

Privacy Policy

autoSense AG provides drivers of Mazda electric vehicles with the Mazda Charging Service ('MCS'). MCS is an intelligent charging solution that allows you to initiate and manage charging at charging stations.

It is important to us that our customers understand when and what type of personal data is processed. This Privacy Policy describes how your personal data is processed in the context of MCS.

Further information about your rights and how you can exercise them can be found in the 'Your rights' section. Other legal documents, such as terms and conditions (T&Cs), terms of use or terms of participation, may apply to individual or additional activities.

1. Data controller

The data controller is:

autoSense Ltd
Badenerstrasse 141
8004 Zurich
Switzerland

If you have any questions about data protection, please contact privacy@autosense.ch directly.

Our representative within the EU according to Art. 27 GDPR is:

Intersoft consulting services AG
Beim Strohause 17
20097 Hamburg
Germany

2. Categories of personal data, purposes of processing

Within the scope of the contractual relationship, you must provide the personal data that is required to enter into, execute and terminate the contract and to fulfil the associated contractual obligations or that autoSense AG is legally obliged to collect (Art. 6 (1)(b)(c) GDPR). As a rule, we are unable to conclude a contract with you without this data.

In order to fulfil the respective contract, we collect:

- Your contact details (in particular form of address, first name, last name, email address, address, telephone number)
- Your payment information, bank details or credit card information
- Charging billing data (charging at private/public charging stations with charging time and amount of electricity charged)
- Charging card number (RFID of the charging card), contract number
- Charging station ID, installation location and grid connection of the charging station
- Other data that you provide to us in the context of customer enquiries or fault reports
- Vehicle data (vehicle model, vehicle identification number VIN)

Your above-mentioned personal data may also be processed if this is necessary for the realisation of a legitimate interest (Art. 6 (1)(f) GDPR) of autoSense AG. Legitimate interests that may require the processing of personal data include, for example:

- Asserting, exercising or defending legal claims

- Prevention and investigation of criminal offences or misuse of our products
- Measures for business management and further development of services and products

3. Cookies

Within our app, we use 'cookies' that can be used to identify your device. A cookie is a small file that is sent to your mobile device and stored when you install our app.

Our app only uses cookies that are technically necessary for the operation and the basic functions of the app. No cookies are used for statistical, marketing or personalisation purposes. Therefore, an individual selection or deactivation of cookies in the settings is not necessary.

The settings in our app contain links to the autoSense AG website. When visiting this website, cookies may be used that are not under the control of the app. On the autoSense AG website, you can adjust your cookie settings individually. Further information can be found in the Privacy Policy of the website.

In the settings, you will find the respective legal basis for your individual processing through our cookies. This can be either consent pursuant to Art. 6 (1)(a) GDPR for statistics/marketing or tracking cookies, or it can be justified by our legitimate interest in technically necessary cookies pursuant to Art. 6 (1)(f) GDPR. This is necessary in order to make the app or website technically available. You can object to/withdraw consent for data processing at any time.

You can find more information in the settings.

4. Contact form (request consultation)

If you have any questions or concerns about data protection, you can contact us as follows:

- By email: privacy@autosense.ch
- By post: autoSense AG, Data Protection, Badenerstrasse 141, 8004 Zurich, Switzerland

You have the option to contact us using a contact form or by e-mail and to send an enquiry to us. In this context, we will process your name and contact details, in order to make contact with you and to process your enquiry.

We process personal data for the purpose of initiating a contract or to fulfilling the contract or the respective service (Art. 6 (1)(b) GDPR).

5. Information on use of the app

5.1. General information

Our apps are available for download in the Google Play Store and Apple App Store. When you download the app, certain required information is transmitted to the app store you have selected (Google Play Store or Apple App Store). In particular, the user name, email address, customer number of your account, time of download, payment information and individual device identifier may be processed. The processing of this data is carried out exclusively by the respective app store and is beyond our control.

In order to offer you the functions of the app and to ensure the stability and security of the app, we collect the data described below, which is technically necessary for us:

- Operating system
- Duration of the session
- Device type
- IP address
- Amount of data transmitted in each case

We process personal data for the purpose of initiating a contract or to fulfilling the contract or the respective service (Art. 6 (1)(b) GDPR). Please refer to the app marketplace provider's privacy policy in this regard.

5.2. Finding charging stations

If you would like to use the filter function, the Google Maps (Google Inc.) map service will be integrated on your device. This map service makes it possible to show you charging stations. If you approve and use this service, the map service will transmit your location at the time of your request. Please note that this map service is provided to you by Google under its own responsibility. We are not responsible for data processing by Google. Data protection information for the Google map service can be found at: (<https://policies.google.com/privacy>)

5.3. Processing due to use of the MSC app

To use our service via the app, you need an MSC user account. You can register directly in the app to create and manage a profile. When you use our services, we process your user account data (your personal contact and identification data, such as your name, address, telephone number and email address).

5.4. Provision of the charging card

In addition to the app, you can also use an RFID charging card ('charging card') to start and stop a charging process. In order to send you the charging card, our service provider (processor) receives your contact details (first and last name and address). You can save the charging card in your profile and link it afterwards.

5.5. Processing of your data for payment processing

To process credit card payments, we may process the following personal data: First and last name, credit card information, address and email address.

The payment data is collected by us for transmission to the payment services. In addition, we transmit the address and email address you have provided to the payment services.

We process the personal data for registration and use of the app in order to execute the contract (Art. 6 (1)(b) GDPR).

5.6. Processing of your data in connection with charging/use of the charging service

You can use your charging card to start and stop charging directly at the charging station or via your app. To control the charging process via your app, first select a charging station in the app. For authentication, your RFID identification code, the charging card number and the contract number are transmitted to the charging station. After successful authentication, the charging process starts. To ensure the functionality and processing of the electricity charging tariff and the respective charging processes, we process your personal data as well as technical data/vehicle data in connection with the electricity supply contract for the respective electricity charging tariff, including charging statistics and charging history information (e.g. charging volume, duration or start and end of a charging process and the location of the charging station used).

We process the personal data relating to the use of the service to execute the contract (Art. 6 (1)(b) GDPR).

5.7. Invoicing and billing

Based on the tariff and charging history information, we calculate the costs for the charging process for the purposes of invoicing and billing. For the purposes of invoicing and billing, we process charging history information as well as your first and last name, address, email address and, if applicable, your VAT identification number. Your data may be transmitted to a processor for the purpose of invoicing and billing.

We collect personal data to fulfil the contract (Art. 6 (1)(f) GDPR).

5.8. Contact and customer service

You can contact us by email and send us an enquiry. In this context, we will process your name and contact details, in order to make contact with you and to process your enquiry.

We process the personal data in order to fulfil the contract or the respective service (Art. 6 (1)(b) GDPR).

6. Recipients of the data

Within the MSC, your data is accessed by those departments that need it to fulfil their contractual and legal obligations. External service providers used by MSC may also receive data for these purposes. This may include companies in the following categories:

- IT services
- Metering and billing services
- Call centre

If necessary, data may also be passed on to other third parties such as debt collection agencies.

External service providers have been carefully selected and commissioned by us. They are bound by instructions from us and are regularly monitored. autoSense AG will only share your personal data with third parties if:

- You have given your express consent (Art. 6 (1)(a) GDPR)
- This is legally permissible for the fulfilment of contractual relationships with you, e.g. with financial service providers (Art. 6 (1)(b) GDPR)
- In the event that there is a legal obligation for the transfer (Art. 6 (1)(c) GDPR)
- The disclosure is necessary for the assertion, exercise or defence of legal claims and there is no reason to assume that you have an overriding legitimate interest in the non-disclosure of your data (Art. 6 (1)(f) GDPR)

Where necessary for the provision of the services, personal data will be transmitted to the aforementioned bodies in Switzerland and the EU. For the transfer of your personal data, we conclude, where necessary, contract processing agreements in accordance with Art. 28 GDPR in order to ensure the continued protection of your personal data. Your personal data is processed within Switzerland and the EU. Should your personal data nevertheless be transferred to a third country, the requirements of Art. 44 ff. GDPR will be met in order to maintain an adequate level of data protection through appropriate measures.

7. Duration of storage

Your personal data will only be stored for as long as is necessary to achieve the purposes stated herein or as stipulated by the retention periods provided for by law.

8. Data security

We take appropriate technical and organisational measures (Art. 32 GDPR) to protect your personal data from unauthorised access and misuse.

9. Your rights

As a data subject, you have the following rights:

9.1. Right of access

You have the right to obtain information about the processing of your personal data (Art. 15 GDPR).

A request for information is generally free of charge. A fee may be charged if the request for access to information is excessive or notorious, unless there is a legitimate interest. If your request for information will incur costs, we will notify you in advance.

The exercise of these rights requires that you provide clear proof of your identity (e.g. by means of a copy of an identification card if your identity is otherwise unclear or cannot be verified). To assert your rights, you may contact us at the address indicated in section 1.

9.2. Right to rectification

You have the right to request the rectification of inaccurate or incomplete personal data about you (Art. 16 GDPR).

9.3. Right to erasure

You have the right to request the erasure of your data under certain circumstances (Art. 17 GDPR). Under this right, you may, for example, request the erasure of your data, provided this data is no longer required for the purposes for which it was collected. You may also request erasure if we are processing data on the basis of your consent and you withdraw this consent.

9.4. Right to restriction of processing

You have the right, under certain conditions, to request a restriction of the processing carried out (Art. 18 GDPR).

9.5. Right to data portability

You have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used and machine-readable format (Art. 20 GDPR).

9.6. Right to object to processing

You have the right, on grounds relating to your particular situation, to object at any time to the processing of personal data concerning you on the basis of Art. 6 (1)(e)(f) GDPR (Art. 21 GDPR).

9.7. Right to lodge a complaint with the supervisory authority

You have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence or the place of the alleged infringement, if you believe that the processing of personal data concerning you infringes this ordinance (Art. 77 GDPR).

9.8. Right of withdrawal

You have the right to withdraw your consent at any time with effect for the future. Please send your request to withdraw your consent to privacy@autosense.ch

Please send your requests to:

- By email: privacy@autosense.ch
- By post: autosense AG, Badenerstrasse 141, 8004 Zurich, Switzerland
- Support: <https://support.autosense.ch>

9.9. Amendments

We reserve the right to amend and supplement all parts of this policy at any time and at our sole discretion. The version published in the app applies. We will inform you of such changes in a reasonable manner and in accordance with the requirements of applicable law.

If this policy forms part of the contract between you and us, we will inform you appropriately in advance and obtain your consent if we change or supplement the policy to your disadvantage. Your consent is voluntary. If you do not agree to the relevant change or addition, you can object to it. If you do not object within the period stated in advance, this is deemed to constitute your consent to the respective change or addition. Changes or additions to this policy do not give rise to any right to extraordinary termination of a contract.

Last updated 8 July 2025