



INFORMATION ON THE EU DATA ACT

This document explains the implementation of the Regulation (EU) 2023/2854 of the European Parliament and of the Council of 13 December 2023 on harmonised rules on fair access to and use of data and amending Regulation (EU) 2017/2394 and Directive (EU) 2020/1828 (“**Data Act**”) for Pioneer products and services .

This document applies to Pioneer products and services that are placed on the market in the EU and where the user is located in the EU.

Pioneer's connected products (“**Connected Products**”) and Pioneer’s related services (“**Related Services**”) may generate various type of data during use. This document provides an overview of the data collected and outlines users' data access rights concerning that data in accordance with Article 3(2) and 3(3) of the Data Act.

For information on the processing of your personal data, please see Pioneer’s Privacy Policy via Pioneer Apps. If there is any conflict or inconsistency between this document and the Privacy Policy, the Privacy Policy has precedence for the processing of personal data.

1. INFORMATION ON THE DATA HOLDER AND CONTACT INFORMATION

For the purposes of the Data Act, the data holder is the Pioneer entity that has placed the Connected Product on the market in the EU or provides the Related Service in the EU (“**Pioneer Corporation**”) in accordance with the specific End User Licensing Agreement. Pioneer may share data as further explained in this document with other Pioneer group entities. The Pioneer group entities are as listed at the following link: <https://global.pioneer/en/corp/group/>.

Any questions regarding this document and the identity of the data holder can be directed to the data holder’s legal representative in the EU:

Pioneer Europe NV
Haven 1087, Keetberglaan 1
9120, Melsele, Belgium
Email: privacy@pioneer.eu
<https://pioneer-car.eu/support>

2. PIONEER CONNECTED PRODUCTS

- Car Audio & Navigation units
- Dash cameras

2.1. TYPES OF PRODUCT DATA WHICH MAY BE GENERATED BY PIONEER CONNECTED PRODUCTS:

General Note: The types of generated Product Data may vary depending on the model, configuration and user settings and include (“**Product Data**”):

Car Audio & Navigation units

- GPS location logs
- Usage logs (e.g., which radio stations are used, volume levels)
- Connection records (e.g., which devices connect via Bluetooth)
- Settings changes (e.g., screen brightness, audio preferences)
- App usage patterns (e.g., CarPlay or Android Auto interactions)

Dash cameras

- GPS location logs
- Video/audio recordings



- G-sensor data (acceleration/deceleration patterns, collision detection)
- Tailgating warnings
- Timestamp data associated with all recorded events
- Wi-Fi connectivity status or logs
- System diagnostics
- Power supply status or battery level
- Parking mode activity logs

2.2. DATA FORMAT:

The Product Data is saved in machine-readable formats such as JSON, XML, Protobuf, TXT, CSV, function-specific binary data and others.

2.3. ESTIMATED VOLUME:

The amount of the Product Data varies depending on the use of the Connected Product. As an indicative range, the estimated file size after a typical day may vary from kilobytes to a few megabytes depending on the Connected Product usage and the nature of the Product Data.

2.4. GENERATION MODE:

In general, Product Data can be generated continuously and in real time by Pioneer Connected Products. Connected Products can store the Product Data locally in the Connected Products. Certain Product Data is stored on remote storage devices (such as servers or cloud solutions) depending on user settings.

2.5. DATA STORAGE AND DURATION:

The Product Data is stored on the device until the available storage is full. Typically, the Product Data remain on the device until they are manually deleted or overwritten.

2.6. USER RIGHTS TO ACCESS, RETRIEVE AND ERASE THE PRODUCT DATA:

Users can access and retrieve Product Data by submitting a request through the following customer support form at Pioneer Europe website [<https://pioneer-car.eu/support>]. After the user verification process, Pioneer will then retrieve and securely transfer the Product Data within a reasonable timeframe in the format as described in section 2.2.

Users can request erasure of the Product Data by submitting a request through the following customer support form at Pioneer Europe website [<https://pioneer-car.eu/support>]. After the user verification process, erasure requests are fulfilled within a reasonable timeframe.

3. PIONEER RELATED SERVICES

- Smartphone Apps for Pioneer models

3.1. TYPES OF RELATED SERVICE DATA WHICH MAY BE GENERATED BY PIONEER SMARTPHONE APPLICATIONS:

General Note: The types of Related Service Data may vary depending on the model, configuration and user settings ("**Related Service Data**").

Pioneer Smartphone Applications connected to Car Audio & Navigation Units

- Driving data (e.g., speed, heading, altitude)
- Vehicle connection status (e.g., Bluetooth/USB session info)
- Voice assistant functions (e.g., Siri or Google Assistant in CarPlay/Android Auto)
- Music streaming activity (e.g., Spotify, Apple Music usage)
- Firmware updates and diagnostics (e.g., OTA update history)
- App settings and usage (e.g., theme, sound effects, feature toggles)
- Permission and consent records (e.g., overlay, location, Bluetooth access)



Pioneer Smartphone Applications connected to Pioneer Dash Cameras

- GPS location logs
- Video/audio recordings
- G-sensor data (acceleration/deceleration patterns, collision detection)
- Tailgating warnings
- Timestamp data associated with all recorded events
- Wi-Fi connectivity status or logs
- System diagnostics
- Power supply status or battery level
- Parking mode activity logs

3.2. DATA FORMAT AND COLLECTION FREQUENCY:

The Related Service Data is saved in machine-readable formats such as JSON, XML, Protobuf, TXT, CSV, function-specific binary data and others. Related Service Data may be collected continuously in real time when the Connected Product is active and connected.

3.3. ESTIMATED VOLUME:

The amount of the Related Service Data varies depending on the use of the Connected Product and Product Data. As an indicative range, the estimated file size after a typical day may vary from kilobytes to a few megabytes depending on the Connected Product usage and the nature of the Related Service Data.

3.4. GENERATION MODE:

In general, the Related Service Data may be generated continuously and in real time by the mobile application of the Connected Product. Depending on the configuration and usage, the Related Service Data may be stored locally on the device, remotely (such as servers or cloud platforms, or both).

3.5. DATA STORAGE AND DURATION:

The Related Service Data generated by the mobile application of the Connected Product may be stored locally on the device or remotely, depending on the configuration and usage. Typically, the Related Service Data may remain available for varying durations, which can depend on factors such as storage capacity, user settings, and system policies.

3.6. USE OF RELATED SERVICE DATA BY PIONEER AND THIRD PARTIES:

Pioneer expects to use the Related Service Data generated by Related Services for various purposes such as to deliver and maintain the service, ensure security, comply with legal obligations, improve and develop Connected Products/Related Services (e.g., analytics, quality improvements) as described in the End Users Licencing Agreement with the user.

Pioneer may allow third parties to use data for purposes agreed with the user. Any third party uses will be based on the user's instruction and documented in the user's account. Pioneer will implement technical and organizational safeguards for such data sharing.

3.7. USER RIGHTS TO ACCESS AND RETRIEVE THE RELATED SERVICE DATA:

Users can access and retrieve Related Service Data by submitting a request through the following customer support form at Pioneer Europe website [<https://pioneer-car.eu/support>]. After the user verification process, Pioneer will retrieve and securely transfer the Related Service Data within a reasonable timeframe in the format as described in section 2.2 and 3.2.

Users can request erasure of remotely stored Related Service Data by submitting a request through the following support form at Pioneer Europe website [<https://pioneer-car.eu/support>]. After the user verification process, erasure requests are fulfilled within a reasonable timeframe.



3.8. USER REQUESTS FOR RELATED SERVICE DATA SHARING AND TERMINATION OF RELATED SERVICE DATA SHARING:

Users can instruct Pioneer to share their Related Services Data with a specified third party by submitting a request by submitting a request through the following customer support form at Pioneer Europe website [<https://pioneer-car.eu/support>]. Any third party access will be based on the user's instruction. Sharing can be ended at any time by submitting a request through the following customer support form at Pioneer Europe website [<https://pioneer-car.eu/support>], after which the third party's access will be terminated without undue delay.

Pioneer may request compensation for making data available to third parties under Chapter II Data Act. Any charges applied by Pioneer to third parties will be limited to reasonable fees for Related Service Data access and transfer and will be disclosed in advance. Users will not be charged for exercising their rights to instruct sharing or to end sharing under the Data Act.

3.9. CLAUSE ON TRADE SECRETS

Pioneer is the holder of trade secrets contained in certain Related Services Data that is accessible from the Connected Product or generated during the provision of a Related Service.

3.10. DURATION AND TERMINATION:

For information on the term and termination possibilities of the Related Services Data access rights, please consult the End User License Agreement via Pioneer Apps.

4. COMPLAINTS, COMPETENT AUTHORITIES, AND DISPUTE SETTLEMENT

Users may lodge a complaint with the relevant competent authority in the Member State of their habitual residence, place of work or establishment if they consider that their rights under the Data Act have been infringed.

Users can in certain cases also contact the dispute independent dispute settlement body appointed under the Data Act in one of the following cases.

- Disputes about your right to access and use of the Product Data and Related Services Data from your Connected Product or Related Service; or
- Disputes about Pioneer's decision to refuse, withhold or suspend sharing of the Product Data and Related Services Data.