.

Additional data fields may be created and/or collected as part of Connected Services in the future.

## **3. The Purposes for Collection**

The purpose for collecting information is to facilitate and improve the provision of the Connected Services, to enable Hyundai Canada and its affiliated dealerships to enhance their ongoing communications and service with their customers who purchase vehicles from them, to administer Connected Services' accounts and to improve Hyundai and Genesis vehicles.

Some of the specific uses of information include: (a) delivering the BlueLink Service or Genesis Connected Service; (b) providing product information; (c) answering questions or addressing your complaints; (d) informing you about special discounts, offers or added services or functions; (e) improving occupant and vehicle safety; (f) managing your Connected Services account; (g) enhancing, personalizing and improving the communications between you and Hyundai Canada and its dealerships; (h) facilitating point of interest searches and enhancing and improving point of interest search results; (i) enhancing the vehicle ownership experience; (j) providing information to insurers (at your request); and (k) research, and research and development purposes.

Information may be aggregated or otherwise used for a statistical analysis of the Connected Services usage, to improve service quality, customize the services for you and all our customers or to improve Hyundai and Genesis vehicles and our business. Hyundai and Genesis may share de-identified data with third parties for the purpose of Hyundai or Genesis or those third parties developing insights on how

Connected Services are used, or how Hyundai and Genesis vehicles are operated and performing under different driving conditions.

#### **4. Monitoring**

Hyundai may record, monitor or determine the location of a vehicle, communications with vehicle occupants or other information: (a) if you or other occupants of the vehicle request services through the Connected Services; (b) if the vehicle's air bag deploys or a severe impact occurs; (c) if you report your vehicle stolen; (d) if we are required to do so by applicable laws, rules and regulations; and (e) in connection with our attempts to communicate with the vehicle purchaser or recover the vehicle pursuant to agreements governing the lease or financing of such vehicle.

#### **5. Call Recording**

Hyundai may monitor and/or record conversations after activation between the vehicle's occupants and the BlueLink or Genesis Connected Service Customer Care Agent, as well as calls to or from our contact centres that occur outside the vehicle. YOU CONSENT, ON BEHALF OF YOURSELF AND ANYONE USING OR OCCUPYING YOUR VEHICLE OR MAKING CONTACT WITH US THROUGH ONE OF OUR CONTACT CENTRES, TO SUCH MONITORING AND RECORDING.

#### **6. Storage and Retention of Information**

Information may be collected, used, disclosed, stored or otherwise processed by Hyundai, third parties assisting Hyundai, the BlueLink service providers and the Genesis Connected service providers in a country outside Canada and/or the United States, and as such, may be subject to the laws of that jurisdiction.

Unless requested by you, Hyundai will retain all personal and vehicle information only as long as necessary for the fulfillment of the purposes for which the information was collected or for a period of time necessary to comply with Hyundai retention policies, applicable law, any applicable statute of limitation, or this Privacy Notice.

#### **7. Disclosure of Information**

Hyundai shares information with third parties when we are required to do so by applicable law. Hyundai also shares information if it is permitted to do so in accordance with applicable law and this Privacy Notice. Unless required by law, Hyundai limits the information that is shared to that which is appropriate for the purpose of the sharing.

Examples of situations and third parties in which Hyundai shares relevant information include, to: (a) roadside assistance providers, the police, paramedics, ambulance services, or fire services to facilitate emergency services; (b) law enforcement or other third parties to respond to a summons, subpoena, warrant, court order or other legal request or where otherwise required under applicable law; (c) law enforcement or third parties that assist in vehicle recovery in the event a vehicle is lost or stolen; (d) satellite radio providers and wireless telecommunications and data service providers to provide BlueLink or Genesis Connected Service functions and to contact you with information about their services; (e) affiliates and service providers to maintain the proper maintenance and functioning of the technology (including any computer programs) used in the provision of the BlueLink Service or Genesis Connected Service; (f) dealers and service providers to assist in the proper maintenance and repair of the vehicle; (g) affiliates and service providers to assess product safety or security; (h) third parties to facilitate Hyundai's communication with the vehicle purchaser/lessee or to recover the vehicle pursuant to agreements

governing the lease or financing of such vehicle by Hyundai Canada's affiliates; (i) advertising services providers who assist us in our marketing efforts; (j) insurers, with your permission; and (k) to business partners in connection with the evaluation of or the completion of the sale of all or part of Hyundai's business or other business transaction.

Hyundai may also provide aggregate statistics and de-identified information about you and related BlueLink Service or Genesis Connected Service information to Hyundai affiliates and third parties.

## **8. Updating or Changing Your Account Information**

You may review, modify, correct, or update your information by contacting Hyundai Canada at [cr@hyundai.com](mailto:cr@hyundai.com) or by calling us at 1-844-258-5656 and speaking to a BlueLink Customer Care Agent. You may review, modify, correct, or update your information by contacting Genesis Canada at [gcs@genesis.ca](mailto:gcs@genesis.ca) or by calling us at 1-866-999-9895 and speaking to a Genesis Connected Service Customer Care Agent.

## **9. Protection of Information**

Hyundai Canada and Genesis Canada maintains data security measures with the goal of protecting against the loss, misuse, and alteration of the information under our control, including information that is entrusted to an affiliate, service provider or business partner. For example, depending upon the applications, we employ the use of encryption technologies and user authentication systems such as passwords and personal identification numbers.

However, in providing the Hyundai BlueLink Service and Genesis Connected Service, voice and data are transmitted between our service providers' response centres and vehicles over a cellular telephone network. This network is complex and not necessarily secure. Therefore, the privacy and security of conversations or data transmitted to and from the vehicle cannot be guaranteed.

## **10. Your Choices**

We offer you the opportunity to opt-out of the BlueLink Service or from receiving promotional email or mail about our products and services by emailing us at [cr@hyundai.com](mailto:cr@hyundai.com), writing us, updating your preferences at [myBlueLink.ca](http://myBlueLink.ca), or by calling 1-844-258-5656 and speaking to a BlueLink Customer Care Agent.

- To opt-out of emails, you may use the unsubscribe mechanism within the email or contact Hyundai Canada at [cr@hyundai.com](mailto:cr@hyundai.com) or at 1-844-258-5656. Please note that you will still receive certain communications such as registration confirmations, vehicle updates and responses to direct requests.
- To opt-out of telemarketing calls or direct mail, you may contact Hyundai Canada at [cr@hyundai.com](mailto:cr@hyundai.com) or by calling 1-844-258-5656.
- To opt-out of the sharing of information for marketing purposes, you may contact Hyundai Canada at [cr@hyundai.com](mailto:cr@hyundai.com) or by calling 1-844-258-5656.

We offer you the opportunity to opt-out of the Genesis Connected Service or from receiving promotional email or mail about our products and services by emailing us at [gcs@genesis.ca](mailto:gcs@genesis.ca), writing us, updating your preferences at [GenesisConnect.ca](http://GenesisConnect.ca), or by calling 1-866-999-9895 and speaking to a Genesis Connected Service Customer Care Agent.

- To opt-out of emails, you may use the unsubscribe mechanism within the email or contact Genesis Canada at [gcs@genesis.ca](mailto:gcs@genesis.ca) or by calling 1-866-999-9895. Please note that you will still receive certain communications such as registration confirmations, vehicle updates and responses to direct requests.
- To opt-out of telemarketing calls or direct mail, you may contact Genesis Canada at [gcs@genesis.ca](mailto:gcs@genesis.ca) or by calling 1-866-999-9895.
- To opt-out of the sharing of information for marketing purposes, you may contact Genesis Canada at [gcs@genesis.ca](mailto:gcs@genesis.ca) or by calling 1-866-999-9895.

You may also write to us directly to make an opt-out request or to request access to personal information collected by Hyundai Canada or Genesis Canada or to request assistance in addressing any other question or concern. Written requests to Hyundai Canada and Genesis Canada should be sent to Hyundai Auto Canada Corp. at 75 Frontenac Drive, Markham, ON, L3R 6H2, Canada, Attention: Privacy Officer.

The Hyundai Canada and Genesis Canada Privacy Officer can be reached at: 75 Frontenac Drive, Markham, ON, L3R 6H2, Canada, Attention: Privacy Officer.