

This **North American Privacy Notice Disclosure** supplements the information contained in the Bosch Mobility Platform and Solutions India Private Limited Data Protection Notice and applies solely to all visitors, users, and others of the Bosch Website. We adopt this North American Privacy Notice Disclosure to comply with the North American Data Protection Requirements and any terms defined in North American privacy frameworks have the same meaning when used in this North American Privacy Notice Disclosure.

## I. Collection of Personal Information

The website has collected the following personal information from users of the website within the last twelve (12) months:

Category and Sources of Information	Examples	Business or Commercial Purpose	We disclose, share or sell this data?	Retention
<b>Identifiers</b> We collect this information from our users, customers, and business partners. We also generate identifiers internally.	real name, Internet Protocol address, email address, and phone number.  Some personal information included in this category may overlap with other categories.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.  Commercial- To improve our offerings.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information  We do not sell or share this data.	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other purposes such as preventing harm, security and integrity.
<b>Personal Information</b> We collect this information from our users, customers, and business partners	real name, Internet Protocol address, email address, telephone number, employer affiliation.  Some personal information included in this category may overlap with other categories.	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.  Commercial- To improve our offerings.	We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information  We do not sell or share this data.	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other purposes such as preventing harm, security and integrity.
<b>Commercial information</b> We collect this information from our customers, and	Records of personal property, products or services purchased, obtained, or	Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our	We disclose this data with our service providers and with business partners, including those whom	We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our

Category and Sources of Information	Examples	Business or Commercial Purpose	We disclose, share or sell this data?	Retention
generate it internally during transactions with our customers	considered, or other purchasing or consuming histories or tendencies.	Users interact with our sites.  Commercial- To improve our offerings.	you instruct us to send this information  We do not sell or share this data.	legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other purposes such as preventing harm, security and integrity.
<p><b>Internet or other similar network activity</b></p> <p>We collect this information from our users and customers</p>	<p>Information on a consumer's interaction with a website, application, or advertisement.</p> <p>Additionally, we may use technology to monitor how you interact with our website. This may include without limitation which links you click on, information that you type into our online forms, and about your device or browser.</p> <p>Please discontinue use of the website if you do not consent to our collection of such information.</p>	<p>Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.</p> <p>Commercial- To improve our offerings.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information</p> <p>We do not sell or share this data.</p>	<p>We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other purposes such as preventing harm, security and integrity.</p>
<p><b>Professional or employment-related information</b></p> <p>We collect this information from our users, customers, and business partners</p>	Employer affiliation, or similar information.	<p>Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.</p> <p>Commercial- To improve our offerings.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information</p> <p>We do not sell or share this data.</p>	<p>We only retain your data for (1) as long as it is necessary to render our offers and services to you, (2) as required to meet our legal obligations (e.g. due to retention periods under tax and commercial codes we are obligated to have documents such as contracts and invoices available for a certain period of time) and (3) for other purposes such as preventing harm, security and integrity.</p>

Bosch will continue to collect the personal information described above. If any additional personal information is collected by Bosch, we will provide any required notice(s), and where applicable obtain any required consent(s), in accordance with applicable laws in the relevant jurisdiction.

Bosch will not collect any categories of sensitive personal information or use sensitive personal information for any purpose that is “incompatible with the disclosed purpose” stated in the section above for collection without first providing you notice.

***Notice to Canadian Users:*** By using the website and/or voluntarily providing your personal information to us, as applicable, you are consenting to the collection, use and disclosure of your personal information as described in this Notice. If you do not consent to the processing of your personal information in accordance with this Notice, do not access or continue to use the Bosch Website/Application or otherwise provide any personal information to us.

***Notice to Users in Mexico:*** By using the website and/or voluntarily providing your personal information to us, as applicable, you are consenting to the collection, use and disclosure of your personal information as described in this Notice.

## **II. Sources of Personal Information**

Bosch collects personal information from the following categories of sources:

1. **Directly from You.** For example, when given by you or collected from you through your access to and/or use of the website, in context of subscribing to our newsletters, submitting a request for information on our offerings, or when you contact customer support or otherwise interact or communicate with Bosch, its agents, representatives, suppliers, vendors or consultants through the website. This information may include, without limitation, your first and last name, email address, phone number, employer/company affiliation and any other information you choose to provide us.
2. **Indirectly from You.** For example, from observing your use of the website and/or the Services, or services related thereto. The following data may be collected automatically: the website from which you visit Bosch (referrer), pages viewed, individual links clicked, duration of visit, browser used, device data (*e.g.*, unique device identifier, MAC address, IP address, serial number, hardware model, network information and operating system and version), and other relevant details and/or information. If the visit is a result of online advertising such as banners, video ads, search engine advertising, etc., Bosch or its agents, representatives, suppliers, vendors or consultants may record which banner, adware, etc. motivated or assisted with your visit to the website.

Bosch will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated or incompatible purposes without providing you notice or obtaining your consent, where required by applicable laws in the relevant jurisdiction.

## **III. Disclosure, Sale and Sharing of Personal Information – Past 12 Months**

Bosch may use, store, compile, manipulate, share and disclose your personal information with third parties for the purposes stated above. Your personal information is disclosed with the following:

- Bosch affiliated entities, including Bosch’s parent company in Germany, Robert Bosch GmbH, to leverage shared services and improve our Services;
- Bosch service providers, vendors, consultants, suppliers, licensors, marketing, partners and other partners and entities performing work on Bosch’s behalf, such as hosting vendors, advertising service providers, data analytics companies, marketing service companies, list managers and delivery companies;
- Relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

By accessing and/or using the website or the Services, you consent to the above uses and disclosure of your personal information in accordance with this notice.

#### Sale or Sharing of Personal Information.

We do not sell or share your personal information collected through this website, therefore we do not offer the right to opt out of the selling or sharing of your personal information.

#### **IV. Use of Third-Party Web Analytics Tools**

This website uses web analytics tools, such as the Google Analytics web analytics tool, to provide us with an analysis of your use of the website, overall use of and traffic on the website and other related services. Google Analytics uses cookies that enable an analysis of your use of the website. The information generated by the cookie about your use of the website (such as when you visited the website, the referrer URL, details on the configuration of your operating system, your browser and your access provider) are generally transmitted to, and stored on, a server of Google located in the U.S.A. You are able to opt out of Google Analytics by downloading and utilizing the Google Analytics Opt-out Browser Add-on, which you can obtain at <https://tools.google.com/dlpage/gaoptout?hl=en>. Bosch has enacted Google’s Restricted Data Processing as to not constitute a sale or sharing of data with Google.

Bosch uses any information gathered by such analytics tools to analyze your use of the website, to generate reports on website activities and to perform other website related services to you. Only authorized persons have access to this anonymized data.

#### **V. California “Shine the Light” Privacy Rights**

California’s “Shine The Light” law permits those Bosch customers who are residents of California to annually request a list of their personal information (if any) that Bosch disclosed to third parties for direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties. At this time, Bosch currently does not share any personal information with third parties for direct marketing purposes.

#### **VI. How We Respond to Do Not Track Signals**

The “Do Not Track” (“DNT”) privacy preference is an option that may be made in some web browsers allowing you to opt-out of tracking by websites and online services. At this time, global standard DNT technology is not yet finalized and not all browsers support DNT. We therefore do not recognize and/or respond to all DNT signals.

## **VII. Your Rights - US**

State specific privacy laws within the United States provide data subjects certain rights regarding the personal information that businesses collect and how the collected personal information is used. If you would like to exercise data subject right available to you, find the “Exercise your Rights” section below. Our privacy team will examine your request and respond to you as quickly as possible.

We may still use any aggregated and de-identified Personal Information that does not identify any individual and may also retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our Agreements. We maintain and use all de-identified information in de-identified form. We do not attempt to reidentify it except to ensure our de-identification processes are in compliance with applicable law.

Dependent on the state of your residence, you may be provided the following rights:

- Right to know or confirm what personal information is collected
- Right to access your personal information
- Right to correct inaccurate personal information
- Right to delete personal information
- Right to know what personal information is sold or shared and to whom.
- Right to opt-out of sale of personal information
- Right to opt-out of or sharing of personal information for cross-context behavioral advertising
- Right to opt-out of processing for the purpose of profiling or targeted advertising
- Right to data portability
- Right to limit the use and disclosure of Sensitive Personal Information
- Right of no retaliation following opt-out or exercise of other rights
- Right to appeal
- Right to non-discrimination

## **VIII. Your Rights – Canada**

Individuals located in Canada have certain rights pursuant to Canadian Privacy Laws. Subject to certain exceptions and limitations, and depending upon the jurisdiction where you reside, such rights may include:

- a. The right to withdraw your consent to the collection, use or disclosure of your personal information.
- b. The right to be informed of the existence, use, and disclosure of your personal information, and to be provided with an account of the use that has been made or is being made of this information as well as the third parties to which it has been disclosed (including a list of organizations to which your information may have disclosed).
- c. The right to challenge the accuracy and completeness of your personal information, and have it amended, updated, or rectified as appropriate.
- d. The right to acquire information about Bosch’s policies and practices with respect to personal information, including: a description of the type of personal information held by Bosch and a general

account of its use; a copy of any brochures or other information that explain our policies, standards, or codes; and information about what personal information is shared with or accessible to our service providers or affiliates, including outside of Canada.

- e. The right to data portability.
- f. The right to challenge Bosch's compliance with the applicable Canadian Privacy Laws.

## **IX. Your Rights – Mexico**

To assert your rights, use the data provided in the Contact section when doing so, make sure that an unambiguous identification of you is possible. Such rights include:

1. Right to access and information: You have the right to obtain our confirmation as to whether or not your personal data is being processed and, if so, to access your personal data.
2. Right to rectification and cancellation (deletion): You have the right to obtain the rectification of inaccurate personal data. As long as the legal requirements are met, you have the right to obtain the completion or deletion of your data. This does not apply to data that is necessary for billing or accounting purposes or that is subject to a legal retention period.
3. You have the right to object to the processing of your personal data at any time, as long as it is regarding secondary purposes of processing.
4. Opposition to direct marketing: you can object to the processing of your personal data for direct marketing purposes at any time.
5. Revocation of consent: In case you have given your consent to the processing of your data, you have the right to revoke this consent at any time with effect for the future. The legality of the data processing before its withdrawal remains unchanged.
6. Right to lodge a complaint with the supervisory authority: You have the right to lodge a complaint with a supervisory authority. You can appeal to the supervisory authority responsible for your place of residence or your state of residence or to the supervisory authority:

National Institute of Transparency, Access to Information and Protection of Personal Data (INAI) Av. Insurgentes Sur # 3211, Col. Insurgentes Cuicuilco, Alcaldía Coyoacán, C.P. 04530, Ciudad de México, Phone number: 800 835 4324 E-mail: [atencion@inai.org.mx](mailto:atencion@inai.org.mx)

## **X. How to Exercise Your Rights**

To exercise your rights, submit a verifiable consumer request or access request, as applicable, to us by either:

Calling us at (888-43-BOSCH (888-432-6724)).

Sending an email to: [privacy.policy@us.bosch.com](mailto:privacy.policy@us.bosch.com)

To assist Bosch in processing your request when exercising your rights, supply the following information:

- Full name
- Phone number

- Address
- Any information you can provide about your previous contact with Bosch (e.g. contact point / touchpoint with Bosch, screenshots, reference to a specific product/newsletter)

Only you (or based on your state of residence, an authorized agent authorized by you to act on your behalf – *see Section Authorized Agent* below for more information) may make a verifiable consumer request or access request, as applicable related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. Your verifiable consumer request or access request, as applicable, must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request or access request does not require you to create an account with us, but if you already have an account with us, you may be required to make your request through that account.

We will only use personal information provided in a verifiable consumer request or access request, as applicable, to verify the requestor's identity or authority to make the request.

**Notice to Users in Mexico:** for the execution of your ARCO rights or any other right, you may get in contact with us, through the electronic address mail [privacy.policy@us.bosch.com](mailto:privacy.policy@us.bosch.com) by sending your request in terms of the Law and the Regulation, which must include:

- First and last name of the data subject.
- Address, e-mail address of data subject or another means to communicate the response to your request.
- Copy or digital copy of official identification to prove the identity.
- Legal representation (if applicable).
- Brief description of the personal data for which you seek to exercise your rights and specify what particular rights you wish to exercise.

Or, if you prefer (it is optional), by sending us the format for the exercise of ARCO rights that you will find on the web page [www.bosch.com.mx](http://www.bosch.com.mx), in the section Data privacy, “formato para ejercer sus derechos ARCO”.

The response time will be of 20 (twenty) business days based on the official calendar published in the Official Gazette of the Federation. The response to your request will be sent through the same means by which it was received, that is, via email. If you do not receive a response from us within the indicated period or if it is unsatisfactory, you have a period of 15 business days to go to the INAI and request a rights protection procedure.

## **XI. Response Timing and Format**

We endeavor to respond to a verifiable consumer request or access request, as applicable, within forty-five (45) days of its receipt, or sooner where required by applicable law (including Canadian Privacy Laws). If we require more time (up 90 days in total), where permitted by applicable law, we will inform you of the reason and extension period in writing. Opt-out request will be honored as soon as feasibly possible, but no later than 15 days from the date we receive the request.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide in response to a verifiable consumer request will only cover the 12-month period preceding the verifiable consumer request's receipt, unless otherwise required by applicable law. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

For data portability requests, where applicable, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request or access request, as applicable, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

**Notice to Users in Mexico:** The response time will be of 20 (twenty) business days based on the official calendar published in the Official Gazette of the Federation. The response to your request will be sent through the same means by which it was received, that is, via email. If you do not receive a response from us within the indicated period or if it is unsatisfactory, you have a period of 15 business days to go to the National Institute of Transparency, Access to Information and Protection of Personal Data and request that you initiate a rights protection procedure.

## **XII. Personal Information Sales: Opt-Out and Opt-In Rights**

Bosch Mobility Platform and Solutions India Private Limited does not sell or share your personal information collected through the website to third parties as defined by relevant laws. Therefore, we do not offer an opt-out.

**Notice to Users in Mexico:** Bosch does not knowingly collect or use any personal information from online visitors under the age of 18.

## **XIII. Authorized Agent**

### **I. California**

As a California resident you may also exercise your request to know or request to delete through an authorized agent. When you submit your request through an authorized agent, we require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.

The foregoing does not apply when you have provided your authorized agent with a power of attorney pursuant to California Probate Code sections 4000 to 4465; provided, that we may require a copy of such power of attorney before fulfilling any request.

### **II. Colorado**

As a Colorado resident you may also exercise your request to opt-out through an authorized agent. When you submit your request through an authorized agent, we require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.



#### **XIV. Non-Discrimination; Financial Incentives**

We will not discriminate against you for exercising any of your rights. Unless permitted by applicable law, we will not: (a) deny you goods or services; (b) charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; (c) provide you a different level or quality of goods or services; or (d) suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

#### **XV. Filing a Complaint**

Regulatory authorities that oversee the privacy laws and regulations, including the Office of the Privacy Commissioner of Canada, advise individuals to file an objection or challenge with the relevant company before lodging a formal complaint with a regulatory authority. If you are dissatisfied with Bosch's response to an objection or challenge filed under Article XX above, or you wish to file a complaint with a regulatory authority first, you may do so as follows:

**Under PIPEDA:** You may file a complaint with the [Office of the Privacy Commissioner of Canada](#). Depending upon the province where you live, you may also (or instead) have the right to file a complaint with the applicable provincial privacy commissioner/regulator.

**Under US state laws:** You may file a complaint with the applicable state Attorneys General Office or regulatory agency.

**Under the Mexican Federal Law on Protection of Personal Data Held By Private Parties:** You may file a complaint before the National Institute of Transparency, Access to Information and Protection of Personal Data and request that you initiate a rights protection procedure.

#### **XVI. Changes to Privacy Notice**

Due to the constantly changing nature of Bosch business, Bosch reserves the right to change, update, revise and/or modify this Privacy Notice at any time at Bosch's sole discretion, and Bosch will post any new or revised Privacy Notice here. Any such change, update, revision and/or modification will be effective immediately upon posting on this website, unless we are required to provide direct notice or obtain your consent pursuant to applicable laws. Use of information that Bosch gathers now will be subject to the Privacy Notice in effect at the time of use. By using or navigating around the website or utilizing any of the Services, you acknowledge that you have read and understood and agree to be bound by this Privacy Notice in and the applicable Terms of Use. If you do not agree to be so bound, do not remain on the website. You are responsible for checking the website frequently to keep apprised of recent changes.

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The effective date of this North American Privacy Notice Disclosure is: October 14, 2024.

This North American Privacy Notice Disclosure was updated on October 14, 2024.

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