

Ford Motor – Ford Credit Joint Control Privacy Policy

This Privacy Policy will help you understand what personal information is collected jointly by your local Ford Motor and Credit entities and Ford Smart Mobility UK Limited (together “Ford”, “we”, “us”) why we collect this information and what we do with it.

The parties mentioned above separately and collectively collect and process certain personal data, for a subset of which they are joint controllers for purposes of customer relationship management, analysis and marketing and advertising. The collective processing of data between us is required in order to better support you in all stages of your journey and interaction with Ford, and to offer as seamless an experience for you as possible.

We have put in place an arrangement to govern our responsibilities as joint controllers and the essence of that arrangement is set out in this Joint Control Privacy Policy. Please see Section 7 of this Policy for contact details of the designated points of contact.

In addition to this Policy, some Ford products and services have their own privacy policies which describe in more detail how your personal information is used in a particular context.

Section 1 - Information We Collect under Joint Control

In the course of Ford's relationship with you, you may give us information about yourself. You may also provide information when you make a request or respond to an offer from us. The information collected under Joint Control may include:

- Your name and contact details (e.g. your name or business name and address, telephone number(s) and email address);
- information about the vehicles you drive or have driven (e.g. vehicle model and details, price, VIN, registration) and other products and services you are interested in or have purchased from Ford
- information from Ford Credit where relevant (e.g. finance/lease/Ford Money product used, term, installment and residual value amounts, interest rate, contract status (active/settled etc),
- records of our interactions and contacts with you including survey feedback; apps, sites and platforms used by you to interact with us and your relationship with us,
- common Ford customer identifiers,
- the dealerships you have used,
- your marketing preferences and permissions for various communication channels

No bank specific customer information (e.g. bank routing and account details, creditworthiness or payment schedules), connected vehicle driver behavior and location data, nor any special categories of data will be processed under joint control.

Section 2 - How your personal information will be used and the legal basis for processing

We use the personal information we collect about you and in accordance with data protection laws, for the purposes and on the legal grounds described below:

Purpose	Legal Basis (subject to region)
Customer service, Assistance and Support – to provide customer service and support, including responding to your inquiries and offering personalized assistance	Performance of a Contract, Legitimate Interest
Analysis - for internal analysis and reporting to understand your interactions with our products, services, and digital platforms. This helps us optimize our business operations, personalize your experience, and improve our marketing and loyalty initiatives	Legitimate Interest

Marketing, Advertising and Surveys – engagement, direct marketing and advertising, customer surveys and feedback	Subject to local laws, Consent or Legitimate Interest
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We would like to make sure the communications we send you and our interactions with you are as relevant to you as possible. As a result, we may use automated decision-making processes to assist the purposes above. Subject your preferences (where required), we may also, from time to time, combine data about you (for example name and contact details) collected from public sources and from third parties such as data brokers to help us determine what Ford products and services you might be interested in. Where we obtain information from third parties, we have taken steps to ensure that the third party is lawfully entitled to share your information with us for the processing purposes contemplated by us.

Based on your privacy preferences, we may also work with third parties to show you tailored advertising on social media platforms that use advertising or, if you have consented to the use of advertising cookies, when you browse the internet/visit other websites.

We explain how you can update your marketing preferences in the 'Your rights' section below

Section 3 - How We Share Information

We may share the personal information that is subject to the Joint Control Agreement internally and with data processors, both affiliates ('our affiliates' means the group of companies related to us by common control or ownership in a group) and external service providers, who are subject to agreements that oblige them to only use the personal information as we instruct and to keep it securely.

We may also share personal information to comply with a legal obligation or requests from public authorities; to protect or defend our or another's rights or property; to protect individuals' personal safety; or to detect, prevent, or otherwise address fraud, security, safety, or privacy issues.

Section 4 - Where Information is Stored

The IT systems on which we store your information may be located outside the UK, the European Economic Area and Switzerland (such as USA). If this is the case, we will ensure that appropriate safeguards are in place, where required, to protect the personal information and to ensure it is kept securely. These safeguards may include obtaining contractual assurances from any third party given access to your personal information that your personal information will be protected by standards which are equivalent to those that protect your personal information when it is in the EEA. For more information on how Ford protects your personal data when it is transferred to countries outside the EEA, or the safeguards provided by Ford to protect your personal data in the event of its transfer, please contact us.

Section 5 - Your Rights

You have the right to find out what information we hold about you and for what purposes, as well as to make corrections if necessary. You also have the right in some circumstances to object to our continuing to process your personal data, or to ask us to delete, restrict the use of, or port your information to another service provider.

Where you have given your consent to our use of your personal data, you can withdraw your consent at

any time using the Contact Details in Section 7 below.

If you are unhappy about how we handle your information, we hope that in the first instance you will contact us so that we are able to address your concerns. However, you are also entitled to lodge a complaint with your local data protection authority.

If you have questions or concerns regarding our processing of your information, or would like to exercise any of your rights, please contact us using the contact details set out in Section 7.

Section 6 - How long do we keep your information

We only keep your personal information in identifiable form for as long as is necessary for the purposes set out in this Policy. This generally means holding the information for as long as one of the following apply:

- your personal information is reasonably required in order to provide the services to you or your company;
- your personal information is reasonably required in order to satisfy the purpose for which you submitted or we collected the information;
- your personal information is reasonably required in order to protect and defend our rights or property (this will generally be the length of the relevant limitation period in your jurisdiction); or
- we are otherwise required to keep your personal information by applicable laws or regulations.

We use appropriate systems, policies and procedures and technology to protect and maintain the security and accuracy of your information.

Section 7 - Contact Details

The contact details for all the parties listed above are those of the Ford Group Data Protection Officer ("DPO") at dpeurope@ford.com. The DPO will ensure that your query reaches your local data controller as required.

This Privacy Policy may be updated in order to reflect any changes to our privacy practices and use of your information, or applicable law.

Last Updated, 27 March 2026

