

Data Act Information Notice on Connected Vehicles

13.06.2025

Under the European Regulation EU 2023/2854 on harmonized rules on fair access to and use of data (hereinafter “Data Act”), User of Connected Product shall be provided with information on the data generated during the use of such Connected Product. Mercedes-Benz Vehicles are considered Connected Product when they are linked to a Mercedes me ID. Accordingly, this Information Notice provides information about the data generated by vehicles connected to a Mercedes me ID.

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1 Useful definitions

- **Data:** in the context of the Information Notice, Data refers to both Product Data and Related Service Data.
- **Average Driving Behavior:** is derived from internal fleet analysis and reflects usage patterns representative of the German market. It serves as a basis for the estimation of the volume of data generated by a Mercedes-Benz vehicle connected to a Mercedes-Benz Account and which may be made available to the User.
- **Mercedes-Benz Account:** refers to the personal and private User Account used to access Mercedes-Benz' digital world and manage Digital Extras available for connected vehicles.
- **Product Data:** refers to Art. 2(15) of the Data Act and is defined as data concerning the performance, use or environment of the vehicle which are generated by the use of a vehicle connected to a Mercedes-Benz account and which are designed to be retrievable.
- **Provider:** refers to Mercedes-Benz AG, a company incorporated under German law, established at Mercedesstraße 120, 70372 Stuttgart, Germany.

2 What are the types of Product Data which my vehicle might generate?

Please note that the type of data generated by your vehicle might differ depending on the car line, the configuration of the vehicle, and the Digital Extras activated.

Data Category	Description	Examples
Body Features	Data related to features of the vehicle's body and their remote-control functionalities	Door, window, and sunroof status
Climate and Comfort	Data related to climate and comfort settings of the vehicle, as well as its environment conditions	Temperature, air conditioning settings, ambient lighting settings, seat position
Energy and Consumption	Data related to powertrain, fuel and energy states, consumption, as well as charging	Fuel level, battery charge status, energy consumption
Maintenance and Diagnostics	Data related to vehicle's health and general diagnostics	Fluid levels, tire pressure, diagnostic codes, brake pad wear
Navigation and Positioning	Data related to the vehicle's location, route planning, and navigation systems	Geoposition, destination inputs
Vehicle Operation	Data related to the overall operation and performance of the vehicle	Ignition status, speed, gear position, odometer reading
Infotainment and user interactions	Data representing the user's interactions with the vehicle's infotainment systems and other controls	Radio settings, display settings, notification preferences, voice commands
Body mounting work (van-specific)	Data related to attachments, bodies, installations, or modifications used by bodybuilder manufacturers	Cooling temperatures, water tank fill levels, water pump status

3 What is the format of Product Data which my vehicle might generate?

Mercedes-Benz vehicles generate Product Data in various formats, including for instance boolean, numeric, text strings. The format of the respective Product Data point depends on the component in which it is generated and/or the Digital Extra in which it is processed. One data category can therefore be composed of different formats.

For example, Product Data of the data category “Body Features” are mainly generated in boolean format reflecting the status of the component (e.g., open vs. closed) whereas Navigation and Positioning Data may contain Product Data in both numeric (e.g., GPS coordinates) and text string format (e.g., destination inputs).

4 What is the estimated volume of data which my vehicle might generate?

Based on the Average Driving Behavior, Mercedes-Benz vehicles generate on average 50 MB of data per month.

Please note that the volume of data generated when using your vehicle might differ depending on the car line, the configuration of your vehicle(s), the Digital Extras activated, their usage intensity, and geographical areas. The information hereabove constitutes an estimation and should not be construed as a binding performance metric.

5 Is my vehicle capable of generating data continuously and/or in real-time?

Product Data may be generated continuously and/or in real-time when this is necessary for the proper functioning of the vehicle or for the provision of a Digital Extra. For instance, mileage data are generated continuously and in real-time.

Conversely, where this is not necessary for the proper functioning of the vehicle or the provision of a Digital Extra, Product Data are generated at discrete intervals or only when a determined trigger is realized. This is especially the case of geoposition data and other event-based data (e.g., warning indications).

6 Is my vehicle capable of storing data on-device or on a remote server?

6.1 Storage on-device

Mercedes-Benz vehicles are capable of storing Product Data on-device. The duration of retention on-device depends on the Product Data considered. Possible retention methods include:

- Circular buffer storage: Data is stored until replaced. E.g., temperature, tire pressure and gear position.
- Temporary storage: Data is stored for a limited timeframe or up to a certain event. E.g., energy consumption and destination inputs.
- Persistent storage: Data is stored indefinitely. E.g., radio settings and notification preferences.

6.2 Storage on a remote server

Where this is necessary for the provision of a Digital Extra, maintenance services, diagnostic or repair services conducted in Mercedes-Benz' authorized workshop or for the provision of third-party services, Product Data may be stored on a remote server.

Furthermore, Product Data may be stored on a remote server, when users shared their consent for improvements or marketing purposes.

The duration of retention on remote servers is laid out in the respective privacy policy.

7 How can I access, retrieve, or erase the data?

7.1 Access and Retrieval

If your vehicle is connected to a private Mercedes-Benz Account, you can retrieve the data, together with the relevant metadata necessary to interpret and use them, via the "Data Access EU Data Act" section located in the Privacy Center of your Mercedes-Benz Account.

If your vehicle is connected to a Mercedes-Benz Company Profile, you can retrieve the data, together with the relevant metadata necessary to interpret and use them, via the "Data Access EU Data Act" section located on the Vehicle Manager page in your Mercedes-Benz Company Profile.

Terms of use, including information on the quality of service, are available in the Agreement for access and usage of connected vehicle data and related services data under EU Data Act. This Agreement is available in the EU Data Act subsection of your Mercedes-Benz Account.

7.2 Erasure

Product Data will be erased when a vehicle is deleted from a Mercedes-Benz Account.

Please note that Mercedes-Benz might have to keep storing some Product Data in order to comply with legal and contractual obligations (e.g. provision of activated Digital Extras).