

# Data protection information for the Mercedes me Adapter.



Dear Customer,  
Thank you for your interest in the Mercedes me Adapter.  
We attach great importance to protecting your privacy. Below you will find information about the handling of personal data in connection with installation of the Mercedes me Adapter. In order to use the Mercedes me Adapter, in addition to the Adapter itself it is also necessary to install the Mercedes me Adapter App. For further information on data processing in connection with use of the Mercedes me Adapter, please refer to the data protection information under “Legal Information” in the Mercedes me Adapter App.

## What data are transmitted?

Only the Vehicle Identification Number (VIN) of your vehicle, the Mercedes me Adapter serial number, the date of activation and the retailer from whom you obtained the Mercedes me Adapter are transmitted to Mercedes-Benz AG, in order to pair your vehicle with the Mercedes me Adapter. Data processing is based on Art. 6 1b) GDPR for the purpose of performing contractual services.

The Vehicle Identification Number, the date of activation and the retailer from whom you obtained the Mercedes me Adapter are additionally transmitted to the regional Daimler company responsible for your country. We also notify the regional Daimler company responsible for your country and the retailer from whom you obtained the Mercedes me Adapter as soon as the Mercedes me Adapter has been successfully paired with your vehicle.

This data processing is lawful by virtue of our legitimate interest pursuant to Art. 6 1 f) GDPR.  
The purpose of the data processing is to provide you with the best possible support in installing the Mercedes me Adapter via Mercedes-Benz AG and the regional Daimler company responsible for your country. We also use the data for the purpose of product improvement and for internal accounting purposes.

IT service providers are involved in operating our services. These are bound to contractual provisions in the work which they perform for our company (job order processing). Your data will be processed solely within the purview of the European General Data Protection Regulation.

## How long are these data stored?

Your data will be stored for 2 years for the purpose of performing the above-described services and for internal accounting purposes.

## Is provision of the data voluntary and what are the consequences of not providing the data?

The provision of your personal data is voluntary. If you do not provide your personal data, it will not be possible to pair your Mercedes me account with your vehicle and use of the Mercedes me Adapter will subsequently not be possible, however.

## What rights do I have under data protection law?

You have the following rights in connection with the processing of your personal data:

- In accordance with Art. 15 GDPR, you have the right to obtain information on the data which we have in storage.
- In accordance with Art. 16 GDPR, you have the right to have incorrect data rectified.
- In accordance with Art. 17 GDPR, you have the right to have your data erased, provided there is no legal ground for continued storage.

## Who is responsible for the data processing and is there a data protection officer?

The controller responsible for data processing is:  
Mercedes-Benz AG  
Mercedesstrasse 120  
70372 Stuttgart/Germany  
dialog.mb@daimler.com

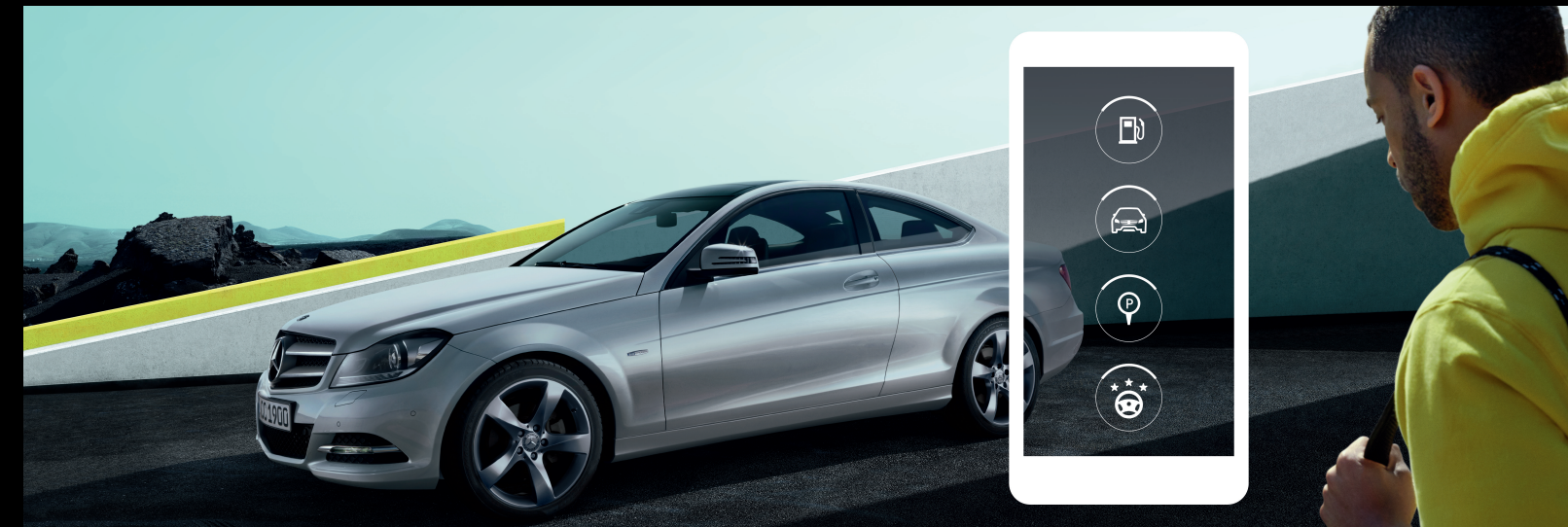
The appointed data protection officer is:  
Daimler AG | Chief Officer Corporate Data Protection  
HPC E600  
70546 Stuttgart/Germany  
data.protection@daimler.com

- In accordance with Art. 18 GDPR, you have the right to require the processing of your data to be restricted. This means that although your data will remain in storage, they may only be processed subject to restrictive conditions (e.g. with your consent or in order to assert legal claims).
- In accordance with Art. 20 GDPR, you have the right to data portability with regard to all the data which you have submitted to us. This means that we will provide you with these data in a structured, commonly used and machine-readable format.

In order to exercise these rights, please send us an email to [data.protection@daimler.com](mailto:data.protection@daimler.com).

**In addition, you can opt out of processing of your data on the basis of Art. 6 1 e) or f) GDPR or for the purposes of direct advertising at any time, free of charge and with effect for the future. To exercise your opt-out right, please send us an email to [data.protection@daimler.com](mailto:data.protection@daimler.com).**

If you are of the opinion that our processing of the personal data relating to your person constitutes a violation of the General Data Protection Regulation, you have the right to file a complaint with a supervisory authority.



## Three. Two. One. Connected.

You're just a few steps away from entering into digital dialogue with your vehicle!  
Follow these instructions to activate your Mercedes me Adapter.



Any questions? Visit our website for further information:  
[www.mercedes.me/adapter](http://www.mercedes.me/adapter)

Mercedes *me*



A

If you have a Mercedes me Adapter and a compatible vehicle<sup>1</sup>, you can get started right away:



1

Install the Mercedes me Adapter App on your smartphone. The app is available for iPhones (iOS 11 and higher) and for Android smartphones (Android 6 and higher).

2

Start the app and log in using your Mercedes me account details. Then follow the instructions in the app.

3

Insert the Mercedes me Adapter into your vehicle's diagnostics connector ("OBD2 socket"), which is located in the driver's footwell. In some vehicles, the cover of the OBD2 socket has to be opened beforehand for this purpose.

4

Add the device "MB-123456" or similar in your smartphone's Bluetooth® menu. The Bluetooth® link must be established within 3 minutes of inserting the Adapter. Otherwise, please re-insert the Adapter.

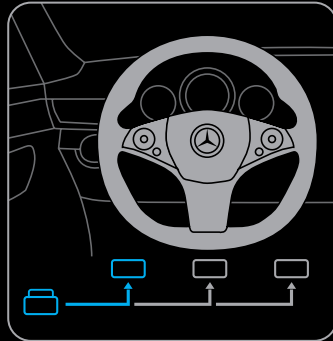
5

Open the app again and follow the instructions. Please start the engine when you are prompted to do so.<sup>2</sup>

<sup>1</sup> You can check whether your vehicle is compatible in the app or at [www.mercedes.me/adapter](http://www.mercedes.me/adapter).

B

Are you reactivating the Mercedes me Adapter (e. g. after a service)?



1

Insert the Mercedes me Adapter into the "OBD2 socket" in the driver's footwell once again.

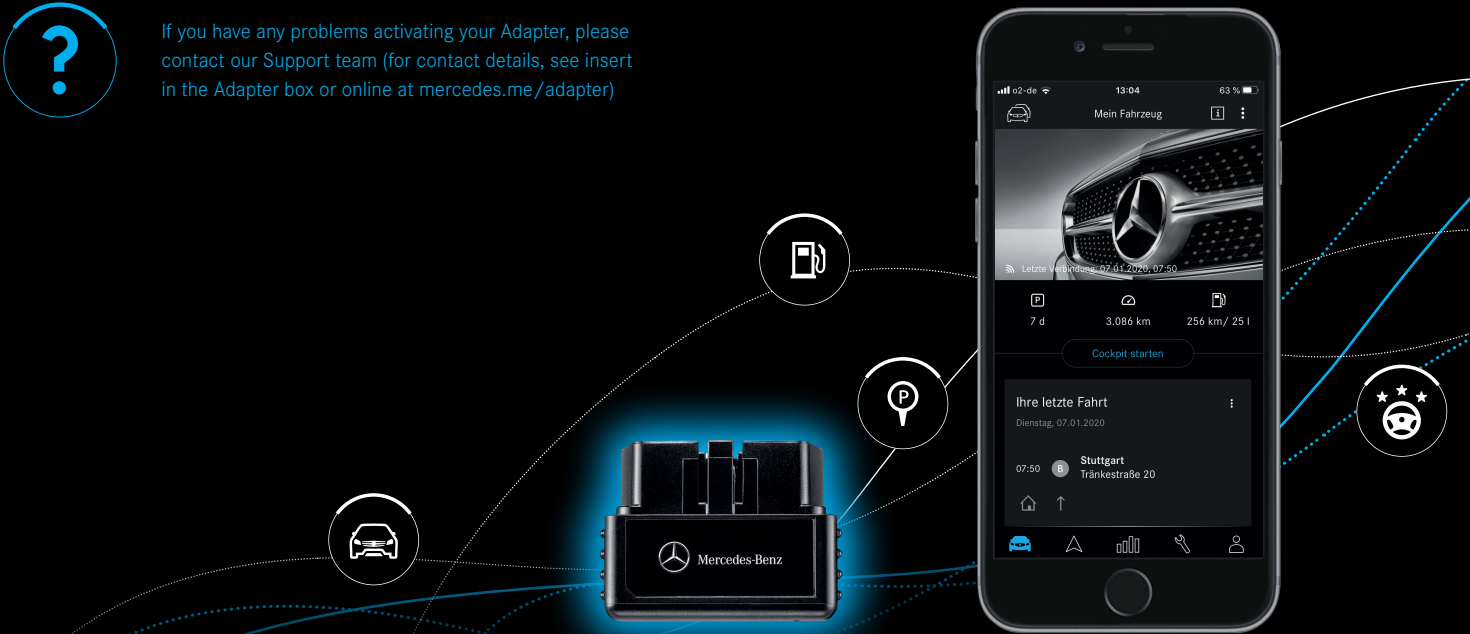
2

On the "My Vehicle" page, click on the symbol showing two vehicles at the top left. Then click on the Plus symbol to re-establish the link with the vehicle.<sup>2</sup>

<sup>2</sup> Please ensure that your smartphone is safely stored before you start your journey, do not let your smartphone or applications distract you while driving and observe any country-specific regulations.

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If you have any problems activating your Adapter, please contact our Support team (for contact details, see insert in the Adapter box or online at [mercedes.me/adapter](http://mercedes.me/adapter))



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