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Customer Privacy Notice

Your privacy is and will always be enormously important to us. Our Privacy Notice is designed to provide transparency into our data practices in a format that is easy to read and navigate. Please read the sections below to understand how we collect, use, share, and safeguard your information in order to offer you the most seamless vehicle and energy experience imaginable.

Privacy From Day One

Your Tesla generates vehicle, diagnostic, infotainment system, and Autopilot data. To protect your privacy from the moment you take delivery, Tesla does not associate the vehicle data generated by your driving with your identity or account by default. As a result, no one but you would have knowledge of your activities, location or a history of where you've been. Your in-vehicle experiences are also protected. From features such as voice commands, to surfing the web on your touchscreen, your information is kept private and secure, ensuring the infotainment data collected is not linked to your identity or account.

Tesla vehicles are equipped with a camera suite designed from the ground up to protect your privacy while providing advanced features such as Autopilot, Smart Summon, and Autopark. To recognize things like lane lines, street signs and traffic light positions, Autopilot data from the camera suite is processed directly without leaving your vehicle by default. In order for camera recordings for fleet learning to be shared with Tesla, your consent for Data Sharing is required and can be controlled through the vehicle's touchscreen at any time. Even if you choose to opt-in, unless we receive the data as a result of a safety event (a vehicle collision or airbag deployment) — camera recordings remain anonymous and are not linked to you or your vehicle.

Additionally, from Powerwall to Solar Roof, your Energy products are designed to protect your privacy. Tesla aims to collect a minimum amount of personal data necessary for displaying your in-app energy experience, providing services to you, and for improving your energy products. We are also committed to only share your personal data when needed to operate or service your product, or we will ask for your permission.

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Information We May Collect

We may collect three main types of information related to you or your use of our products and services:

- Information from or about you
- Information from or about your Tesla vehicle
- Information from or about your Tesla energy products

Depending on the Tesla products and services you request, own, or use, not all of these types of information may be applicable to you.

[Show more](#)

How We May Use Your Information

We may use the information we collect to:

- Communicate with you
- Fulfill our products and services
- Improve and enhance development of our products and services

This includes contacting you to advise you of important safety-related information, to notify first responders in the event of an accident involving your vehicle, present products and offers tailored to you, or to respond to your inquiries and fulfill your requests for product information, Tesla Updates, and other events.

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Sharing Your Information

We may share information with:

- Our service providers, business partners and affiliates
- Third parties you authorize

- Other third parties as required by law

We limit how, and with who, we share your personal data. Examples of when we may share your information include, payment processing, order fulfillment, product installation, customer service, marketing, financing, service or repair, and other similar services.

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We do not sell your personal data to anyone for any purpose, period. The table below illustrates who Tesla may share your personal data with depending on your interactions with us or purchases you make.

Our service providers, business partners and affiliates

Categories of Recipients	Description	Reason for Sharing
Affiliates and subsidiaries	Companies that are owned or controlled by Tesla, or where we have a substantial ownership interest	To assist, operate, enhance, and fulfill services on our behalf based on our legitimate interests to outsource certain operations
Service providers and business partners	Companies we've hired to provide services like customer support, product financing, repair estimate providers, infrastructure, and other professional service providers	To assist, operate, and fulfill services on our behalf based on our legitimate interests to outsource certain operations
Payment processors	Companies we contract with to securely process your payment details	To enable payment processing based on our contract with you, and fraud prevention in line with our legitimate interests

Third parties you authorize

Categories of Recipients	Description	Reason for Sharing
Financial institutions	Companies that process credit applications for lease and financing offerings	To confirm your eligibility, and process your request for service based on your consent or our contract with you
Energy utilities and energy services companies	Companies that deploy and distribute energy to your home from the grid	To fulfill your request for Energy products and services based either on your consent, our contract with you or pre-contractual arrangements requested by you

Categories of Recipients	Description	Reason for Sharing
Certified energy installers	Partners who may perform financing, permitting, inspections and installations	To perform, assist, and fulfill services on either our behalf or yours based on your consent or our contract with you
Third party service and repair centers	Third party service locations we partner with to provide you with quality repair	To facilitate service and repairs, and improve costs and service based on our contract with you and our legitimate interests in improving costs and service

Other third parties as required by law or other circumstances

Categories of Recipients	Description	Reason for Sharing
Law enforcement and government authorities	Disclosure of information as required by law, or when otherwise appropriate	To comply with applicable laws based on our legal obligation or legitimate interests
Government-offered incentive or credit programs	Disclosure of information as required by the program such as VIN	To comply with the participation terms of the offered program based on our legitimate interests

The personal data we collect may be shared between Tesla and our subsidiaries, affiliates (companies that are owned or controlled by Tesla, or where we have a substantial ownership interest), third party service providers, channel partners, suppliers, and others when necessary to perform services on our or on your behalf. For example, companies we've hired to provide customer service support or assist in protecting and securing our systems and services may need access to personal data to provide those functions. In such cases, these companies must abide by our privacy and data protection requirements and are not allowed to use personal data they receive from us for any other purpose.

In addition, we may share information with:

Third party service providers and channel partners to provide services such as website hosting, data analysis and storage, payment processing, order fulfillment and product installation, wireless connectivity to Tesla products, information technology and related infrastructure, customer service, product design, product diagnostics, maintenance or related services, email delivery, credit card processing, auditing, marketing, voice command processing, and other similar services.

Subsidiaries and affiliates (such as Tesla Insurance Services, Inc.) to develop new and improve existing products and services, perform data analysis, and reporting. For

example, in the event you request service/repair of your vehicle from a service center or body shop that is operated either by Tesla or by a third party, we may share information about your vehicle, repair, and associated personal data to optimize your experience, accurately price repairs, and improve our business practices.

Repair estimate providers and any insurance company to enable Tesla or third party service centers to perform services on your vehicle such as repair or maintenance. When you request Tesla to perform certain services, we share limited information about you and the vehicle with these parties to help provide you with an accurate repair estimate and to facilitate payment. Repair estimate providers may use this information in the aggregate to create and publish industry analytics.

Other third party business partners to the extent that they are involved in the purchase, lease, or service of your Tesla products. We share limited information from or about you or your Tesla products to allow you to take advantage of those services if you elect to utilize them, with such partners as finance institutions, leasing, registration, title companies, electric utilities, permitting authorities and insurance companies.

Third parties you authorize, such as:

- Certified installers, where we may directly or indirectly sell you the energy products that you have requested, or where the Certified Installer owns or is financing your energy products.
- Third party utilities or energy services companies, where required by tariff or regulation or you have agreed to allow them to monitor or control your energy product.
- With third party service centers or providers, if you choose to utilize them. Note that some information about you is stored on certain Tesla products and may be accessible directly to the third party service centers or providers that you choose to utilize to diagnose or service your Tesla product.
- Third-party sponsors of contests and similar promotions, if you elect to participate; With your social media account provider, if you connect your Tesla Account and your social media account. If you do so, you authorize us to share information with your social media account provider and you understand that the use of the information we share will be governed by the social media account provider's privacy notice.

Third parties when required by law or other circumstances, such as:

- To comply with a legal obligation (such as subpoenas or other court orders); in response to a lawful request by governmental authorities conducting an investigation, including to comply with law enforcement requirements and regulator inquiries; to verify or enforce our policies and procedures; to respond to an emergency; to prevent or stop activity we may consider to be, or to pose a risk of being, illegal, unethical or legally actionable; or to protect the rights, property, safety, or security of our products and services, Tesla, third parties, visitors, or the public, as determined by us in our sole discretion.

- With your employer or other fleet operator or the owner of the Tesla product, if you do not directly own it, as authorized by local law.
- In some jurisdictions, Tesla participates in government programs voluntarily or where required by law, such as incentive or credit programs related to environmental goals, energy reduction, or introduction of new technology. Tesla's participation assists us and governments to scale investments and support introduction of our technologies including electric vehicle, electric storage, and charging. Participation in some programs may require that Tesla share certain limited vehicle information and energy generation, charging, or storage information such as vehicle identification number or home address with government or regulatory agencies as dictated by the terms of these programs.
- When you accept a government-offered purchase incentive or otherwise participate in government incentive programs, Tesla may be required to provide some information to government, or its designated administrators, pertaining to your purchase, participation and eligibility in order to process the purchase incentive.
- With a third party in connection with any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any insolvency or similar proceedings).

Choice and Transparency

We enable you to obtain access and control the data that we collect, use, and share. Through device permissions, in-app settings, communication preferences, your Tesla Account, and in-vehicle data sharing controls — you are in the driver's seat, even when it comes to your data.

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Rights and Choices

Tesla Updates: When you request information, purchase a product, or sign up for promotional communications, Tesla may contact you by email, call, text, or via the Tesla app about promotions, our products and services, and other information that may be of interest to you. If you no longer want

to receive promotional-related emails or messages, you may opt out at any time by following the unsubscribe instructions in the communication received from us, by changing your communication preferences, or by telling us using any method from the Privacy Questions section. If you receive a call or text from us and do not want to receive similar calls in the future, or if you do not want to receive automated calls, simply ask to be placed on our "do not call" list. Please note that we may still be required to send you administrative or other important messages, such as billing notices or policy changes, even if you opt out of receiving other communications.

Data Sharing: Tesla enables you to control what you share. Within your vehicle's touchscreen you may enable or disable the collection of certain vehicle data (Software > Data Sharing), including Autopilot Analytics & Improvements and Road Segment Data Analytics. If you choose to enable data sharing, your vehicle may collect the data and make it available to Tesla for analysis. This analysis helps Tesla improve its products, features, and diagnose problems quicker. The collected information is not linked to your account or VIN and does not identify you personally. Depending on your selections, analytics may include details about your vehicle, its configuration, performance, software version, and short video clips or images. In order to protect your privacy, personal data is either not logged at all, is subject to privacy preserving techniques, or is removed from any reports before they're sent to Tesla.

Data Privacy Requests: We want you to be in control of how your personal data is used by us. Subject to local law, you may have the right to be informed of, and request access to, the personal data we process about you; update and correct inaccuracies in that information; have the information restricted or deleted; object or withdraw your consent to certain uses of data; and lodge a complaint with your local data protection authority. You may also have the right not to be subject to automated decision-making, including profiling, where it would have a legal or similarly significant effect on you; and the right to data portability with regard to the data you provided to us. Tesla enables you to exercise those rights in a variety of ways, including by:

- Submitting a [data privacy request](#) online
- Emailing us at privacy@tesla.com
- Writing to us at Tesla Inc, Attn: Legal – Privacy, PO Box 15430, 240 Francisco Lane, Fremont, CA 94539, United States.
- By accessing your Tesla Account to update your information at any time

When contacting Tesla and where your issue requires it, we may request more information from you, such as to verify identity, or indicate that a response will require additional time. You may at any time refer your complaint to the relevant regulator in your jurisdiction if you are unsatisfied with a reply received from us. If you ask us, we will endeavor to provide you with information about relevant complaint avenues which may be applicable to your circumstances.

California Privacy Disclosure

California residents have a right to knowledge, access, and deletion of their personal data under the California Consumer Privacy Act. California residents also have a right to opt out of the sale of their personal data by a business and a right not to be discriminated against for exercising one of their

California privacy rights. Tesla does not sell your personal data to anyone for any purpose, and does not discriminate in response to privacy rights requests.

Tesla provides disclosure of our data practices in this Privacy Notice. This includes what personal data is collected, the source of the personal data, and the purposes of use, as well as whether Tesla discloses that personal data and if so, the categories of third parties to whom it is disclosed. California residents who have purchased a Tesla product or service may exercise their rights directly (or through an authorized agent) by signing in to their Tesla Account and making a data privacy request. If you are a California resident without a Tesla Account and you would like to exercise your privacy rights, requests may also be made by:

- Emailing us at privacy@tesla.com
- Calling us at 1-844-288-3752
- Writing to us at Tesla Inc, Attn: Legal – Privacy, PO Box 15430, 240 Francisco Lane, Fremont, CA 94539, United States.

If you do not have a Tesla account, Tesla may ask you for information which we consider necessary to verify your identity for security and to prevent fraud. This information may include name, contact information, and information related to your transaction or relationship with Tesla, but the specific information requested may differ depending on the circumstances of your request for your security and to protect privacy rights. If you request deletion of your personal data, please note, that we will both render certain personal data about you permanently unrecoverable and also de-identify certain personal data.

Protection of Personal Data

Tesla uses administrative, technical, and physical safeguards to protect your personal data, taking into account the nature of the data and the threats posed. Tesla has implemented a variety of safety and security features to consistently protect your information. For example, your Tesla Account includes owners resources, guides and important documents, so we offer multi-factor authentication to protect your account. Each Tesla vehicle also includes a feature called Pin to Drive allowing you to set a secure four-digit verification code that must be entered before the car is driven. In addition, if you sell or transfer your vehicle to another person, Tesla makes it easy to perform a factory reset and remove your personal data before giving your car to a new owner (Controls > Service > Factory Reset).

We also implement other appropriate technical and organizational measures to help safeguard and secure your personal data. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure or compromised, please immediately notify us by using the contact information below.

This Notice does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including any third party operating any site or service to which we may link to on this Notice. The inclusion of such a link does not imply endorsement of the linked site or service by us or by our affiliates, nor does it imply an affiliation with the third party. Additionally, we are not responsible for the collection, use, or disclosure policies and practices (including the data security practices) of other organizations, such as any other app developer, app provider, social

media platform provider, operating system provider, or wireless service provider, including any information you disclose to other organizations through or in connection with our software applications or social media pages. In addition, our products and services are not directed to individuals under the age of sixteen, and we request that such individuals not provide any information to Tesla.

International Transfers

Tesla is a global company, and we operate internationally. By making a purchase or otherwise submitting your personal data to us, your information may be transferred to Tesla in the United States and countries other than your place of residence or in which the information was originally collected. For example, where we have facilities or in which we engage service providers. Tesla complies with laws on the transfer of personal data between countries to help ensure your data is protected as described in this Notice, wherever it may be.

We may rely on various legal grounds to collect, use, and otherwise process your information, including: your consent; that the information is necessary for the performance of a contract with you; to comply with a legal obligation; to protect your, or someone else's vital interests; or for a legitimate interest that is balanced against your rights and interests. These legitimate interests may include Tesla's interest in improving its products and services, enhancing safety and security, protecting Tesla or its business partners against wrongful conduct, and responding to customer inquiries and claims. Where applicable, we will inform you whether and why we need certain information from you, for example, whether we need the information to fulfill a legal or contractual requirement and what the consequences are of not providing the information.

If you are located in the European Economic Area (EEA), the United Kingdom (UK), or Switzerland, we ensure that the transfer of your personal data is carried out in accordance with applicable privacy laws and, in particular, that appropriate contractual, technical, and organizational measures are in place. Tesla's international transfer of personal data collected in the EEA, the UK, and Switzerland is governed by Standard Contractual Clauses. The controller of personal data relating to individuals located in the EEA, UK, or Switzerland, is Tesla International B.V. in the Netherlands. For questions or concerns please contact our Data Protection Officer, by emailing privacy@tesla.com, or by writing to us at Tesla International B.V., Attn: Privacy – DPO, 122 Burgemeester Stramanweg, 1101 EN Amsterdam, Netherlands. You may also contact and have the right to lodge a complaint with the Dutch Data Protection Authority or your local data protection authority.

Updates to this Notice

This Notice sets out the essential details relating to your personal data relationship with Tesla. From time to time, we may develop new capabilities, features, or offer additional services which may require we make material changes to this Notice. When we do, we'll let you know by revising the date this Notice was last updated on our website. Other times, we may provide you with additional notice (such as an email) with more information about the revisions. Unless stated otherwise when we introduce these new or additional services, they will be subject to this Notice and become effective when we post it on our website.

Privacy Questions

For privacy questions or comments, to opt out from certain services, or to submit a data privacy request, please

[contact us.](#)

Submit a [data privacy request](#) online

Email us at privacy@tesla.com

Write to us at Tesla Inc, Attn: Legal – Privacy, PO Box 15430, 240 Francisco Lane, Fremont, CA 94539, United States.

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