Legal notices on data protection
MINI Connected

Date Revised: 26.01.2026; Version: Release 07/26

The high standard that you associate with the features of our products and services are the guideline we use in handling your data. In doing so, we seek to create and maintain an environment conducive to a trustworthy business relationship with our customers and interested parties. The confidentiality and integrity of your personally identifiable data is especially important to us.

Who is responsible for data processing?

Data processing takes place together with the national sales company (BMW Asia Pte Ltd) (hereinafter "NSC") and Bayerische Motoren Werke Aktiengesellschaft, Petuelring 130, 80788 Munich, Germany, headquarters and court of registration: Munich HRB 42243 (hereinafter "MINI").

The NSC provides to the customer certain vehicle-based information and assistance services (hereinafter "services") under the designation "MINI Connected " (hereinafter "MINI Connected Agreement") and is the contractual and operational point of contact for the customer.

MINI is responsible for technical provision of the services. Data is transmitted to MINI from the NSC to provide the services and support for the customer.

What data about you is processed and for what purpose?

Data collected in the course of concluding an agreement or rendering services is processed for the purposes listed below:

A. Conclusion of agreement

As part of concluding the agreement, the categories of data listed below are processed:

- Contact data (last name, first name, address, e-mail address, etc.)
- Account data (MINI Connected or myBMW login account, bank account, etc.)

The agreement data is deleted automatically 1 year after the agreement expires; financial transactions are deleted after 10 years as stipulated by law.

B. Fulfillment of the contractual obligation for performance of the MINI Connected Agreement

For the purposes of fulfilling the MINI Connected Agreement concluded between you and the NSC, MINI renders a variety of services, such as MINI Intelligent Emergency Call, , Real Time Traffic Information, Teleservices, etc.

For performance of these services, the following—potentially personally identifiable—information from the vehicle is processed by MINI and commissioned service providers for such performance:

- Vehicle status information (mileage, battery voltage, door and hatch status, etc.)
- Position and movement data (time, position, speed, etc.)
- Vehicle service data (due date of next service visit, oil level, brake wear, etc.)
- Dynamic traffic information (traffic jams, obstacles, signs, parking spaces, etc.)
- Environmental information (temperature, rain, etc.)
- User profile (configured news, e-mail or audio provider, etc.)
- Sensor information (radar, ultrasonic devices, gestures, voice, etc.)

The provision of this data is not actually necessary for concluding the MINI Connected Agreement. Without your provision of such data and the processing of such data, MINI is, however, unable to provide the respective service for you.

The processed personal data is deleted automatically after 4 weeks if it is not needed longer for provision of the specific service.

BMW Group Login
To use the Service, you must register in the App / portal. When you register, you will receive an online customer account that gives you access to other BMW Group portals and offers. In order to provide you the BMW Group login service, your data is passed on to the BMW Group company that acts as a provider of the applications in use by you. Storage of the data from your customer account is handled by BMW AG and is separate from any other (even potentially identical) data about your person that may be available to BMW Group.

C. Securing product quality and developing new products
Beyond mere performance of service, the data collected under B. is also processed for quality assurance in products and services offered by BMW Group and for developing new products and services by MINI. This processing is used for the legitimate interests of MINI to meet the high customer standard placed on existing products and services and to allow the company to fulfill the future requests of its customers through new products and services that have not yet been developed. In order to protect the privacy of our customers, data is processed solely in a manner that cannot be traced back to the customer/vehicle directly.

D. Fulfillment of the sales, service and administrative processes of BMW AG, the national sales company and authorized dealers
In order to optimize the customer experience and collaboration with MINI distributors continuously, we create evaluations and reports based on information from agreements and we share these evaluations and reports with the applicable MINI distributors. These evaluations are predominantly used for introducing appropriate measures (e.g. training courses for sales personnel) to improve the request and sales process. We will create the aforementioned reports only in an aggregated and anonymized form; this means that the recipients of the reports will be unable to draw any conclusions about you personally.

Portions of the vehicle-specific data collected under B. are used for performance of the service processes (e.g. repair, warranty, goodwill) of BMW AG, the national sales companies and authorized dealers. This processing is within the legitimate interests of MINI to provide our customers with the best possible service process. Processing sometimes also takes place in connection with legal requirements (e.g. repair and maintenance information due to the provisions of anti-trust regulations). Technical data is always processed in relation to the vehicle and without direct connection to the customer in order to protect the privacy of our customers.

The following data categories are used for this:
- Vehicle master data (vehicle type, color, equipment, etc.)
- Vehicle service data (due date of next service visit, oil level, brake wear, etc.)
- Vehicle status information (mileage, battery voltage, door and hatch status, etc.)

The technical vehicle data is deleted at the end of the vehicle life cycle.

The NSC is a company within BMW Group. In part, we process your data in order to make the administration of the various companies within BMW Group as efficient and successful as possible. One of the areas this affects is common group accounting in accordance with international accounting regulations for companies (such as the International Financial Reporting Standards (IFRS)).

E. Customer support
The NSCs and MINI partners use your personal data for communication as part of concluding contracts, see above (e.g. booking MINI Digital services) or for the transaction of a request formulated by you (e.g. inquiries and complaints to MINI Customer Support). We contact you regarding all aspects of concluding a contract or processing a request without special permission e.g. in writing, by phone, by messenger services, by e-mail, depending on which contact data you have specified.

F. Marketing communications and market research due to consent

If you have given your consent to any further use of your personal data, your personal data may be used and, if necessary, passed on to third parties in accordance with the scope outlined in the consent form, such as for promotional purposes and/or market research. The details in this regard can be found on the respective consent form, which may be withdrawn at any time.

G. Fulfillment of legal obligations of the NSC or MINI

BMW will also process personal data if it is necessary for compliance with a legal obligation or we have legitimate interest in processing personal data for the purpose of fulfilling legal requirements. This could be the case if we needed to contact you because your vehicle is subject to a recall or a Technical Campaign, for the purpose of money laundering checks when establishing a business relationship with you or to check relevant sanction lists or export control specifications that BMW Group must observe.

Collected data during your use of BMW IT systems is also processed as part of safeguarding the operation of IT systems. Safeguarding in this context includes, but is not limited to, the following actions:

- Backup and restore of data processed in IT systems,
- Logging and monitoring transactions to check the specific functionality of IT systems,
- Detecting and protecting against unauthorized access to personal data to guarantee the integrity and security of IT systems,
- Incident and problem management for resolving faults in IT systems.
- Transferred data volume per function to check misconfiguration or misuse of services.

Collected data is also processed as part of internal compliance management at BMW Group, wherein we review aspects such as whether you have received adequate advice as part of concluding an agreement and whether the BMW Partner has complied with all legal requirements. We also have a legitimate interest in processing personal data to protect BMW Group's selective sales system, for example by identifying unauthorized resellers.

Within the framework of legal obligations, certain consumption data (known as OBFCM data, such as fuel consumption and mileage) is collected from your vehicle during workshop visits and directly transmitted to the EU Commission by the manufacturer (BMW AG). You can refuse to the collection and transmission of data for this purpose at authorized BMW workshops and BMW dealers.

BMW is subject to numerous additional legal obligations. In order to comply with these obligations, we process your data to the necessary extent and may potentially pass this data on to the responsible authorities upon their legitimate request or as part of legal reporting obligations. We may also process your data in the event of a legal dispute, providing the legal dispute requires the processing of your data.

To fulfill contractual obligations and enable the service provision as well as the payment transaction, MINI passes data to third party providers.

Is Artificial Intelligence (AI) used to process your data?

In certain cases, we will process your personal data using artificial intelligence. This can be done, for example, as part of customer service in order to be able to serve you better, or when we use security tools in our IT systems that are intended to detect attacks on our IT infrastructure. BMW has implemented adequate technical and organizational measures to ensure that your personal data will be protected in accordance with the GDPR, including measures to protect your personal data from the effects of automated decision making as set out in the GDPR.

How long do we store your data?
We save your personal data only for as long as the specific purpose requires. If the data is processed for several purposes, the data is deleted automatically or saved in a form that cannot be traced directly back to you once the last specified purpose has been met. For further details, please see the respective service descriptions.

How is your data stored?
We store your data in accordance with the state of the art of technology. The following security measures serve as an example of the measures applied to protect your personal data from misuse or other unjustified processing:

- The availability of access to personal data is restricted to just a limited number of authorized persons for the specified purposes.
- Collected data is transferred only in encrypted form.
- Sensitive data is also saved only in encrypted form.
- The IT systems for processing the data are compartmentalized from other systems, e.g. to prevent hacking.
- In addition, access to these IT systems is monitored continuously in order to ward off and detect misuse early.

To whom is the personal data passed and how do we protect it along the way?
MINI is a global company. Personal data is processed by MINI employees, national sales companies, authorized dealers and by service providers we have commissioned, with preference given to those within the EU.

If data is processed in countries outside the EU, MINI uses EU standard agreements, including suitable technical and organizational measures, to ensure that your personal data is processed in accordance with the European level of data privacy. If you want to access the actual protections for data transfer to other countries, please contact us using the communications channels specified below.

The EU has already established a comparable data privacy level for some countries outside the EU, e.g. Canada and Switzerland. Due to the comparable data privacy level, data transfer to these countries does not require any special approval or agreement.

How can you view and modify your data privacy settings?
You can change your settings for the use of your personal data at any time using the corresponding options in your MINI online account (if available), in your MINI Connected account or in the MINI App.

You can access the following data and, if possible, change it:

- Consent in advertising communication - here you can (if available) choose your desired communication channels (post, email etc.) and agree to the use of statistical procedures to create an individual customer profile in order to offer you personalized offers for products and services.
- BMW CarData - here you can view and download or transfer your vehicle data.
- MINI Connected Account - here you can view and change your detailed settings for MINI Connected. Some MINI Connected settings can only be changed via the MINI App or only in the vehicle. We kindly ask you to use the corresponding options in the App or in the vehicle.

However, the settings for the use of your personal data by BMW Partners cannot be changed in the data protection portal of BMW AG in your online account. For such a change or if you have any questions about the use of your data, you must therefore contact the relevant BMW Partner directly

Contact details, your rights as a data subject and your right to lodge complaints with a supervisory authority.
In the event of questions regarding our use of your personal data, vehicle data or ConnectedDrive services data, please start by contacting BMW customer support, either by e-mail at info@bmw-connecteddrive.sg or by phone at 1800 269 6464 (Mon – Fri 9:00 AM – 6:00 PM).

In addition, you can contact the responsible data protection officer:
BMW Asia Pte Ltd
1 HarbourFront Avenue
#15-02/07 Keppel Bay Tower
Singapore 098632
Email: dataprotectionofficer@bmwasia.com

As persons affected by the processing of your personal data, you can assert certain rights in accordance with the GDPR and in accordance with other applicable data privacy provisions. The following section contains explanations regarding your rights as a data subject in accordance with the GDPR.

Rights as a data subject
In accordance with the GDPR, you specifically have the following rights as a data subject in relation to MINI:

Right of access by the data subject (GDPR Article 15): At any time, you can request information about the data that we have about you. This information includes the data categories processed by us, the purposes for which we process it, the source of the data if we did not collect it from you directly and, where applicable, the recipients to which we have transferred your data. You can obtain from us one free copy of your data that is part of the agreement. If you are interested in additional copies, we reserve the right to charge you for any additional copies.

Right to rectification (GDPR Article 16): You can request that we rectify your data. We will take appropriate measures to maintain, based on the latest information available to us, the correctness, completeness, timeliness and relevance of the data we have and continue to process regarding you.

Right to erasure (GDPR Article 17): You can request that we erase your data if the legal requirements exist for doing so. In accordance with GDPR Article 17, this could be the case if

- the personal data is no longer necessary in relation to the purposes for which it was collected or otherwise processed;
- you withdraw your consent on which the processing is based and where there is no other legal ground for the processing;
- you object to the processing of your data and there are no overriding legitimate grounds for the processing, or you object to data processing for direct marketing purposes;
- the personal data has been unlawfully processed

if such processing is not necessary

- for compliance with a legal obligation that requires that we process your data;
- especially with respect to retention periods required by law;
- for the establishment, exercise or defense of legal claims.

Right to restriction of processing (GDPR Article 18): You can request the restriction of processing of your data by us if

- you contest the accuracy of the personal data for a period enabling us to verify the accuracy of the personal data;
- the processing is unlawful and you oppose the erasure of the personal data and request the restriction of its use instead;
- we no longer need your data but you require it for the establishment, exercise or defense of legal claims;
- you have objected to processing pending the verification whether our legitimate grounds override yours.

Right to data portability (GDPR Article 20): Your data shall, where technically feasible, be transmitted to another responsible party at your request. This right shall be available to you only insofar as data processing is based on your consent or is necessary in performance of an agreement. Instead of receiving a copy of your data, you can also request that we transfer the data directly to another controller that you specify.

Right to object (GDPR Article 21): You can object, on grounds relating to your particular situation, at any time to processing of your personal data if data processing relates to your consent or to our legitimate interests or to those of a third party. We will cease processing of your data in such a case. The latter shall not apply if we can demonstrate compelling legitimate grounds for the processing which override your interests or we require your data for the establishment, exercise or defense of legal claims.

Periods for fulfillment of rights as a data subject
We always make an effort to comply with all requests within 30 days. This period, however, may be prolonged for any reason relating to the specific right of a data subject or the complexity of your request.

Information restriction for fulfillment of rights as a data subject
In certain situations, we may be unable to provide you with any information about any of your personal data due to legal requirements. If we are required to decline a request for information in such a case, we will promptly notify you of the reasons for the refusal.

Complaints to supervisory authorities
BMW AG takes your rights and concerns very seriously. If you feel that we have not duly addressed your complaint or concern, you have the right to lodge a complaint with a responsible data protection authority.