

PRIVACY NOTICE FOR THE PROCESSING OF YOUR PERSONAL DATA IN THE FRAMEWORK OF PROVIDING A DIGITAL BATTERY PASSPORT

This Privacy Notice relates to the Processing of your Personal Data in the framework of providing a Digital Battery Passport. It always has to be read together with the [General Toyota Privacy and Personal Data Protection Policy](#) in which the general modalities of the processing of your Personal Data are described and which you must accept in order to be able to proceed further.

Toyota Motor Europe NV/SA, with head office at Avenue du Bourget/Bourgetlaan 60, 1140 Brussels, Belgium, as Data Controller, collects your Personal Data (as indicated below) for the purposes as described below.

WHICH OF YOUR PERSONAL DATA WILL BE COLLECTED?

We will collect the following category/ies of your Personal Data with respect to providing access to the Digital Battery Passport:

Category/ies of Personal Data:
Electronic Identification, Account & Browsing Information (Browser type, browsing time, IP Address, Operating System, Cookie Information, moments of connection)
Vehicle Information (Vehicle Identification Number, Battery Identification Number)

FOR WHICH PURPOSES AND ON WHICH LEGAL BASES DO WE PROCESS YOUR PERSONAL DATA?

We will process your Personal Data for the purposes and on the legal bases described below:

Purpose:	Legal basis:
In view of the EU Batteries Regulation, TME has the legal obligation to display all data (as defined by in the Regulation) on the battery via a public digital battery passport. The purpose of this processing is to provide this Digital Battery Passport.	Compliance with a legal obligation: Batteries Regulation (EU) 2023/1542

HOW LONG DO WE KEEP YOUR PERSONAL DATA?

Your Personal Data will be kept for the duration indicated below:

Retention period:	Category/ies of Personal Data:
Vehicle Identification Number	7 years after end of life
Battery Identification Number	7 years after end of life
Electronic Identification, Account & Browsing Information	2 years after collecting

ARE WE USING YOUR PERSONAL DATA FOR DIRECT MARKETING PURPOSES?

No. We will not use your Personal Data for direct marketing purposes without your explicit consent.

WHO WILL RECEIVE YOUR PERSONAL DATA?

Your Personal Data will be made accessible to the recipient(s) indicated below:

Recipient(s) or category/ies of recipients	TME authorised staff members
	TME affiliates and subsidiary companies

OPTIONAL: IN CASE OF DISCLOSURES/TRANSFERS OF YOUR PERSONAL DATA TO COUNTRIES OUTSIDE THE EUROPEAN ECONOMIC AREA (EEA)

Your Personal Data will be made accessible to recipient(s) in countries outside the EEA as indicated below:

	Identity	Country
Non-EEA recipient(s)	TMC	Japan

HOW TO EXERCISE YOUR PRIVACY RIGHTS?

You can at any time exercise your right to access your data, rectify it or have it deleted according to the applicable privacy laws by contacting data.protection@toyota-europe.com.

OUR COOKIE POLICY

Toyota is committed to protecting and respecting your privacy. On this document we describe how we may use any personal data that you supply to us when you visit this website. You can amend your consent to this at any time.

WHAT IS A COOKIE?

A cookie is a small piece of data sent from our webpage and stored in your web browser, mobile phone, or another device while you are using our website. It helps the page recognise your device the next time you visit, provides you with access to certain functions, and understands your website journey. Cookies are very common web technology - most websites use cookies.

WHY DO WE COLLECT COOKIES?

Our website uses cookies to distinguish you from other users on our website. This helps us to provide you with a better experience when you browse our website and also allows us to make improvements to our site.

HOW TO MANAGE COOKIES?

Most browsers allow you to manage cookie settings, e.g. by blocking or removing them. The way to do this may differ from one browser to another. Please consult the settings page for your preferred browser.

Be aware that by removing cookies you may lose certain saved information (e.g. site preferences). Blocking cookies may prevent you from using part or all of the features on our website.

COOKIE LIST

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

Performance Cookies

These cookies help us to understand how you use our website so that we can improve it and test new ideas.

Cookie Subgroup	Cookies	Cookies used
toyota-europe.com	s_cc , gpv_Page	First Party

Advertising Cookies

These are used to tailor our off-site advertising and help to make our advertising and content more relevant and personalised to you.

Cookie Subgroup	Cookies	Cookies used
toyota-europe.com	AMCV_xxxxxAdobeOrg , AMCVS_xxxxxAdobeOrg	First Party
everesttech.net	everest_g_v2, everest_session_v2	Third Party
dpm.demdex.net	dpm	Third Party
demdex.net	demdex	Third Party

Strictly Necessary Cookies

Cookies that are essential, also known as 'strictly necessary' cookies, enable features without which you would not be able to use the website as intended.

Cookie Subgroup	Cookies	Cookies used
.dbp.toyota-europe.com	OptanonConsent , OptanonAlertBoxClosed	First Party