



eCarUp AG  
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# Privacy policy of eCarUp AG

eCarUp AG (hereinafter "eCarUp") respects the privacy of every person who uses the eCarUp devices, visits the eCarUp websites or uses the eCarUp Cloud features. When you use eCarUp services, you are entrusting us with your personal information.

You can use our services in many ways - to monitor, control and bill your charging stations. As an eCarUp user, you get access to a wide range of (semi-) private and public charging stations and can pay via smartphone. When you use our services, your meter data is stored and processed in the eCarUp Cloud.

In this privacy policy, you will learn what personal data we collect, for what purposes we collect this data and what we do with the collected data. Consequently, the security of your data is our top priority. Our privacy policy explains:

- How we protect your data;
- What information we collect and for what reason;
- How we use that information;
- Who we share your personal information with;
- What choices we offer, including how information can be accessed and updated;
- What rights you have.

Protecting your privacy is important to eCarUp, so whether you are a new or long-time user, please take the time to learn about our practices - if you have any questions about this, please contact us by e-mail at [info@ecarup.com](mailto:info@ecarup.com)

## Processed personal data

Within the scope of our business relationship, we regularly process the following categories of personal data:

- Personal master data (e.g. title, first name, last name, gender, customer number, user name);
- Contact information (e.g. billing, residential/delivery address, email address, telephone number);
- Content and boundary data of the communication (e.g. information on the type, time or, if applicable, location of the communication);
- Behavioural and transactional data (e.g. shopping basket details, shopping behaviour, event attendance, information about services subscribed to);
- Financial data (e.g. payment details, credit report);
- Customer history (e.g. interaction with customer service, information on handling of defects or complaints);
- Online identifiers (e.g. device identification data, IP addresses);
- Online tracking and traffic data (e.g. browsing behaviour, click-through behaviour when receiving newsletters);
- Profile data or personal preference data (e.g. preferences in relation to products or services);



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- Data exchanged between charging station owners and e-car drivers during a charging transaction via the platform, such as energy amount, prices and the time and place of the transaction;
- Credit card information without information from other payment methods for charging payments;
- Via our payment service provider Stripe, all relevant information for the clarification of the beneficial ownership of the credit transferred to the accounts of station holders under the Know-Your-Customer principle.

First and foremost, we process personal data that you provide to us or that we collect when operating our websites, our app or the eCarUp Cloud. This may include any of the categories of data listed below.

## **Use of the eCarUp web portal and the eCarUp app**

### **Data you share with us**

To access eCarUp Cloud services, you need to create an eCarUp account. During the registration process, we will request your personal information, starting with your email address, which will be securely stored.

The "eCarUp" web portal operated by eCarUp AG is used by registered users to analyse and evaluate meter readings as well as data related to the charging stations. The measurement data of the meters/stations are uploaded to the eCarUp Cloud.

Charging stations can also be activated and billed ad-hoc via a web-based instant payment function. Transaction-specific data and credit card information are also processed there.

### **Data we receive as a result of your use of our services**

Device-related information: The data recorded in your eCarUp account (use of e-charging points, etc.) is stored in relation to the email address you have provided.

By using the eCarUp cloud services, you consent to eCarUp informing you of any innovations, changes, restrictions or extensions necessary for the proper operation and effective use of the portal. To access eCarUp Cloud services, you need to create an eCarUp account. During the registration process, we will request your personal information, starting with your email address, which will be securely stored. However, please note that we may still send you communications related to the safe use of our cloud services.

### **Customers of service providers who use eCarUp**

If your eCarUp account is managed for you by an energy cost billing service provider, the billing service provider and the distribution partners who provide customer service to your organisation will have access to your eCarUp account information (including your email address and meter data). Your metering and consumption data can and will be viewed by the energy bill preparer. This is done on the basis of our instructions and in accordance with our privacy policy and other appropriate confidentiality and security measures.

Your energy billing service provider may have the option:

- View statistics relating to your account;
- Block or terminate access to your account;
- Access or store data stored as part of your account;
- Obtain information about your account to comply with any applicable law, regulation or legal process, or to comply with any enforceable governmental request;
- Restrict your ability to delete or edit data or privacy settings.

For more information, please refer to the privacy policy of your energy billing service provider.

## Purposes of the processing

### Contract performance

To engage in contract-related activities with you, we require the processing of your personal data. This occurs when you place an order in our webshop, create a customer account, or utilize other online and offline services. For the purpose of fulfilling the contract, we may carry out all processing necessary for initiating the contract, concluding the contract, processing the contract or enforcing the contract. The purposes of contract performance are in particular:

- Collection of energy data;
- Monitoring energy consumption and energy efficiency;
- Provision of energy consumption data to end-users;
- Billing of energy consumption and costs;
- Analysis of energy consumption behaviour;
- Improving energy efficiency and identifying potential savings.

The measurement data can be used anonymously for technical evaluations.

### Communication

In order for us to communicate with you and respond to your concerns, we need to process your personal data. This may be the case when you use a contact form from us, contact us by email, post or telephone or in any other way when we contact you, or for customer care.



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## Marketing and information

We may process your personal data for marketing purposes so that we can provide you with attractive and suitable offers and send you interesting information about products, services, events, etc. You can unsubscribe from marketing communications at any time. You will find a corresponding unsubscribe link in each e-mail communication.

## Profiling

In some cases, your personal data is processed automatically in order to evaluate certain personal aspects.

We use such evaluations in particular to be able to inform and advise you in a targeted manner about certain services or products from us. For this purpose, we use evaluation tools thanks to which we can communicate in a needs-based manner and take appropriate advertising measures, including market and opinion research.

## Other purposes

In addition, we may also process your personal data for other purposes. These include:

- Market and opinion research;
- The assertion of legal claims or defense against them;
- Other purposes (e.g. administrative purposes, such as the administration of master data, accounting, data archiving and the testing, administration and ongoing improvement of IT infrastructure) and the evaluation and improvement of internal processes. This also includes, for example, the analysis of the usage behaviour of our app for its optimisation. The protection of other legitimate interests is also one of the other purposes that cannot be named exhaustively.

## How we protect your data

### Encryption

All access to your data in the eCarUp Cloud is SSL (TLS) encrypted. Passwords and other sensitive data are only stored in encrypted form. All connections between the devices (meters, e-charging stations) and the eCarUp Cloud are encrypted. Actively contribute to an even more secure protection of your data by providing your WiFi network and the eCarUp account with a strong password.

### Access protection

The measurement data from the user's various devices (e.g. energy meters/charging stations) are recorded and processed in the eCarUp Cloud. The eCarUp servers are located in secure data centres in Switzerland and are only accessible to authorised personnel.



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## Information collected by us

We collect information to provide better services to all our users - from identifying basic aspects such as the language you speak, to more complex issues such as energy consumption at charging stations (electricity).

We collect information in the following ways:

## Provision of the app

By using our app as a driver, you must provide your email address and, if applicable, a valid credit or debit card. We may also collect, process and use certain metadata. Metadata is information that is automatically generated when you use the app in order to display the content of the app to you, e.g.:

- IP address;
- Calling up various areas in the app;
- Date and time of the call.

This data is used by us to enable the data exchange associated with the use of the app. We also use this data to ensure the security of the app and to detect technical errors and/or discrepancies in the transmission of the data exchange. You cannot object to the collection of metadata by us.

## Visit the eCarUp websites

You can visit our website without having to provide any personal information. We store your access data without personal reference.

## Protocol data

However, when you access content provided by eCarUp, we collect and store certain data in server logs. These logs include, but are not limited to:

- Details of how you have used our services, for example the pages you have visited on eCarUp.com;
- IP address;
- Device event data such as crashes, system activity, hardware settings, browser type, browser language, date and time of your request and referral URL;
- Location-based information.

**Local Storage:** We may collect and store information (including personal data) locally on your device using mechanisms such as your browser's web memory (including HTML 5) and application data caches.



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## Cookies and similar technologies

Our partners and we use various technologies to collect and store data when you access an eCarUp service. These may include cookies or similar technologies that identify your browser or device.

Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your terminal device until you delete them. These cookies enable us to recognise your browser on your next visit. This allows us to save certain settings (such as language settings or location information) so that you do not have to re-enter them when you return to the website. We use cookies to make our websites more user-friendly, effective and secure.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

Below you will find instructions for the most common browsers:

- [Google Chrome](#)
- [Safari \(Apple\)](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)

## Analysis

In order to enable a statistical analysis of usage behavior, eCarUp uses analysis services and tracking technologies from [Google, Mountain View, California, United States](#). The data collected in this way is anonymized. Only how eCarUp products are used is recorded, e.g. page views and loading times, but never personal or customer-identifying data or content. The data collected in this way is used exclusively for troubleshooting purposes and to optimize the customer experience. The information generated is transferred to and stored on Google's usually European servers (to enable performance comparisons). You can find more information about Google's privacy policy [here](#).

## Cloudflare

To secure the eCarUp servers and optimize loading times, CloudFlare is used as a CDN ("Content Delivery Network"). Therefore, all requests are inevitably routed through CloudFlare servers and consolidated into statistics that cannot be deactivated. According to their own information, the collected raw data is usually deleted there within 4 hours, at the latest after 3 days. Here you can find [information about the data collected](#) there and about [security & privacy at CloudFlare](#).



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## Contact forms

When using the contact and registration forms offered on our website, you should not enter sensitive or particularly sensitive data. Information transmitted over the Internet (such as online forms) and content received online may be transmitted over third-party networks and may be viewable by anyone.

## Visiting our social media channels

We have embedded links to our social media channels on our websites and, where applicable, in our apps as well as on the web portal and wiki. This is apparent to you in each case (typically via corresponding icons). If you click on the icons, you will be redirected to our social media channels.

When you access the network through these links, the social media providers may gather information about your origin. The social media providers can use the data collected in this way for their own purposes. We would like to point out that we have no knowledge of the content of the transmitted data or its use by the social media providers.

## E-Mails

You have the option in every email from us to unsubscribe from further product information or e-mails. Excluded are such emails that are necessary for the customer relationship or its termination, e.g. update of our General Terms and Conditions ("GTC"). For sending e-mails we use systems of the company [Swiss Newsletter of mailXpert GmbH, Zurich](#). Your first name, last name, country, language, company and, if required, information about your customer segment are transferred to Swiss Newsletter for processing. For more information about Swiss Newsletter's privacy policy, [click here](#).

Transactional emails (such as order confirmations) are sent via the US service provider [SendGrid](#). Sending via a specialized service provider is necessary here to ensure the delivery of the emails and, if possible, also to reduce the likelihood of these emails being classified as "spam". An appropriate level of data protection is guaranteed at all times. At SendGrid, no message content is stored, only data related to the sending of emails, and storage is for a limited period of time. You can find out more about Sendgrid's privacy policy [here](#).

## Passing on your personal data

We may need to use the services of third parties and commission them to process your data (so-called order processors). We contractually ensure that order processors comply with the requirements of data protection and treat your personal data confidentiality. Categories of recipients are namely:

- Accounting, fiduciary and auditing companies;
- Consulting companies (legal advice, taxes, marketing, communication, etc.);
- IT service providers (web hosting, support, cloud services, security, backup storage, fraud prevention, etc.);
- Payment and collection service providers;
- Shipping and logistics;





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- Event organization;
- Advertising and marketing (e.g. for sending communications such as mailings, postcards, newsletters and reach measurement, display advertising, handling of contests, surveys and market research);
- Provider of tracking services, conversion measurement, user evaluations, content delivery, web design, etc.
- Affiliates.

Our service providers may also process data about how their services are used and other data generated in the course of using their service as independent data controllers for their own legitimate interests (e.g., for statistical analysis or billing). The service providers provide information about independent data processing in their respective data protection statements.

Under certain circumstances, we are also obliged to disclose your data to authorities in Germany and abroad (e.g. as part of investigations, proceedings or due to legal obligations). These authorities process your personal data under their own responsibility.

### **Transfer to smart-me**

When an eCarUp account is created in the eCarUp web portal or in the app, a smart-me account is created at the same time. Consequently, the privacy policy of smart-me AG also applies in addition to the privacy policy of eCarUp.

We run a joint CRM (Customer Relation Management System) with our parent company smart-me. This means that smart-me can also view all of eCarUp's customer data. smart-me and eCarUp can thus conduct joint campaigns and organise events. smart-me can also use the customer data to conduct its own marketing measures. Every eCarUp customer agrees to this processing within the framework of the General Terms and Conditions. smart-me is obliged to maintain confidentiality with regard to CRM use and your personal data. We also ensure that smart-me has taken appropriate technical and organisational measures to protect your personal data.

### **Specific third party providers**

In order to use technical or organisational services provided by third parties, which we require for our business activities, personal data may be stored in third-party systems. For example, name, first name, company, language, address, customer segment information and bank details in our business software from the company bexio AG, Rapperswil, Switzerland. More about the privacy policy of bexio AG can be found [here](#).

For the provision of customer support, eCarUp uses the systems of the company Freshworks Inc, San Mateo, California, United States. In order for eCarUp to be able to help you in the best possible way, the following information is stored exclusively for the purpose of support services: Last name, first name, company, shipping address, email, serial number, product type, language, phone number. eCarUp stores the exchange between you and our customer support regardless of how we communicate with you (phone, email, etc). This is to better assist you with future inquiries. Questions asked via the Apple App Store, the Google App Store or social media (such as LinkedIn or similar) also trigger a Freshworks ticket and are stored. The data thus deposited will be stored in





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accordance with the applicable data protection regulations. More information can be found [here](#).

We use business tools from Google Workspace (Google, Mountain View, California, United States). We also store personal data in them, such as email addresses. You can find more information about Google Workspace's privacy policy [here](#).

### **Passing on your data for payments**

We process payments via Stripe, among others. In this respect, your data is passed on to them. You only enter your confidential data on the payment provider's page. A secure connection is then established there. More detailed information on the security of payment transactions can be obtained from [Stripe](#).

### **Disclosure of personal data in the event of a corporate reorganisation**

If eCarUp is involved in a business combination, acquisition or asset sale, we will continue to ensure the confidentiality of any personal data. In this context, we may share your personal data as part of a due diligence process. Wherever possible, this will be done anonymously. Due to the confidential nature of such processes, you will not be informed separately. Should a transaction occur, you will be informed promptly by eCarUp or by the acquiring company about the change of the responsible data processor.

### **Transfer of personal data abroad**

As far as possible, we process your personal data in Switzerland or in the European Economic Area (EEA). Under certain circumstances, your personal data may be transferred to service providers abroad as part of the processing of your order. In exceptional cases, the transfer may take place worldwide.

In the absence of adequate data protection in the third country concerned, data will only be transferred to a third country if we have agreed suitable guarantees with the recipient to ensure data protection (e.g. EU standard contractual clauses, available at: [https://commission.europa.eu/publications/standard-contractual-clauses-international-transfers\\_en](https://commission.europa.eu/publications/standard-contractual-clauses-international-transfers_en)).

A transfer based on standard contractual clauses only takes place after a prior risk assessment. If the risk assessment shows that the recipient cannot comply with the standard contractual clauses, we will ensure that additional technical measures are taken to protect the integrity and confidentiality of the personal data transferred.

### **Scope of application of the privacy policy**

Our privacy policy applies to all services offered by eCarUp. This Privacy Policy does not apply to services that are covered by separate privacy policies that do not include this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals that may include eCarUp services or other websites linked to our services. Our Privacy Policy does not cover the handling of information by other companies or organisations that promote our Services.



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If you as a station owner decide (optionally) to share your charging station(s) via eCarUp through a roaming network, data related to the station (name, prices, location etc.) as well as usage will be shared with other charging networks as well as other service providers such as car manufacturers (for navigation) and Google Maps as well as others. The T&Cs and privacy policy can be found at the following [Link](#).

## **Your rights**

You have the right to request information about your personal data at any time and, if necessary, to have your personal data handed over.

Whenever you use our services, we will endeavour to give you access to your personal data. If this data is incorrect, we will endeavour to provide you with opportunities to update or remove it quickly - unless we need to retain it for legitimate business or legal purposes.

We aim to provide our services in a way that protects data from accidental or deliberate destruction. For this reason, we may not immediately delete from our active servers or remove from our backup systems any remaining copies of data that you have deleted from our Services. Please contact us by post or email if you would like free information, correction, blocking or deletion of your stored data. Please enclose proof of identity with your request.

## **Cooperation with regulatory authorities**

We regularly review compliance with our privacy policy. Your personal data is stored, processed and passed on in compliance with the relevant provisions of Swiss legislation (Federal Data Protection Act) and the EU General Data Protection Regulation (GDPR). The competent supervisory authority is the Federal Data Protection and Information Commissioner.

## **Changes**

Our privacy policy is subject to periodic revisions. We will not restrict your rights under this privacy policy without your express consent. Any changes to the Privacy Policy will be posted by us on this page. If the changes are material, we will provide a more prominent notice (including, in the case of certain services, an email notification of the changes to the Privacy Policy). We will also keep older versions of this Privacy Policy in an archive for your reference.



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## **Responsible is**

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