

# Privacy Collection Notice - Kia Connect

Last updated: December 2025

## Your personal information

If you use Kia Connect services, this collection notice explains how Kia Australia Pty Ltd ("Kia", "we", "our", "us") will handle your personal information. We are a part of the Hyundai Motor Group.

Kia collects personal information about you to enable us to provide Kia Connect services to you. Where Kia Connect data is associated with your vehicle's VIN and linked to you, Kia will manage this data in the same way it manages your personal information.

Further information on Kia's privacy practices more generally is set out in our Privacy Policy, which is available on our website at <https://www.kia.com/au/util/privacy.html>. Details about the collection, disclosure, and use of your personal information when you use Kia Connect services are provided below.

## APP 5 NOTICE

### Our identity and contact details

Kia Australia Pty Ltd. Our registered address is Locked bag 2207, North Ryde, BC NSW 1670.

Phone: 131 KIA (131 542) Fax: 131 KIA (131 542)

Website: <https://www.kia.com/au/owners/kiaconnect>

E-mail: [support@kiaconnect.com.au](mailto:support@kiaconnect.com.au)

### Facts & circumstances of collection of your personal information

When you use Kia Connect services, Kia collects vehicle data and personal information of the type, and in the circumstances, as set out below.

- Kia Connect modem & SIM data - for example, network service activation information, the Electronic Serial Number of the modem (ESN), SIM serial number (ICCID) and your Vehicle Identification Number (VIN) is automatically sent to Kia. The data is used to provide Kia Connect services and to check network service activation.
- User introduced data (via the user's Kia Connect Account or Kia Connect App set up) - for example, name, email address, date of birth, phone number, the password, the user's acceptance of the Kia Connect User Terms, the verification PIN, the vehicle identification number (VIN) and the activation code. The data is used to manage your Kia Connect Account (from logging in through the Kia Connect application until the Kia Connect Account is terminated); to provide you with the Kia Connect Account or Kia Connect App features; to give you access to our services for which a Kia Connect Account or Kia Connect App is required; and to notify you of any updates to the Kia Connect Account or Kia Connect App.
- User interactions and search terms - for example, your interactions with the Kia Connect services, including the keywords you use to search for a destination when you use our navigation services. We may share your search results with Google Asia Pacific Pte. Ltd ("Google") on an aggregate and anonymised basis so we can provide you information about

your search request (for example, to provide opening hours, ratings and addresses (when applicable) related to your search request).

- Vehicle functionality status - for example, data on how the vehicle is operated and used (e.g. use of steering, acceleration, seat belt status, operation of internal controls); maintenance data showing status of vehicle systems (e.g. fuel and fluid levels, and engine temperature); diagnostic data (e.g. Diagnostic Trouble Codes (DTCs) and Warning Indicator Light (WILs) when detected). The data is used to provide Kia Connect services; to better understand and troubleshoot vehicle performance issues and for product research and improvement purposes.
- Driving information - for example, data on how the vehicle is operated and used (e.g. use of steering, acceleration, seat belt status, operation of internal controls, fuel consumption, speed, use of brake and accelerator pedals, steering wheel movement, general vehicle operating parameters. The data is used to provide Kia Connect services; to better understand and troubleshoot vehicle performance issues and for product research and improvement purposes including to inform predictive maintenance or repair.
- Location data - for example, latitude, longitude, distance to destination, speed and travel direction of vehicle is collected in real time. The data is used to provide Kia Connect services such as navigation, advice about avoiding traffic jams and road hazards, access to "smart parking" information, providing locally relevant information, locating vehicles); to better understand and troubleshoot vehicle performance issues and for product research and improvement purposes.

We share the vehicle's location, direction and speed in pseudonymous form with HERE, our third-party real-time traffic information provider. HERE's privacy policy is available at: <https://legal.here.com/en-gb/privacy>. We also share your location data with Google on an anonymous and aggregate basis to assist us to provide you with more relevant search results (for example, to show you the closest petrol stations to your location). Google will handle the data it receives from us in accordance with its privacy policy, which is available at: <https://policies.google.com/privacy>.

- Remote vehicle operations (available only when you have downloaded the Kia Connect app and linked it to your vehicle) - for example, mobile phone information such as number, model, operating system, search content, usage information relating to the Kia Connect app and personal location data. The data is used to enable remote vehicle operations (e.g. remote engine start and climate control operation); to better understand and troubleshoot vehicle performance issues and for product research and improvement purposes.
- Safety and security - for example, Crash Event Data such as whether airbags have been triggered or whether doors and windows are locked or open, informing emergency services in the event of an accident when the driver is unable to do so. The data is used to provide Kia Connect services; to better understand and troubleshoot vehicle performance issues and for product research and improvement purposes.
- Voice recognition data - for example, electronic data derived from your use of voice recognition features in Kia Connect including date, language, TID, NADID, latitude, longitude, VIN, information of audio codec, result of embedded VR engine, degree of temperature in HU(C/F), location. The data is used to provide Kia Connect services (e.g. weather information); to provide you customised service with Kia Connect Account. We share data on an aggregate and on identifying basis with Cerence, our third-party provider of automotive voice and AI

innovation products. Cerence's privacy policy is available at: <https://www.cerence.com/privacy-policy>.

- Over-the-air update information - for example, current software and firmware versions of the vehicle's modem and other technical specifications associated with it. The data is used to ensure the vehicle's modem has all necessary updates.

### **If collection of your personal information is required or authorised by law**

If we are collecting your personal information for the conduct of a safety recall under the Competition & Consumer Act 2010 (Cth), collection of your personal information from Government entities may be required or authorised by law, or be otherwise necessary to conduct the safety recall.

### **Why does Kia collect your personal information?**

In general, we collect your personal information to use and disclose for the purposes of managing our relationship with you and providing services relating to your vehicle. We also collect your personal information for any purposes which you consent, and as otherwise authorised or required by law.

Some of the specific purposes for which we collect, use and disclose personal information are:

- to allow you to control certain vehicle features and to provide you with Kia Connect services;
- to fulfil your requests and deal with your enquiries;
- to personalise your experience and the communications you receive;
- to manage and improve our business and our relationship with you;
- to assess the quality of the services we and our dealers provide, and the services our suppliers provide to us or on our behalf;
- to provide over-the-air updates to Kia Connect software or firmware;
- to provide connectivity services (e.g. Live Traffic);
- to provide you with navigation services, including to provide you with relevant search results and information about your search requests;
- to assist our third-party service providers perform services in connection with the vehicle (e.g. roadside assistance providers);
- for troubleshooting purposes;
- to carry out remote diagnostics activities;
- to predict which Kia products or services could be of interest to you;
- to direct market to you where you have consented to us doing so, or it is otherwise permitted by law; and
- to conduct research and develop new and improved products, services, and business and marketing strategies.

### **The consequences if Kia did not collect your personal information**

If we are unable to collect personal information we require, we may not be able to provide you with the services that depend on the collection of that information or advise you of information in relation to Kia vehicles, parts, accessories, or Kia services or offers.

### **Who will Kia disclose your personal information to?**

Generally, Kia may disclose your personal information to third parties, including our related body corporates within the Hyundai Motor Group, in connection with the purposes described above. We may also disclose your personal information to our authorised Kia dealers and third-party service

providers such as emergency responders or roadside assistance providers. We, along with our related body corporates, may also share your location data and search results, on an anonymous and aggregate basis, with Google, to assist us to provide navigation-related services to you.

### **Access to and correction of your personal information**

Our Privacy Policy contains information about how you may access and seek correction of personal information about you that Kia holds.

### **Privacy complaints**

Our Privacy Policy contains information about how you may complain about a breach of the Australian Privacy Principles and how Kia will deal with complaints.

### **Likely overseas disclosure of your personal information**

Connected vehicle data may be transmitted from the Kia Connect modem to Hyundai Motor Company (our parent company) in Korea. When this occurs, the data is stored in Kia's data processing and storage locations including Kia servers and third-party cloud infrastructure, located in Korea and Singapore. In the ordinary course of business, we may disclose personal information to our related companies within Hyundai Motor Group in South Korea, India and Czech Republic.

Some of the third parties to whom we disclose personal information may be located outside Australia. The countries in which these third parties are located will depend on the circumstances, but may include the United States, Canada and India.

### **Changes**

We may modify or update this information from time to time.