



# 2026 AUMOVIO Specific Privacy Notice (SPS)

Post-CES® Event Auburn Hills, MI  
January 26-30, 2026

## 1. Introduction

**AUMOVIO Systems, Inc.** and its affiliates and subsidiaries (collectively “**AUMOVIO**”, “our”, “we”, or “us”) are committed to protecting the privacy of your Personal Information. This Specific Privacy Statement (SPS) explains how **AUMOVIO processes** Personal Information collected from you and/or when you participate in our product exhibits and demonstrations at the 2026 AUMOVIO Post-CES® Event in Auburn Hills, MI. Our products and services are not available to minors. You must be 18 years of age to interact with us or provide us with Personal Information. By interacting with us and providing your Personal Information, you represent that you are at least 18.

## 2. What personal data do we collect, for what purpose, and through which technical means?

In the course of participation, display, presentation, and demonstrating of our products and services at the Post-CES® Event in Auburn Hills, MI, AUMOVIO may collect, process, transfer, use, or otherwise have access to various information and data, including your Personal Information. “Personal Information” refers to any information relating to an identified or identifiable natural person and includes but is not limited to “personal data”, “personal information”, and other substantially equivalent terms defined in applicable data protection laws.

- **Information You Provide to Us Directly.** We collect the Personal Information you provide to us directly during the event.
- **Information from 3<sup>rd</sup> Party Sources.** We may have received your Personal Information from 3<sup>rd</sup> party sources, including the CTA and others responsible for the operation, management, organization, and administration of this year’s CES® Event in Las Vegas.
- **Information from AUMOVIO cameras in some exhibition units.** We may process eye-tracking data like eye position, eye gaze, eye movement or eye direction in real time during the exhibit to showcase safety features pertaining to distraction or where a person is looking. No biometric data is collected or used for identification or re-identification using other data sets that may be in our possession from participants and other sources, nor is the data recorded, retained, sold or shared.

### 3.1 Processed personal data:

- a) Identifiers such as name, alias/preferred name, professional/job title, employer name, postal address, photograph, badge ID/number, unique personal identifier, online identifier, phone number, email address, or other similar identifying information
- b) Sensory information such as real-time camera view of eye gaze, eye movement, and eye position captured by our products at our exhibition areas
- c) Behavioral inferences drawn from any of the above information regarding eye viewing direction (distracted or engaged)
- d) Other Information you chose to provide to us via CTA and Post CES® Event organizers including topic/business interests and buying influence
- e) Other Information you may choose to provide when you interact with us, such as professional affiliation including the name of the entity where you work and your sector of employment
- f) Your actual contribution or feedback to the exhibit including your opinion

Your participation should not include any directly or indirectly identifying confidential information, sensitive or special categories of personal data (racial or ethnic origin, political opinions, religious or political beliefs, trade union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation).

### 2.2 Purpose of the processing

The purpose of the processing is the running and management of the exhibit and demonstration booth/s (including the collection, storage, and internal sharing of personal data). As relevant, your feedback/contribution will be processed for the purposes of re-assessing, and where necessary, further developing AUMOVIO products and services.



Further, for the purpose of transparency, feedback/contributions received will be shared internally on a need-to-know basis as described in the introduction and below.

AUMOVIO staff will perform a limited screening of all files and feedback/contributions provided for the sole purpose of analyzing for relevance and applicability. After this, the feedback/contributions are made available internally to AUMOVIO business contacts and deleted pursuant to AUMOVIO's Data Retention Policy. Data and/or documents attached received from the CES® Event organizers are not altered in any way by AUMOVIO.

Please note that, by participating in the exhibit/demonstration, you acknowledge that your personal data and feedback/contributions will be shared internally at AUMOVIO. Unless you object to the sharing of your name as an individual respondent/participant, your name, contact information, and professional affiliation will be shared internally at AUMOVIO.

### *2.3 Technical means*

To collect your contribution/feedback, we may use two tools depending on the context of the specific demonstration/exhibit. For the exhibits, feedback/contributions and personal data may be submitted by the participant through the CES® Las Vegas contacts and tools. For direct conversations during the exhibits, the feedback/contributions are documented and submitted by AUMOVIO staff.

### **3. Who has access to your personal data and to whom are they disclosed?**

We do not sell or use your Personal Information for automated decision-making as such terms are defined under applicable data protection laws nor do we have any future plan to do so. However, to facilitate interactions and communications, we may disclose your Personal Information to the following on a need-to-know and need-to-do basis:

- **Our Affiliates and Subsidiaries.** We may share your Personal Information within the AUMOVIO group of companies, which includes parents, corporate affiliates, subsidiaries, business units, and other companies that share common ownership for the purposes described above.
- **Law Enforcement.** We may share your Personal Information with law enforcement or other government agencies to comply with the law or to protect the rights, property or safety of AUMOVIO, our guests, or third parties during the Post-CES® Event in Auburn Hills, MI.

### **4. Are your personal data subject to any international transfers?**

Your personal data submitted to AUMOVIO may be subject to international transfers to other AUMOVIO entities pursuant to AUMOVIO's Intra-Group Data Protection Agreement (IGDPA) which ensures compliance with our legal obligations under the Data Protection Laws regarding our data processing activities including third-country data transfers of Personal Data involving AUMOVIO and all of its Subsidiaries.

### **5. How do we protect and safeguard your personal data?**

In order to protect your personal data, AUMOVIO has put in place appropriate Technical and Organizational Measures (TOMS). Technical measures include actions to address security, risk of data loss, alteration of data or unauthorized access, taking into consideration the risk presented by the processing and the nature of the personal data being processed. Organizational measures include restricting access to the personal data solely to authorized persons with a legitimate need to know for the purposes of this processing operation. AUMOVIO, abide by statutory, and when required, additional confidentiality agreements.

Additionally, AUMOVIO has an integrated state of the art security & privacy by design principles throughout the entire Product Lifecycle to Prevent, Detect, and Respond to cybersecurity threats. Our Cybersecurity Management System (CSMS) combines systematic threat analysis and risk assessment with clear policies and rules to ensure compliance with relevant laws, regulations, and industry standards. Further details on our holistic approach can be found online at <https://www.aumovio.com/en/solutions/cybersecurity.html>.

### **6. For how long do we keep your personal data?**

AUMOVIO considers contributions/feedback and information relating to the Post-CES® Event in Auburn Hills, MI event participants as documents with historical or administrative value to be transferred and preserved in archives in principle. We keep your personal data for the time necessary to fulfill the purpose of collection or further processing unless we are required to do otherwise by applicable law. This includes retaining your Personal Information to demonstrate to you the products or services and to interact with you; improve our business over time; for other legitimate business purposes, such as to demonstrate our business practices; provide you with information about our products and services in case of interest; or otherwise in accordance with our internal data retention policy and procedures. If you would like to know more about the retention



periods applicable to your Personal Information, you can contact us using details provided in the Contact Information below.

## 7. How can you verify, modify or delete your personal data?

Please note that under applicable data protection laws and regulations you may have the following rights in connection with AUMOVIO's processing and use of your Personal Information, subject to applicable legal limitations and exceptions:

1. **Right of Information/Notice.** You have the right to be informed about the types of Personal Information that we collect and how we use such Personal Information. AUMOVIO provides this Notice, detailing how Personal Information is processed, including the third parties with which AUMOVIO could share your Personal Information. AUMOVIO will provide updated notice and information any time the types of Personal Information processed and/or AUMOVIO's use and sharing of your Personal Information materially change.
2. **Right to Refuse or Revoke Consent (where applicable).** In case we ask for your consent to process your Personal Information, you are free to refuse to give it. Where processing of your Personal Information is based upon your consent, you may withdraw consent at any time, and AUMOVIO will stop processing and delete your Personal Information at the end of the Post-CES® Event in Auburn Hills, MI, subject to AUMOVIO's right to retain the data as allowed for lawful purposes, including to comply with its legal obligations and to use it exclusively on an anonymized or pseudonymized basis.  
For Personal Information received from CTA or other CES® Event organizer, Consent may be withdrawn by sending written notice to [privacy@aumovio.com](mailto:privacy@aumovio.com).  
For Personal Information collected in/at some exhibition areas by real/active/connected camera units, Consent may be withdrawn by:
  - a) Standing beyond 10 feet from the Driver Instrument Display for the Branded Personalized Cockpit
  - b) Not entering the vehicle for the F150 - AR HUD Exhibit
  - c) Standing 5 feet away from the stand in the Cabin Sensing Exhibit
  - d) Standing 60 feet away from the vehicle in the CSV Semi Truck/Cab Exhibits
  - e) Staying out of field of view of 180 degrees and 10 meters of the Dual Camera – AM Exhibit
  - f) Standing 10 feet away from DMS SW functions Exhibit
  - g) Standing 5 feet away from the AES- In Cabin Sensing Exhibit
3. **Right of Access/Right to Know.** You may obtain from AUMOVIO confirmation regarding whether Personal Information is being processed and, if it is, access to the Personal Information and additional information about the processing of such Personal Information (such as the sources of data and how it is used and disclosed).
4. **Right to Correction/Rectification.** You may request correction of inaccurate Personal Information and request incomplete Personal Information to be made complete.
5. **Right to Deletion.** You may have Personal Information deleted in certain circumstances.
6. **Right to Restrict Processing.** You may have additional processing of Personal Information restricted and/or temporarily blocked while the sufficiency, necessity, accuracy, or legality of processing of the Personal Information is contested.
7. **Right to Data Portability.** You may be able to receive Personal Information in a structured, commonly used and machine-readable format.
8. **Right to Object.** You may object that the processing of your Personal Information is unnecessary or excessive.
9. **Right to Complain to the Relevant Supervisory Authority.** If you have a complaint about our privacy practices, you have the right to submit a complaint to a relevant supervisory authority.

Please e-mail us at [privacy@aumovio.com](mailto:privacy@aumovio.com) to exercise the foregoing rights. After we receive your request, we have one month to provide information on action taken on your request. We may extend this period by two further months, taking into account the complexity and number of requests. We may request additional information from you as necessary to allow you to exercise your rights or and we may deny your request where we have a legitimate basis to do so. In such case, we will inform you within one month of receipt of your request. In the event that you request deletion of your Personal Information, please note that we may be required to keep this information and not delete it (or to keep this information for a certain time, in which case we will comply with your deletion request only after we have fulfilled such requirements). When we delete your Personal Information, it will be deleted from the active database but may remain in our archives or as otherwise permitted by applicable law.

## CONTACTING US

For questions regarding your Personal Information or this Notice, please contact us at [privacy@aumovio.com](mailto:privacy@aumovio.com).