

Summary of the Multimedia Receiver Privacy Policy

- If you decide to use the Product and accept this Privacy Policy, Pioneer may collect and process your information such as location information, device ID of the Product, log data, Product settings, smartphone contacts data, and usage data of the Product. Depending on the Product model and what features you use, Pioneer may also collect and process an identifier provided by Amazon, voice data through Amazon Alexa, and data related to your favorite sports teams and music.
- Pioneer uses your information for purposes of providing and improving the Services, providing Product support, including linkage to our CarAVAssist application, and improving and developing Pioneer products and services.
- Pioneer may disclose your information to third parties, including partners and service providers. Pioneer and third parties with whom the information is shared may store your information on servers located outside the European Economic Area.
- You have several rights in relation to your information, such as the right to access and to correct your information. You also have the right to object to the processing for direct marketing purposes and profiling.

Multimedia Receiver Privacy Policy

This Privacy Policy was last revised on January 1, 2023.

This Multimedia Receiver Privacy Policy (“Privacy Policy”) applies to the use of the Pioneer Multimedia Receiver model on which this Privacy Policy appears (“Product”) and related Services (“Services”) of Pioneer Corporation (“Pioneer,” “we” or “us”). We provide this Privacy Policy explaining how your information (“information” or “data”) is used by the Services and Product.

Pioneer Corporation, incorporated at Bunkyo Green Court, 2-28-8, Bunkyo-ku, Tokyo 113-0021, Japan, is responsible for data processing through the Services and Product. And, Pioneer Europe NV, incorporated at Keetberglaan 1, 9120 Beveren (Belgium) and known in the Crossroads bank of Enterprises under the number 4046.999.132, is in the European Union the controller within the Pioneer group for the processing of data through the Services and Product.

Before you use the Services and Product, you should read through this Privacy Policy completely and make sure that you are comfortable with our privacy practices.

Because this Privacy Policy applies for the entire world user, some Services which cannot be used depending on the user's residence area may be listed on this Privacy Policy.

1. What information is collected?

The Product collects the following information depending on how you use the Product and Services.

A. Location information

When you use the Services, the Product will collect your location information (including latitude and longitude) using the GPS function and send such information to Pioneer and to certain external service providers who provide part of the Services via Pioneer's server or directly.

B. Device ID of the Product

When you use the Services, the Product will collect the device ID of the Product and send such information to Pioneer or to a third party. The device ID is a specific identifier assigned to each Product. Such information is used for the identification of the Product and providing the Services.

C. Identifier for use with your Amazon account

If, as part of the Services, your Product model supports and you choose to use the voice recognition service through Amazon Alexa, Pioneer will receive an identifier for your Amazon account. Pioneer will not receive the email addresses, passwords, etc. that are associated with your Amazon account.

D. Log data related to the Product

When you use the Product and the Services, the Product will collect the log data (such as the data regarding how often you use a function of the Product, linked apps, use of display modes and NAVI mode, etc.) and send it to Pioneer.

E. Weather settings information

If, as part of the Services, you choose to use the weather information service, the Product will additionally collect the (i) language and (ii) type of temperature unit (Fahrenheit or Celsius) in the settings of the Product and send it to IBM via Pioneer's servers, which may be operated by a third party.

F. Voice, speech and token information

If, as part of the Services, your Product model supports and you choose to use the voice recognition service through Amazon Alexa, the Product will additionally collect (i) your voice and speech information, including information regarding your "wake word," and (ii) your "token" ID assigned to you by Amazon, and transfer it directly to Amazon for analysis.

G. Smartphone contacts

You can choose to import names and phone numbers from your smartphone contacts to the Product. Additionally, if you choose to use either the hands-free calling feature of the Services or the voice recognition service through Amazon Alexa to call a contact, that contact's name and phone number will be collected from your smartphone. With regard to Pioneer, the information is stored in the Product but is not sent to Pioneer's servers. When using Amazon Alexa, the Product will transfer the information directly to Amazon for connecting the call and for other processing as described in Amazon's privacy policy described in Section 3-B.

H. Music and sports information

If, as part of the Services, your Product model supports and you choose to use the Sports Score services provided by Gracenote, Inc., the Product will additionally collect information regarding (i) your favorite sports, sports teams and their respective leagues, (ii) analysis data and metadata of the music that you listen to through the Product, and send such information directly to Gracenote, Inc.

I. Product setting information

When you use the Product and the Services, the Product will collect information regarding various settings, including bookmarks, display customization choices and background pictures, and send it directly to your smartphone using the CarAVAssist application.

2. **How is the collected information used, and what is the legal basis for processing it?**

A. Operation of the Product and Services

The data collected by Pioneer is used to deliver the requested Services and provide Product support. For Product models that support Amazon Alexa, the Amazon identifier is used to determine whether you have previously activated Amazon Alexa with the Product in order to improve the experience.

B. Improvement and development of Pioneer products and services

Pioneer uses collected information on the usage of the Products for the development and improvement of Pioneer products and services, including the Products and Services referenced in this Privacy Policy.

C. Linkage to our CarAVAssist application

When you use the Product and the Services with the CarAVAssist application provided by us, information is collected and used in accordance with the CarAVAssist Privacy Policy.

D. Legal basis for processing the information (for those in the European Economic Area)

Depending on the individual case, the Product processes your information based on your consent, to perform contracts, or to pursue Pioneer's legitimate interests. You can withdraw your consent and terminate your use at any time.

3. **With whom is the information shared and for what purposes?**

Pioneer will share the information with the following third parties:

A. Third-party vendors

Select third-party vendors will have access to personal information solely as needed to provide server hosting and technical support of our systems, and to help us improve and develop our products or services. Each vendor is required to keep the information confidential and secure and use it only for the limited purpose for which we share it.

B. Third-Party services

Additionally, if you choose to use the following services, the following information is shared with the following third parties. Information sent to any of these third parties is subject to such third party's

privacy practices and privacy policy. If you would like to know more information, please refer to each third party's privacy policy listed below.

I. Weather service

Third party	International Business Machines Corporation
Information	Location information / Weather settings information
Privacy Policy	IBM Privacy Statement https://www.ibm.com/privacy/uk/en

II. Sports Score (as applicable)

Third party	Gracenote, Inc.
Information	Location information / Music and sports information
Privacy Policy	Gracenote Privacy Notice http://www.gracenote.com/privacy-statement-gracenote-service

III. Amazon Alexa (as applicable)

Third party	Amazon Services International, Inc.
Information	Location information / Device ID / Voice, speech and token information / Smartphone contacts
Privacy Policy	Amazon Privacy Notice https://www.amazon.com/gp/help/customer/display.html?nodeId=468496

C. Data processing and management companies

We may share the information with outsourcing companies we work with for the management and operation of the Services. In this case, we will take appropriate measures regarding the transfer and processing of information by such subcontractors.

D. Companies with whom we collaborate

In some instances, we may work with non-Pioneer companies to develop new products and services or improve our existing ones, and such collaboration may include the sharing of the Product and Services analytics data. This data will be aggregated and we will not provide those companies with information that identifies you or your mobile device.

E. Law enforcement

We may report to law enforcement agencies any activities that we reasonably believe to be unlawful, that we reasonably believe may aid a law enforcement investigation into unlawful activity, or if we reasonably believe that you have violated our policies, or the release of the information may protect the rights, property or safety of Pioneer, you, or other persons.

F. (Potential) legal proceedings

We may share the information with others as required or permitted by law. If necessary, this may include sharing information with governmental entities or third parties in response to subpoenas, court orders, other legal process, or as we believe is necessary for compliance, to exercise our legal rights, to defend

against legal claims that have been brought against us, or to defend against possible legal claims that we determine in our sole discretion might be brought against us.

G. Business Transition

In the event that Pioneer, or substantially all of Pioneer's assets, is acquired, the information may be transferred to the acquiring company.

4. **How long will we store the information?**

Information sent to us and/or our third-party vendors will be stored as long as necessary to achieve the purposes for which it was collected and in accordance with Pioneer information retention policies. Pioneer's retention policies are generally based on legally required retention periods and/or retention periods Pioneer determines is necessary or advisable to operate Pioneer's business. Information stored in the Product will remain stored unless erased from the Product. When you stop using the Product, be sure to initialize the Product to erase your information stored in the Product.

Finally, information sent to the third parties listed in Section 3-B will be stored for the period necessary to achieve the purposes of their proceeding and applicable law. For details on how long those third parties store information, please refer to each third party's privacy policy at the URLs listed in Section 3.

5. **How do we protect the information?**

Pioneer has instituted reasonable and appropriate technical and organizational security measures and we seek the same from our service providers. Although we take such steps to protect your personal information and privacy, we are unable to guarantee the absolute security of the information.

6. **Transfer to third countries**

Pioneer and our third-party vendors transfer, store and process your information to and at data centers located in Japan. This data transfer relies on a decision by the European Commission that Japan has an adequate level of protection for personal data (adequacy decision).

And third parties with whom the information is shared may also have their servers outside the European Economic Area. For details on where those third parties process information, please refer to each third party's privacy policy at the URLs listed in Section 3.

By accepting this Privacy Policy, you consent to the transfer, storage, processing, and other use of the information in third countries outside the European Union. You acknowledge that the information may consequently be subject to the privacy and data protection laws that may not be the same as such laws and regulations in your country of residence.

7. **Other websites and co-branded services**

The Product and Services may enable you to view, visit, or use applications, websites, products, and services provided by third parties, including through use of Apple CarPlay or Android Auto when using the Product as

a screen to display information processed by these applications. Information collected by third parties, which may include such things as location data, contact details, or personally identifiable information, is governed by their privacy policies and practices. We recommend that you learn about the privacy practices of those third parties before providing them with any information.

In some instances, we may offer a service or feature that is co-branded with a third party. If you provide information in connection with a co-branded service or feature, that information may be shared between us and the third party. Although our treatment of that information is governed by this Privacy Policy, the third party's treatment of the information will be subject to their privacy policy.

8. Changes to the Privacy Policy

We reserve the right to modify or amend this Privacy Policy at any time by posting the revised version. By using the Product and the Services after posting of the revised version, you consent to the updated version of this Privacy Policy. Material changes will only affect the information we collect after the effective date of the change to our Privacy Policy unless we clearly express otherwise.

9. Children's Privacy

We do not provide products and services (including this App) to children, or knowingly collect or solicit information from children under the age of 16. If we learn that we have collected personal information from a child under age 16, we will delete that information as quickly as we can.

10. What are your rights as a data subject?

If you are a data subject in the European Economic Area:

You have a right of access to your data, a right to correct your data, a right to the erasure of your data, a right to limit the processing of your data and a right to ask the portability of your data. And you also have a right to object to the processing of your data in general as well as to the processing of your data for direct marketing and profiling purposes. However, some of these rights may be subject to conditions or exceptions.

If the processing of your data is based on consent, you also have the right to withdraw your consent at any time, without this affecting the legitimacy of the processing done prior to the withdrawal of your consent.

The contact information of the Data Protection Officer is as follows.

PIONEER EUROPE NV

Data Protection Officer

Haven 1087 – Keetberglaan 1

B – 9120 Melsele, Belgium

Tel +32 (0)3 570 511

Fax +32 (0)3 570 895

Email: privacy@pioneer.eu

If you are a resident of a region outside the European Economic Area:

You may have rights with respect to your data depending on the laws and regulations applicable in your country or region of residence, which may be similar to the rights of data subjects in the EEA.

You can send your request or questions on our processing of personal information by e-mail to:

kojinjouhou_otoiawase@post.pioneer.co.jp

11. Appeals regarding the Services and Product

If you are dissatisfied with the processing of your information by Pioneer, you can issue your complaint to the appropriate regulatory authority according to applicable law.

Revision:

December 16, 2019: First version published

March 24, 2022: Revised

January 1, 2023: Revised