

PRIVACY POLICY

This Privacy Policy (hereinafter referred to as the „**Policy**”) has been published on and is effective as of September 23, 2021.

Data Controller and Contact Information:

Name of the company:	NNG Software Developing and Commercial Limited Liability Company
Registered office:	Szépüölgyi út 35-37., H-1037 Budapest, Hungary
Court of registration:	Budapest-Capital Regional Court (Fővárosi Törvényszék)
Company registration number:	01-09-891838
Tax number:	13357845-2-44
Email address:	privacy@nng.com
Support page:	https://nng.force.com/naviextrasknowledgebase/s/support

1. DEFINITIONS

Application CID identifies the exact navigation software version by device model, per region, per device variant.

Content means maps, points of interest, 3D content, voices, language files, and other navigation-related content, which can be uploaded on your Navigation Device and used with your Software.

Data Carrier means SD card/USB stick, or other data carrier that contains the navigation data.

Device means the device You are using for browsing, registration or interacting with the newsletter (laptop, desktop, tablet, mobile or any other electronic device).

Free Product means the Updates and Content to which the User is entitled to free of charge during the Mapcare Period.

GDPR means the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27th April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

Mapcare Period means the period while Free Product is available and provided for the User.

Navigation Device means the in-car navigation system built into your vehicle (including the Data Carrier).

NNG means NNG Software Developing and Commercial Limited Liability Company

Product means Updates and Content

Profiling means automated processing of personal data, as listed in point 2.4.2.2 in order to provide the User with personalized newsletters relevant for the User and for his/her registered Navigation Device(s) in order to increase user experience and satisfaction.

Site means <https://harleydavidson.welcome.naviextras.com> and its subdomains.

Software means the navigation software that runs on your Navigation Device.

Toolbox means a free software tool for PC and MacOS, which is used to download Updates and Products from NNG's servers and upload them to the Navigation Device. The branded name of the Toolbox is "Boom!™ Box GTS Toolbox"

Updates mean Content and Software updates, which are provided by your Navigation Device manufacturer or Software developer, and which provide additional features, new Content versions, or fix known Software problems.

User or **You** means a registered user of the Site and/or the Toolbox.

User Activity means location and behaviour data (e.g. language selection, products put in the User's cart), onsite browsing history, usage patterns (e.g. frequency/patterns of logging-in to investigate fraud,).

VIN (Vehicle Identification Number) means the unique serial number of the vehicle.

2. PRIVACY POLICY

2.1. Purpose of this document

This Policy sets out the terms and conditions of how Your (as data subject's) personal information is processed. Please read these terms and conditions carefully!

2.2. Availability and updating of this document

NNG reserves the right to amend this document unilaterally at any time. We suggest visiting the Site and the Toolbox from time to time for the latest information, however, You will also be informed of this Policy being amended in case of significant changes (e.g. legal basis of processing, scope of processed data, person of data processor) of the Policy.

2.3. Data controller

2.3.1. The data specified in this Policy is processed by NNG.

The provided data is accessible to the following persons:

- NNG's employees and managers involved in the data collection and data processing;
- IT specialists performing a variety of IT tasks related to the operation and maintenance of NNG's computer system as part of their role within NNG in connection with performing their duties associated with the purpose of this Policy.

2.4. Data processing

2.4.1. *Processing of data provided by the User during the registration and/or usage of the Toolbox*

2.4.1.1. *Purpose of data processing*

a. Administering registration and User account maintenance.

If the User wishes to update his/her Navigation Device with Products offered by NNG, he/she shall download the Toolbox and register in the Toolbox. Please note, that with the registration a user account is created. User account maintenance furthermore includes but is not limited to the performance of NNG's duties in connection with your rights specified in section 2.7.

b. Provision of Updates

The process of carrying out an Update is the following: the User shall synchronize the data of the Navigation Device to a Data Carrier manually. The Data Carrier in this way will contain all information which is necessary to carry out an Update. The User shall insert the Data Carrier to a PC and launch the Toolbox application. By using the Toolbox application, information listed in section 2.4.1.2 b) is sent from the Toolbox to the NNG server.

c. Sending system notifications

NNG sends system notifications in connection with technical issues in relation to and during the access to Products, including, but not limited to technical issues during downloading the Content, notification related to Updates during Mapcare Period, notification related to Mapcare Period expiration date, notification related to release of a new Toolbox, notification related to changes in the Policy.

2.4.1.2. *Scope of the User's processed personal data in connection with the registration and/or usage of the Toolbox:*

a) The following information is processed related to the registration of the User and related to the downloaded Products via the user account:

- User's name;
- User's email address;
- User's encrypted, non-deciphered password;
- User's address/invoice address;
- Country of permanent or temporary residence;
- User Activity;
- Activated prepaid code or voucher code;
- Purchase/update history.
- Subscribed to newsletter (yes/no)

b) The following information is processed related to the recognition of Navigation Device:

- brand and model to identify the Navigation Device;
- SWID (an ID created from the vehicle identification number using a one-way hash function);
- Software version;
- first use date (the time of the first GPS fix of the Navigation Device);
- Application CID;
- First login date in Toolbox
- VIN
- Navigation Device code;
- Navigation Device UID (Unique identifier of the navigation head unit).

2.4.1.3. *Legal basis of data processing*

The data is processed in compliance with GDPR and all relevant local laws.

The legal basis of data processing is the performance of contract pursuant to point b) of Article 6(1) of the GDPR.

During the Mapcare Period or by redeeming a prepaid code or voucher received from the manufacturer of the Navigation Device or its dealers, NNG is providing (Free) Products to You as subcontractor of the manufacturer of the Navigation Device and processing your data in order You can access and download the (Free) Products.

You will be able to purchase Products or receive prepaid code or voucher directly from NNG for your Navigation Device and NNG is processing your data in order to enter into such purchase contract and perform said contract and administer your account, such as your Navigation Device history.

2.4.1.4. *Duration of data processing*

Your personal data is retained for the period during which any Product related to Your Navigation Device is available and supported by NNG, or until You cancel your account whichever happens earlier.

Notwithstanding the above, NNG shall immediately delete your personal data if You specifically request the deletion thereof and there is no valid legal ground for data processing.

2.4.2. *Processing of data provided by the User for receiving newsletters*

2.4.2.1. *Purpose of data processing*

The User can subscribe to NNG's newsletter both on the Site and in the Toolbox by ticking the appropriate checkbox.

NNG sends newsletters to inform the User about new Products (e.g. updates to Content are available) and promotions, or other marketing activities. In order to provide You with personalized newsletters relevant for You and your registered Navigation Device(s) and increase your user experience and satisfaction NNG uses Profiling techniques with the involvement of salesforce.com EMEA Limited, as data processor, to receive information of your Device and the geographical region your Device is located.

Please note that NNG may at any time decide to stop sending newsletters without prior notice, or further liability or obligation of any kind.

2.4.2.2. *Scope of the processed personal data of the User*

- User's name;
- User's email address;
- User's language
- User's country

Data processed for Profiling purposes ("**Profiling Related Data**"):

- User's interaction with the delivered newsletters (i.e. whether the email was opened, how many times the addressee clicked on it and bounce rate of the emails;
- OS and OS version of Device the newsletter has been opened with;
- type and version of email client of User;
- type of Device (including manufacturer of the Device, whether the Device qualifies as a phone, screen resolution)

2.4.2.3. *Legal basis of data processing*

The data is processed in compliance with GDPR and all relevant local laws.

The legal basis of data processing is

- the User's express consent given pursuant to point a) in Article 6(1) of the GDPR and
- sections 6(1) and (2) of Act XLVIII of 2008 of Hungary on the basic requirements of and certain restrictions on commercial advertising activities.

2.4.2.4. *Duration of data processing and subscription to newsletters*

2.4.2.4.1. Your personal data is retained for the period during which any Product related to Your Navigation Device is available and supported by NNG, or until You unsubscribe from the newsletter or until You cancel your account, whichever happens earlier.

2.4.2.4.2. The User may withdraw his/her consent at any time as follows:

- By following the instructions in the newsletter. Click on the unsubscribe link at the bottom of the newsletter.
- By logging in to your User account via the Toolbox where You can deactivate the appropriate checkbox.
- By contacting us using one of the contact details of NNG provided at the top of the Policy.

2.4.2.4.3. Please note that unsubscribing from the newsletter does not affect the lawfulness of data processing based on your consent and conducted before such withdrawal and unsubscribing from newsletter is not equal with cancelling your account (see section 2.7.6). Please note that system notifications sent under section 2.4.1.1 c. are not equal with newsletters, so unsubscribing from newsletters does not affect the lawfulness of sending system notifications.

2.5. Data processor

2.5.1. Data processing related to enforcing the User's rights specified in section 2.7

In order You can enforce your rights as a data subject specified in section 2.7, NNG cooperates with the following data processors:

2.5.1.1. Salesforce.com

Name:	salesforce.com EMEA Limited
Address:	Floor 26 Salesforce Tower, 110 Bishopsgate EC2N 4AY London, UK
Website:	https://www.salesforce.com
Contact information:	https://www.salesforce.com/form/contact/contact-privacy.jsp

Salesforce.com provides NNG with an online system through which NNG can manage receipt of your requests sent through the support page of NNG.

2.5.1.2. United Call Centers

Name:	UNITED CALL CENTERS Tanácsadó Kereskedelmi és Szolgáltató Kft.
Address:	Kis-Hunyad utca 9. II floor, H-3525 Miskolc, Hungary

Website:	https://unitedcallcenters.hu/
Contact information:	https://unitedcallcenters.hu/#project-footer

United Call Centers provides multilingual 1st level customer care and technical support service to NNG's end-users.

United Call Centers has access to those personal data which were given by Users during the registration (e.g. name, e-mail address, country) and/or which were generated automatically during the Updates and during the communication between the User and NNG in the system provided by Salesforce.com related to the enforcement of the data subject's rights.

United Call Centers does not store any personal data of the User on its own servers.

2.5.2. Data processing related to the sending of newsletters

- 2.5.2.1. For sending newsletters to the Users, NNG cooperates with Salesforce.com as data processor, which provides email marketing services.

Name:	salesforce.com EMEA Limited
Address:	Floor 26 Salesforce Tower, 110 Bishopsgate EC2N 4AY London, UK
Website:	https://www.salesforce.com
Contact information:	https://www.salesforce.com/form/contact/contact-privacy.jsp

The data processor provides NNG with an online system through which NNG can manage the sending of newsletter to the Users.

- 2.5.2.2. To improve user experience, the system is used for the following purposes:

- Storing the User's personal data;
- Sending emails to the User;
- Analysing the User's interaction with the delivered email (in particular whether the email was opened, how many times the addressee clicked on it, whether the addressee read the entire email);
- Analysing the bounce rate (e.g. cases in which the email address is invalid or the email is listed as spam)
- Collecting data of User's registered Device and its geolocation (OS and OS version of Device; type and version of email client of User; type of Device (including manufacturer of the Device, whether the Device qualifies as phone or not, screen resolution); IP address and geolocation data (i.e. country/region information)).

2.5.2.3. The User data listed in section 2.4.2.2 is stored both in the online system mentioned above and on NNG's server, except for the Profiling Related Data which are stored in the online system only.

2.5.3. *Data processing related to (i) providing the User with the Products, (ii) enforcing the User's rights specified in section 2.7*

In order NNG can provide You with the above services, NNG uses cloud computing services provided by Microsoft Azure.

Name:	Microsoft Ireland Operations, Ltd.
Address:	Carmenhall Road Sandyford, Dublin 18, Ireland
Website:	https://azure.microsoft.com/hu-hu/
Contact information:	https://azure.microsoft.com/hu-hu/overview/sales-number/

Microsoft has access to all personal data of the Users listed in the present Policy except for the Profiling Related Data.

2.6. Data security

2.6.1. NNG observes all applicable regulations regarding the security of personal data, therefore both NNG and its authorized data processors implement appropriate technical and organizational measures to protect personal data and establish adequate procedural rules to enforce the provisions of the GDPR concerning confidentiality and the security of data processing.

2.7. Rights and remedies

2.7.1. Any personal information which You provide for NNG must be true, complete, and accurate in all respects. You can modify your personal data at any time by logging in to your User account through the Toolbox.

2.7.2. You are entitled to exercise the following rights in relation to NNG's data processing activities:

- Request information on the processing of your personal data;
- Request data portability;
- Request the rectification of your personal data;
- Request the deletion of your personal data or restriction of the processing of your personal data;
- Object to NNG's data processing.

For further information regarding your rights mentioned above please read the following sections.

In the event You wish to exercise any of your rights detailed above, please contact us by using one of the contact details of NNG specified at the top of the Policy.

2.7.3. You are entitled to request information on data related to You and processing carried out by NNG thereof, especially information as to what personal data relating to You is stored; the sources from which they were obtained; the purpose, grounds, and duration of processing; if your personal data is made available to others, the legal basis and the recipients; and any data protection incident in relation to your personal data. NNG shall provide written information on the processing of your personal data within 1 months after receipt of the request. You may also request the correction of your personal data.

2.7.4. You are also entitled to request a structured, commonly used and machine-readable formatted copy of your personal data that NNG is processing subject to conditions set out in Article 20 of the GDPR.

You have the right to transmit your personal data to another controller or, where it is technically feasible, You can request NNG to transfer your personal data directly to another controller as specified in Article 20 of the GDPR.

2.7.5. If your personal data is inaccurate, You may request NNG to rectify such data, provided that the correct data is at NNG's disposal.

2.7.6. Your personal data shall be deleted upon your request in accordance with applicable laws. NNG shall delete all stored personal data in compliance with this Policy by obfuscating your personal data, by making it anonym in a permanent and non-reversible manner.

Please be informed that your data will not be deleted if the processing thereof is required by law or other exceptions apply under applicable law.

2.7.7. You have the right to obtain restriction of processing from NNG in the following cases:

- a) You think that your processed personal data is not accurate, for a period enabling NNG to verify the accuracy of your personal data;
- b) the processing is unlawful, and You opposes the erasure of your personal data, You are entitled to request restriction of their use instead;
- c) NNG no longer needs your personal data for the purposes of processing, but You require NNG to continue the processing for the establishment, exercise or defence of your legal claims;
- d) You have objected to processing, for a period pending the verification whether the legitimate grounds of NNG override those of yours.

2.7.8. At any time, You have the right to object to processing your personal data subject to certain conditions under applicable laws, You may separately object against processing your personal data for direct marketing purposes, including Profiling, as set out herein.

In this case, NNG will no longer process your personal data unless if NNG demonstrates compelling legitimate grounds for the processing which override your interests, rights and data protection related freedoms or if the processing is necessary for the establishment, exercise or defence of legal claims.

2.7.9. You may lodge a complaint about the processing of your personal data to the National Authority for Data Protection and Freedom of Information (Nemzeti Adatvédelmi és Információszabadság Hatóság – “NAIH”; address: 1055 Budapest, Falk Miksa utca 9-11.; postal address: 1363 Budapest, Pf.: 9.; phone: +36-1-391-1400; facsimile: +36-1-391-1410; email: ugyfelszolgalat@naih.hu) or to the data protection authority of your home country or country of your residency.

2.7.10. Independently from lodging a complaint to NAIH, You may turn to court pursuant to the provisions set forth in the GDPR if your rights are infringed. Upon your decision, the procedure may be launched before the tribunal in whose jurisdiction You are domiciled or You have a temporary address. Prior to initiating a legal procedure, it may be useful to discuss the complaint with NNG.

2.7.11. Your detailed rights and remedies are set out in Articles 15-21 of the GDPR.

2.8. Contacting NNG

We value your opinion. If You have any comments, questions, or wish to obtain more information on data processing at NNG, please contact us by using one of the contact details of NNG specified at the top of the Policy. We will handle the submitted information confidentially. Our representative will contact You within a reasonable time.

The data protection officer (DPO) of NNG can be contacted under DPO@nng.com email address.