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Hyundai Motor Company Privacy Policy

2025.02

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1. General Provisions

Hyundai Motor Company (HYUNDAI or We) developed and disclosed following Privacy Policy to protect the personal information of customers and rapidly and smoothly handle related complaints in accordance with Article 30 of the Personal Information Protection Act.

1) Scope of Application

This Privacy Policy of Hyundai Motor Company applies to HYUNDAI's all business sites in and outside of Korea, subsidiaries, joint ventures, affiliates, personal information processors and their contractor.

2. Purpose, Items, and Period of Retention of Personal Information

1) HYUNDAI processes following personal information for purposes described below.

HYUNDAI processes and retains personal information within the period set by relevant laws and regulations, or the period agreed with customers at the time of collecting their personal information. Personal information shall not be used for purposes other than those described below.

If the purpose of use or items are changed, we will take necessary measures such as obtaining separate consent according to the Article 18 of the Personal Information Protection Act. We require opt-in consent for all data collection purposes. No data collection will be made unless the user has explicitly consented to such data collection.

HYUNDAI may collect additional personal information in the process of using individual services, applying for events, and so on. In that case, we inform the customers personal information items to be collected, the purpose of collection and use, and the period of retention at the time of collecting their personal information.

Service Category	Purpose of Collection/Use	Items Collected	Period of Retention
Purchase of vehicles	<ul style="list-style-type: none"> - To provide products and services to fulfill the obligations under the car sales contract - To deliver and register car(s) after purchase - To verify customers' identification for the delivery of billing statement, payment, and collection of bills; retain records for dispute settlement; handle complaints; deliver notices; and survey customers' satisfaction with services 	<p>[Mandatory] Name, address, phone/mobile phone number, email, information of the car purchased, customer service history, ID card(copy)</p>	Ten years from issuing a certificate of manufacturing after the purchase of a car
	<ul style="list-style-type: none"> - To verify customers' identification needed for customer management, information of vehicle maintenance, membership services - To conduct statistical analysis of customers and market survey for improving our services and offerings 	<p>[Optional] Personal credit information under the Credit Information Use and Protection Act for installment purchase, information related to tax exemption/discounts</p>	
	<p>[Unique identification information] To register the car (by the Ministry of Land, Infrastructure and Transport) and issue of tax invoices</p>	<p>[Mandatory] residential registration number (alien registration number or passport number)</p>	

	<p>[Sensitive information]</p> <ul style="list-style-type: none"> - To confirm whether a customer is eligible to buy a car for the disabled; declare tax exemption; and register the car on behalf of the customer 	<p>[Optional]</p> <p>Information required to purchase a car for the disabled, register the car and declare tax exemption (e.g., disability category and grade)</p>	
	<ul style="list-style-type: none"> - For vehicle inspection, maintenance, repair, emergency dispatch, failure cause analysis, manufacturing defect correction - To provide service reservation/consultation and survey satisfaction of maintenance service - To provide vehicle management services through online channels - To manage the quality of maintenance service, protect customer and resolve civil complaints/dispute resolution by analyzing maintenance details - To ensure safety of vehicle by analyzing and utilizing maintenance details - To improve our products and services, develop new services - To provide customized services by utilizing maintenance details 	<p>[Mandatory]</p> <ul style="list-style-type: none"> - Name, phone/mobile phone number, address, information of the car purchased, vehicle maintenance and repair details, vehicle photo, subscription and use of repair-guaranteed products - Terminal device information, related communication details, emergency relief information, usage history information, diagnosis information, consumables management information - Name holder on the vehicle registration card, rights transfer relationship, etc. 	Ten years from issuing vehicle maintenance statement
	For Recall/Warranty Repair Guide and Processing	<p>[Mandatory]</p> <p>vehicle identification number, release date, address, information of the car purchased (detailed specifications such as trim and options), vehicle purchase confirmation information (vehicle price, reduction amount, discount amount, government subsidy, etc.)</p>	Ten years from the date of completion of vehicle maintenance (In case of Nexo, Fifteen years from the date of completion of vehicle maintenance)
Marketing and advertisement	<ul style="list-style-type: none"> - To provide information about new services (including products) and events, latest company information, partnership service benefits - To deliver free gifts - To provide product and benefits related to vehicle maintenance service - To conduct market research, target marketing in accordance with customer segmentation, lifestyle, and preference - To conduct analysis of personal information to achieve the above purposes 	<p>[Mandatory]</p> <p>[Optional]</p> <p>Personal information collected when using services/products provided by HYUNDAI and generated by combining such information</p> <ul style="list-style-type: none"> - Personal information: Name, address (home/workplace, etc.), phone number, mobile phone number, email, date of birth, gender, customer type (individual/individual business operator/corporation/rental, lease customer, etc.), affiliated company/position, domestic/foreign nationality, linked information (CI), duplicate subscription confirmation information (DI), identity verification value of credit rating agency for identity verification - Vehicle information (limited to customers with vehicles): Purchased vehicle details (model, year, trim/option, color, etc.), vehicle number, vehicle identification number - Membership Information (Membership only): Membership card number, service and point usage information - Web/App usage information (Web/App members only): Access/search history, cookies, service usage history, quotation history - Service use information (Only when using the service): Test drive/purchase consultation application 	During the service period (or until withdrawal of consent)

		history, maintenance history, event application history, affiliate service usage history, exhibition/program usage history, survey response information (Vehicle information of interest, vehicle usage and purchase plan, etc.)	
Test drive	<ul style="list-style-type: none"> - To provide test-drive services and handle accidents during test drive with insurance - To respond to accidents, prevent theft of test drive cars, manage their operation and customer complaints - To handle Fines/penalties for non-compliance with traffic laws - To handle complaints, respond to disputes, survey consumer opinions, and provide customer management services 	<p>[Mandatory] Name, mobile phone number, date of birth, gender, test drive information (car model, car plate number, date of test drive), and information of drive routes and real-time location, address (home/workplace, etc.), linked information (CI)</p> <p>[Optional] Vehicle driving experience, model and year of possession, and other requests</p>	Two years from test-driving (In case of drive routes and real-time location, 14 days from the date of collection)
Prospects	To provide customer counseling related to purchasing vehicles; provide various information (including advertising information), and help customers join events	<p>[Mandatory]</p> <p>[Optional] Address, model of the car currently owned, car model that the customer wants to purchase, name, date of birth, gender, mobile phone number, email, the name of mobile carrier, CI (only for users who completed identification verification services of NICE Information Service), whether the customer has a Korean nationality</p>	Two years from collecting information
Price guarantee service for used cars	To allow customers to sign up for the service and use it - Buy/sell used cars, inquire about business license number, and provide information about the service	<p>[Mandatory] Name, address, contact information, business registration status, mobile phone number, email, information about the vehicle purchased, maintenance history</p> <p>[Optional]</p>	During the service period (three years after delivering the car to the customer)
Advantage service - vehicle exchange to a new model or a new car of the same model	To provide products/services for vehicle exchange to a new model or a new car of the same model (sell used cars or check whether customers have a business license)	<p>[Mandatory] Name of the applicant written on the car registration, resident registration number, information about the car purchased, contact information, mobile phone number, email</p> <p>[Optional]</p>	Until the purpose of the vehicle exchange program (to exchange to a new model or a new car of the same model) is achieved
Advantage service - worry-free installment	To provide products and services to implement the worry-free installment program	<p>[Mandatory] Name of the applicant written on the deed of sale of the motor vehicle, address, contact information, mobile phone number, email, information about the car purchased, and bank account number</p> <p>[Optional]</p>	Until the purpose of the worry-free installment program is achieved
History of services from the customer service center	<ul style="list-style-type: none"> - To verify customers' identification to provide customer consultations/actions, to handle complaints and collecting opinions - To improve service function 	<p>[Mandatory] Name, mobile phone number, date of birth, address, or vehicle information owned, call history (recording record), information generated through customer counseling, photos, or videos necessary for customer counseling, etc. (including documents)</p> <p>[Optional] email address, phone number, home address</p>	Five years from collecting information
Smart remote diagnostics	- To verify customers' identification to provide remote consultations/actions, vehicle repair, vehicle checking and maintenance services, service	<p>[Mandatory] Vehicle model, VIN number, contact information (phone number or mobile phone number), diagnostic information, information about vehicle condition,</p>	Three years from gathering information

	reservation, road-side assistance services, and correction of manufacturing defects	consumables management information, Production information, sales information	
		[Optional]	

2) HYUNDAI stores customers' personal information if such retention is mandatory as per related laws and regulations, including the Commercial Act.

In this case, HYUNDAI will use the retained information only for the purpose of such retention, and the period of retention is as follows:

- ① Important documents related to HYUNDAI's commercial books and sales, and information about statements: 10 years – important documents/5 years – statements (Commercial Law)
- ② Information related to ledgers and documentary evidence about all transactions: 5 years (Framework Act on National Taxes, Corporate Tax Act)
- ③ Records about contracts or withdrawing subscriptions, or records about payment and provision of goods, etc. : 5 years (Guidelines for Consumer Protection in Electronic Commerce, etc.)
- ④ Records about handling consumer complaints or disputes: 3 years (Guidelines for Consumer Protection in Electronic Commerce, etc.)
- ⑤ Ledgers, tax invoices issued, or receipts: 5 years (Value-added Tax Act)
- ⑥ Service use history, access logs, access IP information as required by Protection of Communications Secrets Act: 3 months

3) Aggregate and Non-identifiable Data

HYUNDAI may also collect, use, and disclose aggregate, anonymous, and other non-identifiable data related to our business and the Services for quality control, analytics, research, development and other purposes. Where we use, disclose or process de-identified data (data that is no longer reasonably linked or linkable to an identified or identifiable natural person, household, or personal device) we will maintain and use the information in deidentified form and not to attempt to reidentify the information, except as permitted by applicable privacy laws (such as to confirm whether our deidentification processes are reasonable and adequate).

3. Procedure and Method of Destroying Personal Information

- 1) HYUNDAI immediately destroys personal information if it becomes unnecessary due to the expiry of the period of retaining personal information or by achieving the purpose of processing the personal information unless it should be preserved according to laws and regulations.
- 2) In cases where personal information should be preserved due to laws and regulations, internal policy, or for protection of information (refer to the period of retaining and using personal information) even after the period of retaining personal information expires or the purpose of processing personal information is

achieved, HYUNDAI moves the said personal information to a separate database or store it at a different location (a separate filing cabinet in the case of paper). The personal information moved to a separate database will not be used for purposes other than the purpose of retaining the information.

3) Followings are the procedures and methods to dispose of personal information.

① Procedures of disposal

HYUNDAI selects personal information that should be disposed of, receives approval by the person in charge of personal information protection, and then dispose of the personal information.

② Method of disposal

In the case of personal information recorded and stored in an electronic file format, HYUNDAI disposes of the information in an irreversible way so that it cannot be reproduced. Printed copies of personal information should be incinerated or shredded by a paper shredder.

4. Outsourcing of Personal Information Processing

- 1) HYUNDAI outsources part of activities related to personal information processing for smooth personal information processing.
- 2) When signing an outsourcing contract, HYUNDAI specifies matters related to responsibilities, such as prevention of personal information processing for purposes other than the purpose of outsourcing, technical and managerial safeguards of personal information, prohibition of sub-outsourcing, management and supervision of the entity who provides outsourcing services, and damage compensations, etc., to supervise whether the outsourcing service provider safely processes personal information, According to Article 26 of Personal Information Protection Act.
- 3) When the details of outsourcing services or the entity that provides the outsourcing services is changed, related details will be disclosed in accordance with this Privacy Policy.

5. Providing Personal Information to a Third Party

- 1) HYUNDAI provides personal information to a third party only in the cases that fall under Article 17 of the Personal Information Protection Act, including the cases where additional consent is obtained from the data subjects and special provisions exist in other laws. We do not provide personal information to others unless the data subject has explicitly consented to such data sharing. If the purpose of sharing or items are changed, we will take necessary measures such as obtaining separate consent according to the Article 18 of the Personal Information Protection Act. We do not sell or rent personal information.
- 2) Generally, we disclose personal information to third parties to provide and improve our Site, products, and services; to reach you with more relevant information and offers; to provide you with information about third party offers you may be interested in; and to honor your consent or authorization. We also disclose personal information to the entities listed and for the purposes set out below:

- *Service providers and suppliers:* We may disclose personal information to our vendors, service providers, suppliers, contractors, or agents who use such data to perform functions on our behalf.
 - *Payment services companies:* In some cases, we use third party payment and transaction services to facilitate your transactions and process your orders. In such cases, we will share your personal information and credit card information with third party payment services companies solely for the purpose of completing the transaction or processing your order.
 - *Business transfers:* We may disclose and transfer personal information as part of any merger, acquisition, financing, sale of company assets or interests in the company listed above, or in the case of insolvency, bankruptcy, or receivership, including during negotiations related to such business transfers.
 - *Protecting rights and interests:* We may disclose your information to protect or defend the safety, rights, property, or security of Hyundai, third parties, or the general public, including to protect the Services, to detect, prevent, or otherwise address fraud, security, technical issues, or other activity which we, in our sole discretion, consider to be, or to pose a risk of being, illegal, unethical, or legally actionable activity. We may also use personal information as evidence in litigation in which we are involved, and as necessary to enforce this Privacy Policy, our Terms of Use, and other applicable agreements with you.
 - *Legal compliance and lawful requests:* We may disclose your information in accordance with applicable law to comply with applicable legal or regulatory obligations, including as part of a judicial proceeding, in response to a subpoena, warrant, court order, or other legal process, or to cooperate with investigations or lawful requests, from law enforcement or government entities.
- 3) HYUNDAI does not use personal information outside of the scope described above or does not provide customers' personal information to other organizations, including other companies.

6. Measures to Secure the Safety of Personal Information

※ Technical and Management Measures to Protect Personal Information

For the safety of customers' personal information processed, HYUNDAI applies the following technical and management measures to prevent loss, theft, leakage, falsification, or damage to the information.

1) Technical measures

① Encryption of customer information

Personal information that is required to be encrypted by law, such as unique identification information and card numbers is encrypted and stored in a database so that it cannot be used by outsiders, even in the case of leakage by the intrusion.

② Networking Encryption

When customers sign up or log in on the website, the personal information they enter is safely transmitted through SSL.

③ Installation of security solutions

Vaccine programs are installed on the personal information processing system, and the programs are updated and maintained on a regular basis for the safe management of services and customer information. In addition, database encryption solutions and screen capture prevention solutions are also in place. Intrusion blocking/detecting systems were installed, and the integrated security control center provides ongoing monitoring to prevent hacking and intrusion.

2) Management Measures

① Development of personal information management system

HYUNDAI internally developed and operates a personal information management system to manage personal information safely.

② Operation of the personal information protection committee

HYUNDAI organized a personal information protection committee and holds a committee meeting twice or more a year to resolve issues related to personal information protection and the operation of the personal information management system.

③ Management of personal information controller

HYUNDAI requires personal information controllers to sign and submit a privacy pledge and provides them with privacy protection training once or more a year to raise their awareness of the importance of customer information as well as to manage customer information. In addition, HYUNDAI controls the authority level of personal information controllers to minimize unnecessary access to and exposure of the personal information of customers.

※ Internal Control of Personal Information Protection Tasks

To HYUNDAI, protection of personal information is part of corporate-wide compliance management and is one of the major risk areas for which HYUNDAI conducts self-compliance check twice a year to diagnose and prevent risks.

3) Corporate-wide Risk Management

HYUNDAI leads and complies with the privacy policy of Hyundai Motor Group. Based on this, HYUNDAI established its own privacy rules for HYUNDAI's business activities and stakeholders, including customers and affiliated companies.

4) Disciplinary Measures in the Case of Violation

Any accidents that violate laws and regulations related to personal information protection and this Policy are reported in public, and HYUNDAI takes disciplinary measures regarding responsible employees and organizations pursuant to company regulations. HYUNDAI determines the degree of discipline such as dismissal or suspension of the relevant contract in the worst case, depending on the type of violations, the gravity of the issue and other matters.

5) Internal Audit

HYUNDAI implements regular internal investigations to check compliance with this Policy; carries out due diligence on major business sites (regional HQ, branch offices, service centers, delivery centers, test drive centers); and manages/checks the personal information processor through on-site due diligence in the second half of each year. HYUNDAI identifies areas that require improvement through regular investigations to improve business and confirm whether improvements were made.

7. Matters About the Installation, Operation and Rejection of Automatic Personal Information Collection System

- 1) HYUNDAI uses cookies, which contain data and enable websites to retrieve information, in order to provide users with personalized services.
 - 2) Cookies are small text files containing information sent by servers (http) that are used to run websites. Cookies can be stored in the hard disk of users' personal computers.
 - ① Purpose of using cookies: Cookies are used to analyze website login frequency and when users visit the website, understand, and analyze customers' areas of interest, and identify the number of events participated and the number of visits to the website. With this, HYUNDAI can provide target marketing or customized services. Customers can choose whether cookies are to be installed. Therefore, customers can allow all cookies, or check whenever cookies are stored or even reject storing cookies, by setting web browser options.
 - ② Installing, operating, and rejecting cookies: Customers can change setting on the web browser to allow all cookies, or check whenever cookies are stored or even reject storing cookies.
- ※ Example of setting (for Internet Explorer): Click Tools on the menu bar > Internet Options > Privacy > Advanced > Choose option you want

8. Rights and Obligations of Customers and Their Legal Representatives, and Method of Exercising the Rights

- 1) Customers or their legal representatives (for children under 14) can withdraw their consent (cancel their membership) on the collection, use and provision of personal information to HYUNDAI. They can exercise their rights to access, correct, delete, and stop processing their personal information.
- 2) Customers or their legal representatives can exercise the above said rights either online or offline: they can visit the company website, verify their identification, and click the personal information setting menu; or they can contact HYUNDAI's customer center or the head or the responsible employee in the personal information protection team by mail, phone, or email. HYUNDAI will take immediate actions regarding such requests.
- 3) Customers or their legal representatives can exercise their rights described in above paragraphs 1 and 2 via their legal representative or a delegated person, etc. In this case, a letter of delegation should be

submitted using the form “[No.1] <https://privacy.hyundai.com/notice/mq6OpwyDVkL-IOJeSIDH7g==>” to Customer contact center or h-privacy@hyundai.com.

- 4) According to Paragraph 4 of Article 35 and Paragraph 2 of Article 37 of the personal information Protection Act, customer’s rights to request access to personal information or suspending personal information processing can be limited.
- 5) Regarding the request to correct and delete personal information, customers cannot request deleting their personal information if collecting the information is legally required by other laws and regulations.
- 6) In the case of receiving requests to access, correct, delete, or suspend processing personal information as per the rights of information subjects, HYUNDAI will verify whether such requests were made by the information subject or a legitimate representative.
- 7) When requested by customers to correct errors with their personal information, HYUNDAI does not use or provide the said personal information until correction is completed. In cases where the personal information was already provided to a third party, HYUNDAI will immediately send a notice to the third party to correct the error.
- 8) If customers or their legal representatives withdraw consent (cancel membership), HYUNDAI should destroy the information without delay in principle. However, if it is mandatory to retain such information according to related laws and regulations, HYUNDAI should process the information as per the ‘Period of Retention of Personal Information under the Privacy Policy and allow access to or use of the personal information only when such access or use is really needed.

9. Remedy Against Infringement on the Rights of Customers

Customers can contact the following institutes and inquire damage relief or get consultations about infringement on personal information. Customers can contact these organizations, which are not related to HYUNDAI, if they are not satisfied with the results of HYUNDAI’s internal handling of complaints related to personal information or damage relief, or if they need additional support.

▶ Personal Information Infringement Report Center Korea (run by Korea Internet & Security Agency)

- Tasks: to receive reports of personal information infringement, and application for consultations
- Website: privacy.kisa.or.kr
- Phone: (without area code) 118

▶ Personal Information Dispute Mediation Committee

- Tasks: to receive applications for dispute conciliation regarding personal information and arbitrate collective disputes (civil case settlement)
- Website: www.kopico.go.kr
- Phone: (without area code) 1833-6972

▶ Supreme Prosecutors' Office: 1301 (www.spo.go.kr)

▶ National Police Agency: 182 (ecrm.police.go.kr)

10. Director, Manager, and Department in Charge of Personal Information Protection

1) HYUNDAI designated following Personal Information Protection Director to be responsible for the supervision of personal information processing, as well as related customer complaints and damage relief.

Director and Manager in Charge of Personal Information Protection	
- Chief Privacy Officer : JINGU CHU - Department: Security Management Support Group	- Department: Privacy Protection Team - Phone: 080-600-6000 - Email: h-privacy@hyundai.com

2) For all inquiries, complaints, and damage relief related to personal information protection that may arise while using HYUNDAI's services (or business), customers can contact the above personal information protection director or responsible department. HYUNDAI will respond to and handle customer inquiries without delay.

11. Sending Advertising Information

1) In the case of sending for-profit advertising information, such as marketing and promotion (e.g., information about launching new cars or events), HYUNDAI will take necessary measures such as obtaining separate consent according to the Article 15 and 18 of the Personal Information Protection Act, the Article 50 of the Act on Promotion of Information and Communications Network Utilization and Information Protection, Etc. We require opt-in consent before collecting personal information or sending promotional communications for commercial purposes. No personal data will be collected, and no marketing messages will be transmitted unless the user has expressly consented to such activities.

2) In the case of sending advertising information using electronic communication, following actions are taken before sending the information in accordance with Article 50 to Article 50-8 of the Act on Promotion of Information and Communications Network Utilization and Information Protection, Etc.

- Means of electronic communication: text, email, fax, and others

① Insert “[Advertising]” in the beginning of title

② Add the name and contact information of the sender

③ Indicate a toll-free number for those who don't want to be put on HYUNDAI's do-not-call list.

- 3) Once obtaining a customer's consent to receive advertising information, HYUNDAI checks with the customer's consent every two years from the day of receiving the consent. If customers do not express their intention after receiving the notification, their consent will be considered as valid.
 - 4) HYUNDAI does not send advertising information using electronic communication means from 21:00 to 08:00 the next day.
 - 5) However, sending following information via electronic communication means will be an exception.
 - Information about the fulfillment of the contract signed between HYUNDAI and the customer
 - Information requested by customers (e.g., estimates, automobile catalogue, newsletters, etc.)
 - Matters that must be notified by HYUNDAI to customers, including matters related to vehicle safety and quality as per related laws and regulations
- ※ Customers can withdraw their consent to receiving advertising information as follows:
- Visit My Page menu on the website and opt out of receiving advertising information.
 - 080-656-6000: automatic response system (ARS) number (toll-free), 080-600-6000: via customer service representatives (toll-free)

12. Matters Related to Changing Privacy Policy

In the case of changing this Privacy Policy, HYUNDAI will notify the reason and details of the change in advance, either via the notice menu on the first page of the website or via a separate window, before changing and adopting the policy change.

This Policy will take effect starting on February 28, 2025.