



TomTom provides customers with more details about how it uses their location data

Dutch Data Protection Authority positive about TomTom

Amsterdam, 12 January 2012 – TomTom has been cooperating with the Dutch Data Protection Authority (the "CBP") in recent months to confirm TomTom is fully compliant with privacy laws. The Data Protection Authority found that TomTom has never shared its customers' private location data with third parties. It also states that TomTom should be clearer in communicating to its customers about how their data is used to generate TomTom's mapping, routing and traffic services.

To this end, in February there will be a software update on all TomTom consumer products. This update will provide customers with detailed information about what customer location information TomTom gathers, how TomTom uses customers' location data and how customers can easily opt in and out of sharing their location data if they wish to. TomTom has created a dedicated section on www.tomtom.com/yourdata, to clearly explain how it uses and safeguards location data.

"By providing a better explanation on what data is obtained from our customers and how and why it is used, we avoid any unnecessary surprises. We have always safeguarded the data contributions made by our customers. We want to reassure all our customers that that we use data to profile roads and traffic, and not individual people", says Alain De Taeye, Member of the Management Board of TomTom NV.

These steps coincide with the CBP's publication of the findings from their investigation on TomTom's use of location data. In their report they underline that TomTom's sharing of data to third parties does not constitute a violation of Dutch privacy law. But the CBP did find that TomTom did not provide sufficient information about what data was being collected and how it was used when asking for customer permission to gather that information. However, on first judgment the CBP concluded, that the implementation of the software update with the new, more detailed consent statement announced today resolves this.