

AUTOMOTIVE EDGE COMPUTING CONSORTIUM – PRIVACY STATEMENT

Last Updated Date: 13 March 2022

About this Privacy Statement

The Automotive Edge Computing Consortium, together with any affiliates, subsidiaries, successors, and assigns (“AECC,” “us,” “our,” and “we”), is committed to protecting the privacy of individuals who visit, use, and actively enter information into the websites located at aecc.org (collectively, the “Website”) operated by AECC (collectively, “Users”). Users may at times be referred to in this Privacy Statement as “you.” This Privacy Statement describes AECC’s information practices in relation to your use of the Website. This Privacy Statement also applies to information collected by AECC through offline contacts it may have with you, including information collected in connection with demonstrations of technology being developed by AECC. If you have any questions about this Privacy Statement, please contact AECC via the [Contact page](#) on the Website or via email at info@aecc.org.

Please read this Privacy Statement carefully before you browse and use the Website. Your usage of the Website signifies to us that you have read and understood all of the terms of this Privacy Statement. You may also be presented with additional opportunities to review this Privacy Statement when taking certain actions on the Website.

This Privacy Statement explains:

- What Personal Information we collect about you when you use the Website, why we collect it, who we disclose it to and how long we keep it for;
- How we use your Personal Information;
- How we protect your Personal Information; and
- How you can control your Personal Information, including how to access and update the information we hold about you, as well as any legal rights you may have related to your Personal Information.

Modifications to this Privacy Statement

We may need to update or revise this Privacy Statement from time-to-time in response to changing legal, technical, or business developments. We will post any new or revised Privacy Statement here, and you should review this Privacy Statement regularly to make sure that you are aware of its terms. You can determine if this Privacy Statement has been revised by referring to the last updated date at the top of this Privacy Statement. AECC will also provide notification of significant changes to this Privacy Statement through the Website. In addition, if changes are significant, we may notify you of such changes via the Personal Information that you have provided to us, if any. If we intend to use earlier-collected Personal Information and Automatically-Collected Information in accordance with the terms of the revised Privacy Statement, and doing so would result in a use for a different purpose than stated at the time of collection, where required by law we will request your express consent prior to such use.

WHAT PERSONAL INFORMATION WE COLLECT ABOUT YOU

Personal Information You Voluntarily Provide

When you interact with us through the Website you may be asked to voluntarily provide your Personal Information in order to enable us to respond to you, or to fulfill requests you make of us. As used

herein, “Personal Information” refers to information that identifies, relates to, describes, is associated with, or is reasonably capable of being associated with a particular individual. Some common ways you may be asked to provide Personal Information to us include when you:

- Contact us through the Website;
- Register for and/or participate in an AECC event, demonstration, promotion, contest, sweepstakes, or similar activity, whether or online or in-person;
- Subscribe to receive mailings and other information from us, or follow-us on social media;
- Access and navigate the Website;
- Apply to be a member of AECC;
- Download an asset from the website;
- Access video(s) from website and/or YouTube or other streaming platform.

Depending on the nature of your interaction with us on the Website, the Personal Information that we may ask you to provide to us includes the following information:

- First and last name;
- E-mail address;
- Telephone number;
- Mailing address; including country, state, and city;
- Job title;
- Employer;
- Company website;
- Industry of employment;

Automatically-collected information such as Internet Protocol (“IP”) address, the date and time of your visit, the duration of your visit, the type of browser and browser language you use, mobile device ID, type of computer or other operating device used, the actions you take on the Website (such as the web pages viewed and the links clicked), the websites (if any) from which you linked to the Website, and the website(s) you visit after visiting the Website (collectively, “Automatically-Collected Information”);

- Any additional information you choose to provide to use that may be used to identify you;
- Any white papers you have downloaded from the Website; and
- Reason for contact.

See additional information below regarding collection and use of your Personal Information.

Automatically-Collected Information

AECC uses certain digital analytics tools on the Website that help us analyze site usage and performance when you visit and use the Website, such as cookies, which are discussed in more detail below. The information we collect automatically typically does not include any individuals’ names or contact

information. Rather, as you navigate and browse the Website, these analytics tools automatically collect and store Automatically-Collected Information about your visit to and use of the Website. Automatically-Collected Information may be considered Personal Information depending on applicable privacy laws.

This Automatically Collected Information allows us to better understand the visitors to the Website, where they come from, and what content on the Website is of interest to them. It also helps us to maintain the security and operation of the Website. We only ever use this Automatically Collected Information for our internal analytics purposes, to diagnose problems with our servers, and to improve the quality, performance, and functionality of the Website.

Personal Information Provided by Others

AECC may obtain Personal Information from other third-party sources, including our research and development partners, our members, as well as publicly and commercially available sources. We may combine the information we receive from these third-party sources with information that we collect from you or Automatically-Collected Information.

HOW WE USE YOUR PERSONAL INFORMATION

As described above, you may voluntarily provide Personal Information to us in several ways. PLEASE NOTE THAT YOU DO NOT HAVE TO PROVIDE US WITH YOUR PERSONAL INFORMATION TO BROWSE THE WEBSITE, AND YOU ARE NEVER UNDER ANY OBLIGATION TO PROVIDE YOUR PERSONAL INFORMATION. However, if you do not provide your Personal Information, you may not be able to use certain features of the Website to interact with us. When you do provide us your Personal Information, you indicate to us your understanding that we will use that information to fulfill the purposes identified herein in accordance with the terms of this Privacy Statement and to store your information on our servers located in the United States. You understand that your Personal Information may be subject to the laws of the United States, and that it may be accessible to governments, tribunals, law enforcement and regulatory agencies in the United States.

Use of Personal Information to Perform Requests of Us

AECC uses Personal Information provided by Users to perform requests you make of us. For example, if you contact us for information or with a specific request, if you subscribe to our distribution list or otherwise create an account with us, or if you sign up for an event or demonstration, the Personal Information you provide AECC through such activities will be associated with you in relation to our performance of such activities. At times, and where required by law, we may also use your Personal Information to contact you regarding your use of the Website and/or to provide required notices.

Use of Personal Information for Marketing Purposes

AECC may also use Personal Information provided by Users for marketing purposes. In general, we will only send you marketing or promotional communications when you have indicated to us your desire to receive the same, such as indicating that desire when contacting us via the contact form. At any time, you may request that we stop contacting you for marketing purposes via the [Contact page](#) on the Website or by sending us an e-mail at info@aecc.org. Also, if we use your Personal Information to send you marketing communications via email, we will provide you with an unsubscribe mechanism to opt-out of receiving future marketing communications. As outlined below, in certain circumstances we may be required by law to retain certain information, in which case we will not be able to honor your request

that we stop contacting you. In addition, certain Personal Information may be provided to our marketing partners who help with AECC's marketing activities.

Use of Personal Information and Automatically-Collected Information Generally

We also may use both Personal Information and Automatically-Collected Information to help diagnose problems with the Website and analyze statistical use patterns and demographic data. We may use your Personal Information and Automatically-Collected Information to customize and tailor your experience using the Website, displaying content we think you might be interested in and according to your preferences.

Why Do We Collect Your Personal Information And On What Grounds?

We will only use your Personal Information in accordance with applicable law, and if we have a permitted lawful basis to do so where required. Generally, we collect your personal data because is it necessary for:

- Performing our obligations to you;
- The pursuit of our legitimate interests (as set out below); or
- Complying with our legal obligations.

We may also rely on your consent to use your Personal Information for:

- Keeping you informed of AECC events, opportunities, updates, and offers;
- Using your profile or images in promotional materials or creating content for membership services; and
- Publishing your details on the AECC membership directory.

You may withdraw your consent to these activities at any time, which will mean (unless another lawful basis applies to your Personal Information) that we will cease to process the affected data after consent is withdrawn. However, please note this may result in us being unable to provide you with certain features of the Website.

The primary purpose for which we collect information about you is to provide you with services you have requested from us (i.e. to perform our contract with you). We also collect information about you for the following purposes:

- To perform our obligations to you:
 - To provide members with their membership benefits;
 - To process your communications, your membership of and subscription to the Website and to enable your use of the Website;
 - To provide customer care services. For the avoidance of doubt, we will only store limited Credit Card or Debit Card information for the purpose of assisting with customer care inquiries;
 - To open and run your account;
 - For continuity of service, (e.g. to restore your membership if you are coming back after a

- long break). This will be in accordance with our data retention practices;
- To provide you with information, products, or services that you request from us; and
- For handling contacts, queries, complaints, or disputes.
- For our legitimate interests:
 - For market research and analytical purposes, e.g. to improve our understanding of membership and event attendance trends and profiles;
 - For improving existing services and developing new products and services;
 - For promoting, marketing and advertising our organization and services, including our partners and sponsors that may be of interest to AECC members/users;
 - Protecting AECC and our members/users by taking appropriate legal action against third parties who have committed criminal acts or are in breach of legal obligations to AECC;
 - To effectively handle any legal claims or regulatory enforcement actions taken against AECC;
 - To generally run the Website and for internal operations, in order to provide you with an up to date, efficient and reliable service;
 - Making important communications about your membership; and
 - Maintaining our membership database.
- To comply with our legal obligations:
 - To help prevent fraudulent activity, including on your account;
 - To monitor and record telephone calls for training purposes and to improve the service to you;
 - To comply with our legal and regulatory obligations (including under applicable data protection laws);
 - For preventing, investigating and detecting crime, fraud or anti-social behaviour and prosecuting offenders, including working with law enforcement agencies; and
 - To fulfil our duties to our customers, colleagues and other stakeholders.

As our contacts database is based and hosted in the US, any personal data you submit to us will be stored on our systems and servers located in the US. AECC members may be based abroad, and may require cross-boarder transfer of Personal Information.

If you are based in the EU, this means your personal data may be transferred outside of the European Economic Area. Where this is the case and we are responsible for making such transfer, we will ensure that these are made subject to appropriate safeguards as required by applicable data protection laws, to ensure that a similar degree of protection is afforded to your personal data. These will include the use of EU Commission approved standard contractual clauses or transfers to countries deemed to provide an adequate level of protection for personal data by the European Commission. You can obtain further information about the safeguards in place for your international transfers of personal data by contacting us.

How Long to We Keep Personal Information?

We keep your Personal Information for as long as it's necessary to meet the relevant purposes for which

we've collected your Personal Information, including for the purpose of satisfying any legal, accounting or reporting requirements.

To determine the appropriate length of time for holding your Personal Information, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm, from unauthorized use or disclosure of your Personal Information, the purpose for which we process your Personal Information and whether we can achieve those purposes through other means, along with the applicable legal requirements.

In general AECC will retain your Personal Information for as long as you continue to renew your membership or attend AECC events or participate in AECC forums/discussions or remain participants of any AECC committees.

In particular, if your AECC membership lapses we will retain minimum Personal Information such as original Join date, membership category, number of member payments, last known email address, to allow us to reconnect your AECC membership account and reinstate your previous membership privileges should you return to AECC membership at a future date. If you would like us to delete your personal information completely once your membership lapses, please contact us.

COLLECTION AND USE OF AUTOMATICALLY-COLLECTED INFORMATION

As described above, AECC uses commonly-used information-gathering tools, such as cookies, to collect Automatically-Collected Information as you navigate the Website. AECC also uses Automatically-Collected Information to operate and improve the Website, including to analyze what Users are looking at most frequently so we can recognize and deliver more of the desired features, products, and services. This section describes in further detail the types of Automatically-Collected Information AECC may collect and how AECC may use this Automatically-Collected Information.

Cookies

The Website uses "cookies" to make your interactions with the Website easy and meaningful. When you visit the Website, our servers send a cookie to your computer or device. The cookie is placed on your computer or device hard drive, and it assigns your computer or device a unique, random number that acts as a sort of anonymous ID. Standing alone, cookies do not personally identify you; rather, a cookie identifies the computer or device used to access the Website. A cookie cannot read data off of your hard drive. Unless you choose to identify yourself to us, such as by responding to a promotional offer or filling out a web form, you remain anonymous to AECC when browsing the Website; in other words, the cookie alone does not enable us to identify you personally.

Most browsers automatically accept cookies, but you can disable the acceptance of cookies at any time by changing the preferences in your browser. Most browsers also allow you to change the settings to require that the browser notify you when you receive a new cookie. Please refer to your browser for information on how to disable and control cookies. Information about managing cookies in commonly used browsers is available online from www.allaboutcookies.org. If you disable your web browser's ability to accept cookies, you will be able to browse the Website, but you may not be able to successfully use certain features of the Website.

AECC also displays a cookie banner to Website visitors. AECC's cookie banner contains additional information about the cookies deployed on the Website, and allows visitors to toggle certain cookies on or offer. As noted above, toggling certain cookies off may disrupt certain website functionality.

Third Party Analytics

We use third-party services, including Google Analytics, to track and analyze your Website activity, as well as to track websites you visit after using the Website. In order to gather this Automatically-Collected Information, we use a Google Analytics cookie on the Website. When you visit the Website, Google Analytics automatically collects information from you through the use of Google's analytics IDs, and Google provides some of this information to us. An analytics ID is a specific string of numbers and letters (often called a "character string") that is assigned to your computer or device but does not name you. The analytics ID allows Google to track usage data of the Website, such as date and time of visit, duration of visit, Website traffic patterns, "clickstreams," other similar information about your use of the Website, the type of web browser used, the operating system/platform you are using, your IP address, the websites that referred or linked you to the Website, and your CPU speed. Google Analytics does not share the analytics ID assigned to your computer or device that you use to access and use the Website. Google Analytics provides information about the use of the Website to us in aggregate form (i.e., data about many Website users combined and not just about you). Some of this data might include the regional location of Website users, but again, this data will be in aggregate (and not individual) form. We rely on this aggregate data to inform us how users are using the Website and to help us improve the Website. We also use Get Clicky to track downloads of white papers from the Website. Get Clicky tracks aggregate downloads, and also provides information regarding what users have downloaded a white paper.

Social Media Widgets

Some pages of the Website include social media features, such as "buttons" or "widgets". If you use these features they may collect your IP address, which page you are visiting on the Website, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third-party or hosted directly on the Website. See the *Social Media Features* section under the heading *How We Share the Personal Information We Collect*, below, for more details about your interactions with these features on our Websites.

HOW WE SHARE THE PERSONAL INFORMATION WE COLLECT

AECC may share your Personal Information in the manners described in this section. In addition, we may also share Personal Information and aggregated Automatically-Collected Information that has been de-identified or otherwise rendered anonymous without restriction.

Third-Party Service Providers

AECC may disclose, or allow access to, your Personal Information and Automatically Collected Information to third party service providers to perform certain services for us, including:

- to perform certain marketing activities on our behalf, such as through promotional e-mail campaigns, social media interactions, and other digital marketing technologies;
- to perform website analytics services, as described above in this Privacy Statement;
- to provide other services relating to the operation of the Website (such as hosting, data storage, and security).

The following marketing and event partners may receive Personal Information from AECC for marketing purposes, or may collect Personal Information for marketing purposes on AECC's behalf:

- Emma;
- HubSpot;
- Higher Logic;
- VMX;
- Twitter;
- LinkedIn;
- YouTube;
- Vimeo;
- SBD Automotive;
- Frost & Sullivan;
- Mobile World Live;
- Topio; and
- Mobile World Congress.

AECC does not sell Personal Information to any third parties. Rather, any disclosure of Personal Information to third party service providers is solely to enable the service provider to perform the requested services on our behalf. These third-party service providers are not authorized to use your information received from us in any way, including for their own marketing efforts, other than for the purpose of providing a service on our behalf, and are required to keep the information confidential.

Merger, Acquisition, or Sale

We may transfer any and all Personal Information and Automatically-Collected Information to a third party if AECC is involved in a merger, acquisition, reorganization, restructuring, or other sale or transfer of all or any portion of its assets or business, whether as a going concern or as part of bankruptcy, liquidation, or similar proceedings in which information of Users is among the assets transferred. In this event, we will, if allowed, use reasonable efforts to notify you when your Personal Information and Automatically-Collected Information is transferred to any third party under this paragraph by posting such notice on the Website and/or by contacting you via the Personal Information you have provided us, if any. In the event of a transfer of Personal Information as described in this section, we will instruct the third party recipient that absent your permission to do otherwise it may only use your Personal Information covered by this Privacy Statement in accordance with this Privacy Statement, even after the transfer. However, following such transfer we cannot guarantee or enforce that any such third-party will abide by AECC's instruction, and any new information you provide after the transfer will likely be subject to a new policy, and you should review that policy.

Required by Law

Notwithstanding anything to the contrary in this Privacy Statement, AECC reserves the right to disclose your Personal Information and Automatically-Collected Information, without your consent and without additional notice to you, if we reasonably believe we are required by law, rule, regulation, judicial proceeding, court order, subpoena, or similar legal process to do so; if we reasonably believe that disclosure is necessary to protect, establish, or exercise our rights or property, or to defend against legal claims; or if we reasonably believe that disclosure is necessary to protect our other Users or our employees, property, or business, or to take action regarding illegal activities or suspected fraud.

Social Media Features

As described above, we provide certain social media features on the Website. These features might require us to implement cookies, plug-ins, or application programming interfaces (APIs) provided by such social media platforms to facilitate the communications and features. When you provide us with information through these platforms, the information you provide is also collected and processed by the social media platform you are using, and any collection and processing thereby is performed subject to and in accordance with the privacy statements of such social media platforms, over which AECC has no responsibility or control. Please be aware that by choosing to use any third party social media platform or choosing to share content or communications with any social media platform, any Personal Information you provide in conjunction with such use may be collected and processed by the designated social media platform. We cannot control any policies or terms of such third party platforms. As a result, we cannot be responsible for any use of your information or content by a third party social media platform, which you disclose at your own discretion. We encourage you to review the privacy policies and practices of any social media platforms prior to use.

ACCESSING, CORRECTING AND UPDATING YOUR INFORMATION; YOUR RIGHTS REGARDING YOUR INFORMATION

Your Rights Regarding Your Personal Information

If you are based in certain jurisdictions, you may have certain rights in relation to the Personal Information we hold about you. These may include the right to request to:

- access details related to the Personal Information AECC has collected about you, for example the categories of Personal Information collected, the sources of those categories, the business or commercial purposes for collecting Personal Information, any third parties with whom Personal Information is shared, and the specific pieces of Personal Information collected about you;
- rectify any incorrect or incomplete Personal Information we hold about you
- delete, restrict, or remove the Personal Information we hold about you
- transfer the Personal Information we hold about you to another party; or
- object to the sale of your Personal Information (please note that AECC does not currently sell Personal Information, nor has it sold any Personal Information in the preceding 12 months).

If you are in a jurisdiction with an applicable privacy law to which AECC is subject, you may contact us via the [Contact page](#) on the Website or by email at info@aecc.org to request to exercise any of these rights, and we will act upon your request in accordance with applicable data protection laws.

We will attempt to respond to your requests within one month and free of charge. Please note that with regard to all these rights, we reserve the right to:

- verify your identity in order to process the request, or request further information for this purpose;
- refuse your request based on the exemptions set out in any applicable data protection laws;
- charge you a reasonable administrative fee for any repetitive, manifestly unfounded, or excessive requests.

Upon receipt of your request to delete or to change your Personal Information, we will use commercially-reasonable efforts to remove your existing Personal Information from our databases, but see the Section entitled “Retention and Storage” below regarding why we may retain some information. Please note that all features of the Website may not function properly if we remove any or all of your Personal Information.

If we refuse your valid request to exercise any of these rights which you may have, we will state the reasons for our refusal and allow you to challenge our decision. If we have shared your Personal Information with others, we will inform them about your request where possible.

Your EU Privacy Rights

If you are an EU resident, in certain circumstances you may have rights under data protection laws in relation to the Personal Information we hold about you. Where you have such rights, you can request to:

- access Personal Information we hold about you;
- rectify any incorrect or incomplete data we hold about you. It is both in our interest and yours that any Personal Information we hold about you is accurate, complete, and current. If the data we hold about you is inaccurate in any way, please contact us to have your Personal Information corrected. You can update any incorrect contact information yourself by logging in on the Website;
- transfer the Personal Information we hold about you to another party; and
- object to any further processing of your Personal Information.

info@aecc.org.

We will endeavor to respond to your requests within one month and free of charge. Please note that in respect of all these rights, we reserve the right to:

- refuse your request based on the exemptions set out in the applicable data protection laws;
- request for proof of your ID to process the request, or request further information to otherwise verify the identity of the requester; and
- charge you a reasonable administrative fee for any repetitive, manifestly unfounded or excessive requests

CHILDREN’S PRIVACY

The Website is not directed at nor intended for use by children under the age of 13. If you have reason to believe that a child under the age of 13 has provided Personal Information to us, we encourage the child's parent or guardian to contact us via the [Contact page](#) on the Website or by email at info@aecc.org to request that we remove the information from our systems. If we learn that we have received Personal Information or Automatically-Collected Information from a child under either the age of 13 we will delete that information from our files. In certain circumstances, we may process Personal Information of individuals under the age of 18 when it is necessary to perform a service requested by the individual providing us with the information, such as for online order fulfillment.

SECURITY OF COLLECTED INFORMATION

AECC uses commercially-reasonable physical, electronic, and administrative security measures to assist in protecting against the loss, misuse, and unauthorized alteration of Personal Information that is under our control. Unfortunately, no data storage system, or system of transmitting data over the Internet or wireless network, can be guaranteed to be 100% secure, and no security system can prevent all security breaches. As a result, we do not and cannot guarantee the security of our servers or any Personal Information or Automatically-Collected Information provided to us in connection with your use of the Website or when you interact with us.

DO NOT TRACK

The Website does not track your online activities over time or across third-party web sites or online services, and so does not respond to browser "Do Not Track" signals. As described in this Privacy Statement, the Website may contain links to other sites or services not owned or operated by AECC. These websites may set cookies that obtain information about the fact that a web browser visited the Website from a certain IP address. AECC does not and cannot control whether such third-party sites collect any Personal Information from you if you navigate to these sites from the Website.

RETENTION, STORAGE AND REMOVAL

We may retain all Personal Information and Automatically-Collected Information in our databases for as long as necessary to perform the purposes for which we've collected it, or until you ask us to remove your information from our databases, unless applicable laws require otherwise. When we have no ongoing legitimate need to process your Personal Information, we will either delete, aggregate, or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible. Note that even after you ask us to remove your information from our databases, it may be impossible to remove some information, such as information tracked in our web server log files and information that may reside in backup files. This residual information is retained to preserve the integrity of our backed-up files and for business continuity purposes. We may also retain Automatically-Collected Information even after you request that we remove your information from our databases, for use in the aggregate or otherwise anonymized, for purposes such as analyzing and improving the Website.

Further, even after you request that we remove your information from our databases, we may retain Personal Information and Automatically-Collected Information to comply with any applicable law, rule, regulation, or guideline; to prevent fraudulent activity; to protect ourselves against liability; and to allow us to enforce our contractual or other rights and to pursue available remedies and limit any damages we may sustain.

LINKS TO OTHER WEBSITES AND SERVICES

This Privacy Statement applies only to Personal Information and Automatically-Collected Information collected through the Website or that you otherwise provide to AECC. The Website may contain links to other websites that are not owned or controlled by us (“Linked Sites”). We are not responsible or liable for and have not reviewed the privacy practices of the Linked Sites, or the owners or operators of the Linked Sites. The owners and operators of the Linked Sites may have their own policies regarding privacy and security. We advise you to review any Linked Sites for their own privacy practices to determine what information about you may be collected and used when you use such Linked Sites. AECC makes efforts to work with third parties who share our privacy commitment and practices.

CONTACTING US

For questions regarding this Privacy Statement or the information practices pertaining to the Website please contact us via the [Contact page](#) on the Website or at:

Automotive Edge Computing Consortium
Attn: Client Experience Department
401 Edgewater Place, Suite 600
Wakefield, MA 01880 USA
info@aecc.org