

BMW ConnectedDrive Services - Information

1. General information

BMW Vertriebs GmbH, a company founded pursuant to Austrian law, with its registered seat at Siegfried-Marcus-Strasse 24, 5021, Salzburg, Austria, registry court: Provincial Court of Salzburg under file number FN 63069 z, represented in the Czech Republic by BMW Vertriebs GmbH – organizační složka Česká republika, with its registered seat at Office Park Centrum Nové Butovice, Bucharova 1423/6, 158 00 Prague 5, CR, Business ID: 275 64 720, incorporated in the Commercial Registry kept by the Municipal Court in Prague, file number A 54535 (hereinafter “BMW”), provides the customer with particular vehicle-related information and assistance services titled “BMW ConnectedDrive” . For these services, BMW collects, stores and processes customer personal data including first name, surname, address, telephone number and e-mail address. The customer receives prior information of such fact. Services are provided through a SIM card built into the vehicle. Costs for calls and data connections are included in the price of the services. BMW collects, stores and processes data about the vehicle under legal regulations if necessary for the content and use of the services.

2. BMW ConnectedDrive basic services

The basic BMW ConnectedDrive services, “Teleservices” (6AE) and “BMW Emergency Call” (6AC) are activated at the time of handover of the vehicle. These services have no time limitation.

a. Teleservices (SA6AE)

The “Teleservices” service maintains the customer’ s mobility. The vehicle technical data (e.g. service information about parts subject to wear and tear, information about the status of the vehicle such as Check-Control messages, battery status, data for identification and localization of the vehicle in case of breakdown) can be transmitted to BMW if needed or in the event that the customer orders or desires such transmittal. If a service intervention is needed, BMW provides such data along with the name, telephone number and e-mail address of the customer, which the customer provided in the BMW ConnectedDrive customer portal, to the appropriate service partner, BMW assistance service or appropriate service provider so that such entity may establish contact and arrange an appointment, and the data are stored there until due processing of cases. Data is not provided to third parties beyond this scope of provision. Technical data is transmitted at regular intervals from the vehicle to BMW, where they are assessed for the purposes of further development of BMW products, i.e. “Teleservice Report” . This applies solely to technical data about the vehicle. Other data, such as data about position, are not transmitted through the “Teleservice Report” . The “Teleservice Battery Guard” periodically checks the status of the vehicle battery. Should the battery charge status fall below the defined value, the information is transmitted to the appropriate service partner, who, if needed, contacts the customer to



arrange a service appointment. The customer may also receive information about critical battery status by signing in to the BMW ConnectedDrive customer portal through a text message or BMW i per Push Mail when turning on position or parking lights.

b. BMW Emergency Call (SA6AC)

To use the “BMW Emergency Call” service, vehicle identification and localization are needed and information required for provision of assistance must be transmitted to the relevant emergency call centre. The user’s requirements and required data are also transmitted to service providers authorised by BMW to conduct services, which use the data solely for service provision and store data until the given case is duly processed. Data is not provided to third parties beyond this scope of provision. The above information applies to all ConnectedDrive vehicles located on any of the ConnectedDrive markets except the Czech Republic and Denmark. If the vehicle is located in these countries, a voice connection is established directly to the emergency line (112).

c. BMW Roadside Assistance

The Service “BMW Roadside Assistance” can be triggered manually by the customer in the event of a technical fault. In addition to the current position of the vehicle, the vehicle identification number, colour and model of the vehicle are also transferred to the BMW assistance service during this process.

The data are transmitted to the service provider commissioned by BMW to perform the Services, who uses them for purposes of managing the service provision and stores them until the operations have been duly processed. No additional transfer of the data to third parties takes place.

d. BMW Customer Hotline

The Service “BMW Customer Hotline” connects the customer with an employee of BMW customer service. No vehicle or customer data are transmitted during this process.

e. Automatic Map Update (depending on the vehicle equipment)

The service “Automatic Map Update” automatically updates the map data stored in the BMW navigation system of the home country up to four times a year. The service is provided for a period of 36 months from the initial registration of the vehicle. Via “My BMW ConnectedDrive” at www.bmw-connecteddrive.cz the customer can renew the service at a charge after they have expired. In order to use the service “Automatic Map Update” the vehicle’s identification and localization during the update process are prerequisite.

**f. Interconnection of the vehicle with the BMW Connected Drive portal and the My BMW Remote app (depending on the vehicle equipment)**

The Service "Interconnection of the vehicle with the BMW Connected Drive portal and the My BMW Remote app" transmits vehicle data (e.g. vehicle position, service information, range etc.) upon relevant changes of the vehicle's state (e.g. start of drive, end of drive, locking etc.) from the vehicle to BMW. These data serve to display the geographic vehicle position, the route to the vehicle and further vehicle condition information in the My BMW Remote app and the BMW Connected Drive customer portal. The My BMW Remote app is available for iPhone® in the Apple App StoreSM and for Android™ in Google Play™. Further information – including that on data processing – can be viewed prior to installation of the app.

3. ConnectedDrive Services (SA6AK)**BMW Online**

The Service "ConnectedDrive Services" (6AK) is activated upon handover of the vehicle for a period of 36 months. After this period expires, the customer may extend the service for a fee through the BMW ConnectedDrive customer portal.

Use of this service requires vehicle identification and processing of information required for provision of assistance. Data are subsequently deleted. If the Points of Interest search is used, the customer's requirements are also transmitted to service providers authorised by BMW to conduct services, which use such data solely to provide services and store them until the given case is duly processed. Data are subsequently deleted. Data is not provided to third parties beyond this scope of provision.

4. Concierge Services (SA6AN)

The Service "Concierge Services" (SA6AN) is activated upon handover of the vehicle for a period of 36 months. After this period expires, the customer may extend the service for a fee through the BMW ConnectedDrive customer portal.

To use these services, the customer presses a button which connects him or her to the BMW call centre through the integrated telephone unit. Identification and localization data are also transmitted (as well as during active vehicle navigation along a selected route) to service providers authorised by BMW to conduct services, which use the data solely for service provision and store them until the given case is duly processed. Data are subsequently deleted. Data is not provided to third parties beyond this scope of provision.



5. Real Time Traffic Information (SA6AM)

The Service "Real Time Traffic Information" ("RTTI" - SA6AM) is activated upon handover of the vehicle for a period of 36 months. After this period expires, the customer may extend the service for a fee through the BMW ConnectedDrive customer portal.

Traffic information needed for provision of this service is secured through Floating Car Data (along with other means). Every BMW with ConnectedDrive is a "mobile traffic reporter" (Floating Car). Specific position data and data from these vehicles' sensors (including information about the traffic infrastructure such as traffic signs and course of the roads as well as parking situation) identified while driving are transmitted to BMW and to service providers – anonymously – along with data about the current time.

6. Internet (SA6AR)

The "Internet" service (SA6AR) is activated upon handover of the vehicle for a period of one year. After this period expires, the customer may extend the service for a fee through the BMW ConnectedDrive customer portal.

7. Remote Services (SA6AP)

"Remote Services" (SA6AP) require registration at the BMW ConnectedDrive customer portal.

This service provides assistance through a BMW operator with remote telephone control in the event that the customer e.g. accidentally locks his or her vehicle. Or the customer may use his or her Smartphone for remote control. Using the "My BMW Remote App" (available for iPhone at the Apple App Store and Android in Google Play Store), the customer can find his or her car even among a large number of vehicles by touching the illuminated horn through the App on the Smartphone. The customer can also pre-set the temperature inside the vehicle in this manner.

8. eDrive Services (SA6AG)

The Service "eDrive Services" comprises functions that are displayed to the driver in the vehicle, in the My BMW Remote app and in the BMW ConnectedDrive customer portal. The service supports the driver with information relevant to electro-mobility.

The Service "Interconnection of the vehicle with the BMW Connected Drive portal and the My BMW Remote app" (1.f) will be extended on electromobility-related information (e.g. information on charging events that are transmitted additionally upon relevant changes of the vehicle' s state such as start of charging, end of charging, charging interruption, charging error).



The service serves among others to verify and evaluate the quality of the charging stations. For this purpose, location information as well as charging process information is sent to BMW Verified and evaluated charging stations are displayed to the customer in the navigation system, BMW Online, the My BMW Remote app and the BMW ConnectedDrive customer portal. Furthermore, possible locations for new charging stations or locations can be identified.

The "Efficiency" service utilizes vehicle condition information to calculate driving performance indices which are displayed in BMW Apps and in BMW customer portals.

9. Service availability

All services are available solely to customers whose vehicles are registered in the Czech Republic and only in the territory of the Czech Republic.

"BMW Emergency Call" (SA6AC) is available in Germany, Austria, Italy, San Marino, the Vatican, France, Monaco, Switzerland, Liechtenstein, Belgium, Luxembourg, the Netherlands, the United Kingdom, Ireland, Spain, Andorra, Portugal, Sweden, Denmark, Norway, Poland, Turkey and Russia. "Teleservices" (SA6AE), "Concierge Services" (SA6AN), "Remote Services" (SA 6AP) and "BMW Online" (SA6AK) can in principle be called up in every European cellular network. "RTTI" (SA6AM) and "eDrive Services" (SA6AG) is available in the Czech Republic, Germany, Austria, Italy, France, Switzerland, Liechtenstein, Belgium, Luxembourg, the Netherlands, the United Kingdom, Ireland, Spain, Andorra, Portugal, Sweden, Denmark, Norway, Poland, Turkey and Russia. "Internet" (SA6AR) is exclusively available in the Czech Republic. When the Services are used in a foreign country, their scope and properties may vary from the afore-mentioned scopes and properties and differ from country to country.

10. Deactivation

A customer may deactivate the basic BMW ConnectedDrive services, i.e. "Teleservices" (6AE) and "BMW Emergency Call" (6AC), at any time through a BMW contractual dealer, BMW representative or authorised contractual BMW service provider. When these services are deactivated, the SIM card built into the vehicle is also deactivated. **As a result the intelligent emergency calling in the vehicle is also deactivated on the ConnectedDrive markets except the Czech Republic (see the chapter 2b).** The customer may also deactivate the other services through the BMW ConnectedDrive customer service (as of July 2014).

Further information about BMW ConnectedDrive and the General Sales Terms and Conditions of Use of ConnectedDrive Services are available at the website www.bmw-connecteddrive.cz and www.bmw.cz.

**BMW
GROUP**



The BMW ConnectedDrive customer service is available at the following telephone number:
+420 844 269 835, from Monday to Friday from 8:00 a.m. to 6:00 p.m.