



MAZDA CONNECTED VEHICLE PRIVACY NOTICE AND UNENROLLMENT FORM

Congratulations on the acquisition of your new Mazda!

Your vehicle is equipped with Mazda Connected Services, which includes an integrated communications module capable of connecting to and transmitting and receiving data over cellular networks to Mazda and its authorized service providers. This technology enables access to connected features available through the MyMazda app.

Mazda Connected Services are available as part of a **complimentary trial subscription**. Your Mazda retailer can provide additional information about the connected services available for your vehicle, its trial terms, as well as guidance on downloading the MyMazda app and registering your account.

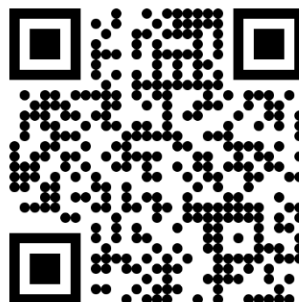
The connected vehicle systems in your vehicle, including the communications module, are **activated prior to delivery** of your new vehicle. As a result, your vehicle may have already collected, transmitted, and received data to and from Mazda, however this data is not related to you. These systems remain active when you take delivery to enable you to enroll for Mazda Connected Services and for Mazda to provide connected services and to support other important uses, including analyzing safety concerns and product trends, issuing product recalls, providing customer support and service, conducting research and development, evaluating quality and product performance, improving and troubleshooting products and services, and protecting Mazda's legal and business interests.

As a result, **even if you choose not to register for Mazda Connected Services**, Mazda will collect certain vehicle data. This may include driving behavior data as well as vehicle health data.

Mazda Connected Services Privacy Policy outlines Mazda's practices with respect to the collection, use, communication and other processing of your personal information, including, as applicable, for limited features certain of your biometric information. The **Mazda Connected Services Terms of Use and Privacy Policy** are available by scanning the QR code below



Terms & Conditions



Privacy Policy

UNENROLLING YOUR VEHICLE

Mazda Canada is committed to protecting your privacy. If your vehicle is not currently enrolled in Mazda Connected Services and you wish to deactivate its connected services, you must first enroll the vehicle through the MyMazda app. After enrollment, you may unenroll the vehicle by following the steps outlined below in the MyMazda app or by contacting Mazda Canada's Customer Assistance Centre.

Note: If your vehicle is already enrolled, the steps below can be followed to unenroll the vehicle.

You have two (2) options:

1. *MyMazda app -> Vehicle Unenrollment*

This option will:

- a. Unenroll the vehicle from Mazda Connected Services
- b. Maintain the vehicle in MyMazda app
- c. Terminate the upload of vehicle and user-specific data.
- d. Permit Mazda to retain any data received prior to unenrollment but with no association to your personal profile. The data retained is anonymized and cannot be used to identify you.

2. *MyMazda app -> Vehicle Deletion:*

This option will:

- a. Unenroll the vehicle from Mazda Connected Services
- b. Delete the vehicle from MyMazda app
- c. Terminate the upload of vehicle and user-specific data.
- d. Permit Mazda to retain any data received prior to unenrollment but with no association to your personal profile. The data retained is anonymized and cannot be used to identify you.

INSTRUCTIONS: UNENROLLING OR DELETING YOUR VEHICLE IN MYMAZDA APP

Option #1 Vehicle Unenrollment:

1. Open MyMazda app
2. At the home screen select the 'More Options' menu (three lines, upper right)
3. Select 'MYMAZDA'
4. Select 'My Vehicle' and select the target vehicle
5. Select the ellipsis (three dots, upper right)
6. Select 'Unsubscribe Connected Services'
7. Select 'CONFIRM'

Option #2 Vehicle Deletion:

1. Open MyMazda app
2. At the home screen select the 'More Options' menu (three lines, upper right)
3. Select 'MYMAZDA'
4. Select 'My Vehicle' and select the target vehicle
5. Select the ellipsis (three dots, upper right)
6. Select 'Edit Vehicle'
7. Select 'DELETE VEHICLE'
8. Select 'CONFIRM'

RESOURCES

Mazda Canada [Connected Vehicle Terms & Conditions](#) and [Privacy Policy](#)

Please visit mazda.ca and navigate to the Mazda Owner section -> Mazda Connected Services – Terms & Conditions (bottom of the page).

Technical Assistance

For assistance with MyMazda app including unenrolling your vehicle, please contact Mazda Canada's Customer Assistance Centre by phone at 1-800-263-4680.

Privacy Inquires

For more information regarding the data collected, used and shared by Mazda Connected Services, please read Mazda Connected Services Privacy Policy.

For personal data and privacy concerns, please contact Mazda Canada's Privacy Officer by phone at 1-866-864-3536 or by email at privacy@mazda.ca.

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