

Privacy Statement

Your privacy is important to Daimler. The protection of your privacy in the processing of your personal data is an important concern to which we pay special attention during our business processes. Personal data collected during visits to this mobile application are processed by us according to the legal provisions valid for the country in which the data controller resides. In addition, our data protection principles comply with the [Data Protection Policy](#) applicable company-wide for Daimler. The application may include, however, links to other web sites which are not covered by this privacy statement.

Collection and Processing of Personal Data

When you visit our application, our web server may record your IP address, the web site from which you visit us, the web pages you actually visit and the date and length of your visit. Personal data is only stored if volunteered by you, for example in the context of a registration, a survey, a contest or in execution of a contract.

Use and Disclosure of Personal Data and Purpose Specification

Daimler will use your personal data for the sole purpose of technical administration of the application, customer administration, product surveys and marketing, only to the extent necessary in each specific case.

We will only disclose your data to governmental authorities in cases where it is required by law. Our employees, agencies, and retailers are obliged by us to respect confidentiality.

Freedom of Choice

We should like to use your data to inform you about our products and services and where applicable request your opinion. Naturally your participation is completely voluntary. Should you not consent, you can inform us at any time so that we can suppress your data accordingly.

Share Content

This application allows you to share content with others through the social networks Facebook, LinkedIn, Google+ and Twitter. By clicking on the respective button, this application will try to connect to your profile within the social network. If you grant access to your profile, a link to the respective content and a teaser text will appear in your profile. You can control and close the connection through the privacy settings of Facebook and Twitter. Daimler is, however, not responsible for functionalities of third-party-websites.

Cookies

Daimler uses cookies to record the preferences of visitors, to enable us to optimize the design of our websites. Cookies are small files which are stored on your device. They ease navigation, and increase the user-friendliness of a website. Cookies also help us to identify the most popular sections of our service. This enables us to provide content that is more accurately suited to your needs, and in so doing improve our service. Cookies can be used to determine whether there has been any contact between us and your computer in the past. Only the cookie on your computer is identified. Personal details can be saved in cookies, provided that you have consented to this, for example, in order to facilitate secure online access so that you not need to enter your user ID and password again.

Most browsers automatically accept cookies. You can prevent cookies from being stored on your device by setting your browser to not accept cookies. The exact instructions for this can be found in the manual for your browser. You can delete cookies already on your device at any time. If you choose not to accept cookies, you can still visit our application; however this may result in a reduced availability of the services provided by our application.

Security

Daimler uses technical and organizational security measures in order to protect the data we have under our control against accidental or intentional manipulation, loss, destruction and against access by unauthorized persons. Our security procedures are continually enhanced as new technology becomes available.

Freedom of Information

Upon written request, Daimler or its representatives will inform you by letter without delay what personal data is stored by us as defined by applicable law. Should such data be incorrect, we will at your request correct that information for you, also as a registered user you have the option of viewing, deleting or amending your personal data yourself.

Should you have questions regarding the processing of your personal data you can refer to our chief corporate data protection officer, who is also available with his team for enquiries, suggestions or complaints.

Chief Officer Corporate Data Protection

Dr. Joachim Riess
Daimler AG
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Legal Notices and Terms

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If you are interested in any vehicle model, paint, option or accessory shown on the Internet site and are unsure of its availability or specification in your locality, you should contact Daimler and/or a local authorized dealer for the relevant product, for information of current details in your locality

Prices

All prices specified are recommended retail prices. Prices are current at the time of publication and subject to change without notice.

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Content from registered users

Content (comments, images) placed on MobileKids by registered users is the sole responsibility of the user in question.

Usage conditions for registered users

The user undertakes only to insert his own text or images. Said text and images must in no way violate the rights of third parties or be otherwise impermissible.

MobileKids reserves the right to remove objectionable contributions of any type straight away. User accounts can be blocked immediately with no prior notice given. The authority to reach decisions in such cases is held exclusively by MobileKids.

By registering, the user acknowledges the usage conditions.

Cookies

Daimler uses cookies to record the preferences of visitors, to enable us to optimize the design of our Web site. Cookies are small files which are stored on your hard drive. They ease navigation, and increase the user-friendliness of a Web site. Cookies also help us to identify the most popular sections of our Web site. This enables us to provide content that is more accurately suited to your needs, and in so doing improve our service. Cookies can be used to determine whether there has been any contact between us and your computer in the past. Only the cookie on your computer is identified. Personal details can be saved in cookies, provided that you have consented to this, for example, in order to facilitate secure online access so that you not need to enter your user ID and password again. Most browsers automatically accept cookies. You can prevent cookies from being stored on your hard

drive by setting your browser to not accept cookies. The exact instructions for this can be found in the manual for your browser. You can delete cookies already on your hard drive at any time. If you choose not to accept cookies, you can still visit our Web site, however this may result in a reduced availability of the services provided by our Web site.

Registration + MK rules

Registering with MobileKids

Dear parents,

Your child has registered with MobileKids. Please read the information below carefully. It offers you initial information about Daimler AG's MobileKids initiative, the associated online offer which your child would like to use as well as a series of rules of conduct which are important for using the online portal. Registration is a pre-requisite for using the online offers.

What is MobileKids?

MobileKids is a traffic initiative of Daimler AG which has set itself the goal of making traffic education exciting and interactive. And children are our most vulnerable road users. Between the ages of six and ten years old, they are slowly but surely developing into independent road users. This is why it is important to make children aware of the potential dangers in an age-appropriate manner and to train them to behave vigilantly in road traffic so that they can get about in absolute safety. But this is not enough – the initiative follows a holistic approach. Not only children will find material customized for them at MobileKids, adults will also receive help in how to better protect and prepare their children.

What does MobileKids cost?

All offers from MobileKids are free of charge. Daimler is not pursuing any promotional goals with the initiative. Personal data are not used for commercial purposes or forwarded to third parties.

What does MobileKids offer you and your child?

We offer articles about road safety and mobility in the magazine on a regular basis. We talk to reputable experts about their experiences and ask for tips on providing the correct traffic education. We highlight background information and deal with connected topics in our mobility. Read more about new trends and developments and gain interesting insights into innovations and technology. Topics which are trend-setting for our own future as well as for that of the generations to come are dealt with here.

To supplement this, your children will find an area dedicated to them featuring games designed to help them test and expand their knowledge of road safety and sustainability and in an age-appropriate manner. This gives them a fun and entertaining opportunity to learn about all aspects of safe and sustainable mobility.

Developed with the help of international experts, MobileKids has proved to be highly successful all over the world since 2001 in order to make children fit for the dangers in road traffic in an age-appropriate manner. The goal is to make road safety and accident prevention a natural part of everyday life for parents and children alike, thereby enabling them to work together to ensure greater road safety and to fulfill their daily mobility needs with absolute ease.

How safe is MobileKids?

The use of the MobileKids online offers is completely anonymous. There are no facilities for making direct contact with the users. The e-mail address used for registration is never visible.

The data requested at registration are saved in encrypted format in accordance with current safety standards. Personal data such as addresses or telephone numbers are never requested.

Entries (description of traffic junctions and comments) are immediately visible in the safety map. All entries are promptly checked by MobileKids editors.

Pictures can only be posted by registered adults. Questionable material can be reported at any time by clicking on "Report questionable material". Alternatively, it can be reported by sending an e-mail to tr.mobilekids@daimler.com

How can membership be ended?

Send an e-mail with the following information to tr.mobilekids@daimler.com

Re: "Deregister", text: first name, user name

If you have questions, suggestions or problems, please feel free to contact us using the e-mail address above.

You are kindly requested to read through the MobileKids rules on the following page with your child. We are happy to welcome your child as a member of MobileKids.

MobileKids rules

I only use my nickname at MobileKids

I do not give other people my personal data such as my real name, either in the description of the places in the safety map or in the corresponding comment function. This means that no-one can find out who I am or where I live. After all, we never know who we are dealing with on the Internet.

I do not disclose my password to anyone

I do not tell anyone what my MobileKids password is, not even my best friends. This means that no-one else can log on to MobileKids with my password and make entries in my name or change my profile.

I do not disclose any personal data in MobileKids

My real name, postal address, e-mail address and Internet address, telephone, cell phone, ICQ and fax numbers always remain confidential. Such data do not belong in my MobileKids profile or the safety map entries. After all, I do not tell every stranger I see on the street what my name is or where I live. Nor do I disclose the personal data of other people in MobileKids.

I do not write any abusive comments, insults or other nasty things

In MobileKids, I treat other people in the same way that I would like to be treated. After all, I do not like it when people send me bad words or want to annoy me in some other way. In MobileKids, I remain friendly, helpful and respectful toward others. Only in this way is it possible to work together, and the MobileKids are fun for everyone.

I contact the MobileKids team immediately if...

... something seems strange to me, makes me feel uneasy or even frightens me. I also talk to my parents about it. I can contact MobileKids by e-mail at any time at tr.mobilekids@daimler.com. If something seems odd to me, it is easier not to have to cope with it on my own but to talk about it and receive support from others.