

HeyMoto Privacy Policy

Last Updated: November 19, 2025

HeyMoto Inc. and its affiliates (“HeyMoto,” “we,” “us,” or “our”) are committed to protecting your privacy. This Privacy Policy describes how we collect, use, disclose, retain, and safeguard personal information when you visit our websites (including heymoto.com), use our mobile applications, partner dashboard, APIs, telematics services, or otherwise interact with the HeyMoto car-sharing platform (collectively, the “Services”). By accessing or using the Services, you acknowledge that you have read, understood, and agree to this Privacy Policy.

1. Information We Collect

We collect information you provide directly, such as your name, email address, phone number, mailing address, company name, tax identification number, vehicle details (including VIN, license plate, make, model, year, mileage, photos, registration, and insurance documents), identity verification documents, payment and banking information, and any correspondence you send us.

We also automatically collect information about your device and usage of the Services, including IP address, browser type, operating system, device identifiers, pages viewed, referring URLs, and precise geolocation and telematics data (GPS location, speed, acceleration, braking, trip start/end times, and odometer readings) from vehicles equipped with HeyMoto hardware or when location services are enabled.

Additionally, we receive information from third parties, such as linked booking platforms (Airbnb, VRBO, Turo, etc.), driver background-check providers, insurance carriers, DMV records, and publicly available property records when you register a hotel, apartment community, or commercial location.

2. Cookies and Similar Technologies

We and our authorized service providers use cookies, pixel tags, local storage, and similar technologies (collectively, “Cookies”) to operate the Services, analyze usage, remember your preferences, and deliver relevant advertising. Strictly necessary cookies enable core functionality such as login and security. Performance and analytics cookies help us understand how the Services are used. Functional cookies remember your settings, and advertising cookies allow us and our partners to show you relevant ads across the web. You may manage your preferences at any time through the Cookie Consent banner, your browser settings, or industry opt-out tools (e.g., <https://www.aboutads.info/choices> and <https://tools.google.com/dlpage/gaoptout>). Blocking essential cookies may prevent portions of the Services from functioning properly.

3. How We Use Personal Information

We use personal information to provide and improve the Services, process payments and commissions, verify identity and insurance eligibility, facilitate supplemental insurance programs, detect and prevent fraud or safety incidents, provide customer support, send transactional and (with your consent) marketing communications, conduct analytics, and comply with legal obligations.

4. How We Disclose Personal Information

We disclose personal information only to payment processors, insurance partners and underwriters, integrated booking platforms, telematics and technology vendors, service providers who assist with hosting, analytics, and support (all bound by confidentiality obligations), law enforcement or regulators when required by law or to protect rights and safety, and to successors in the event of a merger, acquisition, or sale of assets, and to other parties with your consent.

We do not sell personal information or share it for cross-context behavioral advertising.

5. Data Retention

We retain personal information only as long as necessary to fulfill the purposes described in this Policy or as required by law, typically up to seven (7) years for insurance, tax, and dispute-resolution purposes.

6. Your Privacy Rights and Choices

You may access, correct, update, or delete your personal information, opt out of marketing communications, or exercise applicable statutory rights (including rights under CCPA/CPRA, GDPR, and other privacy laws) by contacting us at hello@heymoto.com or (800) 800-4211. We will respond within the timeframes required by applicable law.

7. Data Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no security measure is 100% effective, and we cannot guarantee absolute security.

8. International Data Transfers

Personal information may be transferred to and processed in the United States and other jurisdictions that may have different data-protection standards. We implement appropriate safeguards, including Standard Contractual Clauses, for such transfers.

9. Children's Privacy

The Services are not intended for individuals under the age of 18, and we do not knowingly collect personal information from children.

10. California Residents (CCPA/CPRA Notice)

We do not sell or share (for cross-context behavioral advertising) personal information. In the preceding 12 months we have disclosed personal information for business purposes to the categories of recipients listed in Section 4. California residents may request access, deletion, correction, or opt-out of sales/sharing (not applicable) by contacting us using the details below.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by email or through a prominent notice on our website. Your continued use of the Services after the effective date constitutes acceptance of the revised Policy.

12. Contact Us

If you have any questions about this Privacy Policy or our privacy practices, please contact:

HeyMoto Inc. Privacy Officer — support@heymoto.com | (800) 800-4211