

INFORMATION ON PRODUCT DATA FOR LYNK & CO VEHICLES (THE "PRODUCT")

PURSUANT TO ARTICLES 3.2 AND 3.3 OF REGULATION (EU) 2023/2854 (THE "DATA REGULATION")

The information below applies to all products placed on the EU market, as all Lynk & Co vehicles are connected vehicles equipped with "Connected Services."

TYPE OF DATA

The Product may generate the following data depending on settings, optional equipment, country-specific specifications, and mobile network coverage status.

1. **ECU signal data:** comprises the signals sourced from various ECUs and sensors across the vehicle. These signals offer detailed insights into the vehicle's operational state, performance metrics (mileage, speed, etc.), environmental conditions, and interactions with external systems.
2. **Remote Vehicle Status (RVS) data:** refers to information about the vehicle's current condition and status that can be accessed remotely. It describes the condition of the vehicle and its components when they are used (usage data), including geolocation, mileage, power consumption, status of lights, safety and alerts, etc.
3. **OTA software update data:** refers to information and processes related to the remote delivery, installation, and management of software updates (Over-the-Air) for the product's electronic control units (ECUs), infotainment systems, or other embedded software. The data collected from the product includes information about the update process and its results, as well as product context data such as ECU hardware and software information. Only the final result of each update is retained.
4. **Remote diagnostic data:** refers to information retrieved from the product's embedded systems, either directly via diagnostic interfaces (DRO – Vehicle Read-Out) or remotely via telematics. The information is used to monitor, analyze, and diagnose the condition and performance of the vehicle without the need for a physical connection. The most important data elements include product configurations, ECU identifiers, operating parameters, and diagnostic error codes.

DATA FORMATS

The product data described above is available in the following formats: JSON, CSV

ESTIMATED AMOUNT OF DATA GENERATED BY THE PRODUCT

Depending on usage, the product generates between 1 and 1.5 GB per month. The data volume may vary depending on individual product features, parameters, and services used.

All products can generate product data continuously and in real time.

COLLECTION FREQUENCY, DATA STORAGE, AND RETENTION PERIOD

1. **ECU data:** A large number of signals are collected regularly (at varying collection frequencies) via DHU and stored in the vehicle with a storage capacity of 2 GB (vehicle data is deleted according to *the first-in, first-out principle*). Approximately 400 signals are uploaded to the backend cloud every 90 seconds.
2. **Remote vehicle status data:** Vehicle status data is collected regularly and transmitted to the backend cloud via TCAM every 60 seconds.
3. **OTA SW upgrade data:** The vehicle is synchronized daily (in driving mode) and during the OTA software upgrade with the OTA backend product regarding software status via OTA Master installed in the vehicle's DHU. The vehicle uploads the synchronization process and result data to the OTA backend product cloud.
4. **Data from vehicle readout (DRO):** DRO data is only collected when the vehicle visits a workshop, as a standard procedure, via a diagnostic application and a physical cable connected to the vehicle. Data is not stored in the vehicle, and the collected data is uploaded via the diagnostic application to its dedicated product cloud database.
5. **Remote vehicle diagnostic data:** RVDC data is collected based on the user's request when a vehicle diagnostic is requested. Data is not stored in the vehicle, and the collected data is uploaded via the diagnostic application to its dedicated product cloud database.

The product may store product data on the device and on a server as follows:

- The servers and databases we use are located in Belgium (Google Cloud) or Germany (Amazon Web Services), depending on the car model and year of manufacture.
- The data generated by the product is not transferred and stored in its entirety on the server. In this regard, only the necessary amount of data is transferred to our servers in the EU, for example, for the provision of specific digital services.
- Data transfer from the product to our servers may be affected by the mobile network (e.g., irregularities in mobile coverage may affect real-time data transfer).
- The period of data storage on our EU cloud service depends on the type of data and the service. It can vary from a minimum of 3 months to the lifetime of the connected vehicle plus two years.

Lynk & Co uses data for the following purposes:

- Execution of sales agreements with our customers or activities related to such agreements (e.g., issuing invoices, generating and providing internal reports or financial and sales analyses).
- Providing customer support, technical support, warranty or similar services, or assessing customer or third-party claims (e.g., technical issues, vehicle malfunctions) related to the product or the connectivity services in the product.
- Monitoring and maintaining the functionality, safety, and security of the product or related services, as well as ensuring quality control.
- Performing sales, service, and administrative activities.
- Improve the functionality of the product and/or related services offered by Lynk & Co, including connectivity services.
- Develop new products or services, developed by Lynk & Co or in collaboration with other parties.
- Conduct market research to understand Lynk & Co consumers' needs, preferences, and behavior when using our products.

USER RIGHTS

Access to data: Users can access and retrieve data covered by the Data Act by logging in with their Lynk & Co account in our [Data Portal](#).

When making a request, the user must specify which categories of data are requested and provide the information necessary for us to process the request.

Deletion of data: Our users can delete all data stored locally in the vehicle directly in the vehicle by using the *Factory Reset* option in the vehicle menu.

To request the deletion of product data stored on our servers, please log in with your Lynk & Co account on [My Pages](#) and request deletion, or contact us at hello@lynkco.com.

Please specify the categories of data to be deleted and the information required for us to process the request. Lynk & Co will delete the data in accordance with applicable law.

Competent authorities and complaints: Each EU Member State has designated one or more competent authorities responsible for the application and enforcement of the Data Act. Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with the competent authority in the Member State of your habitual residence, place of work or place of establishment if you consider that your rights under the GDPR have been infringed. Please note that the tasks and powers of the competent authorities may vary between Member States.

Trade secrets: Lynk & Co is the owner of various trade secrets that may be contained in the data available from the product or generated during the provision of the related services. Access to such information may, where applicable, be restricted or exempted in accordance with the GDPR.

Term of the agreement: The term of the agreement between the customer and Lynk & Co is unlimited until the agreement is terminated or ownership of the product is transferred. Both Lynk & Co and the customer have the right to terminate the provision or use of the related services in accordance with the agreement we have entered into, for example [our customer terms and conditions](#) and applicable legislation.

POTENTIAL DATA CONTROLLER AND CONTACT

The controller of the data collected by the product is Lynk & Co International AB, with its registered address at Planetgatan 6, 417 55 Gothenburg, Sweden.

If you have any questions about how we handle your data, please contact us at hello@lynkco.com. If you have any questions regarding personal data that are not answered in any of our [privacy policies](#), you can contact us at dpo@lynkco.com.