

Enacted on January 07, 2025

Hitachi Astemo privacy notice/privacy policy regarding data collected by on-board cameras in New Zealand

Hitachi Astemo, Ltd. (“Hitachi Astemo”, “we”, “us”, and “our”) records images visible from our test vehicles driving on public roads in New Zealand to develop our products and services. This privacy notice/privacy policy (this “Notice”) describes how we handle personal information collected via recorded images, in accordance with applicable privacy laws and other applicable regulations of New Zealand.

1. How we collect personal information

We may collect personal information by driving test vehicles on public roads in New Zealand and recording images surrounding the test vehicles using on-board cameras. The images may contain personal information visible from public streets, such as appearances and behaviors of passers-by, as well as their whereabouts and date and time, and/or the license plates of vehicles surrounding test vehicles (hereinafter, the “Personal Information”). We engage a third party, IDIADA Automotive technology S.A., to assist us with such collection of images.

2. Purpose of collecting personal information

The purpose of collecting the images is to develop an advanced driver-assistance system (ADAS) and related products and services.

3. Disclosure of your personal information

3.1 The body or person to which we disclose personal information

We disclose the images collected as described in Section 1 to the following third parties:

- Automobile manufacturers with whom we develop ADAS and related products and services;

- Our service providers who help us analyze such images;
- Our service providers who provide us with different kinds of cloud services we use as our development platform; and
- Third parties when we believe in good faith that we are required to do so by law.

In such cases, we will ensure compliance with all legal requirements, including entering into agreements with our service providers.

3.2 Cross-border disclosure of personal information

We disclose the images to recipients outside of New Zealand. Specifically, we disclose such information to our partners and service providers in Japan, the United States, Ukraine, India, the United Kingdom, and EU countries. Whenever we disclose Personal Information outside of New Zealand, we put in place appropriate safeguards (including contractual commitments) to ensure Personal Information is properly protected.

4. Your rights regarding your personal information

If the images we hold contain your Personal Information, you have the following rights, subject to the conditions set forth in the New Zealand Privacy Act 2020.

- Right of access: You may request access to your Personal Information.
- Right to seek correction: You may request correction of your Personal Information.

If you wish to exercise any of the above rights, please contact us at the contact details provided in Section 5 or via the inquiry form linked below.

[Inquiry Form About Personal Information](#)

5. Contacts

If you have any questions or wish to make a request, please contact us at:

[Inquiry Form About Personal Information](#)