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## **KIA Privacy Policy**

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## 1. General Provisions

KIA Corporation (hereinafter referred to as 'KIA' or 'Company') is doing its best to protect the personal information of customers.

- KIA complies with laws and regulations related to personal information protection in Korea, such as the Personal Information Protection Act.
- KIA transparently discloses information on the entire life cycle of personal information, such as collection, use, provision, and destruction of personal information, through this personal information processing policy.

## 2. Purpose, items and retention period of personal information collection and use

- 1) KIA collects and process personal information by dividing it into "essential consent items" necessary for providing services and "optional consent items" necessary for providing additional functions or better services.

[Required(Essential) consent items in detail]

Service name	Purpose of collection and use	Item	Retention period
Integrated account	Create KIA integrated account and verify identity	Name, ID (e-mail), password, date of birth (administrative), gender, domestic or foreign nationality, mobile phone number, carrier, credit rating agency's self-certification value (CI, DI) ※ For members under the age of 14, legal representative information (name, date of birth, gender, whether they are domestic or foreign, mobile phone number, CI/DI, relationship with their agent)	Until you withdraw from the integrated account membership
	Connect individual service subscriptions, deliver notices, and handle civil complaints	Name, date of birth, cell phone number, ID (e-mail)	Until you withdraw from the integrated account membership
	Easy access to individual services	Simple password (PIN number)	Until you withdraw from the

			integrated account membership
	Analysis of service visits and usage records Calculation of statistics, control of use of defective members, log analysis, etc.	ID, name, date of birth, gender, access ip, date and time of visit, service use information	Until you withdraw from the integrated account membership
Homepage	Sign up for membership and verify your identity on the website Identification and membership for the use of membership services, linkage with KIA's integrated account, age verification, and consent of legal representative	Name, ID (e-mail), (administrative) date of birth, gender, domestic or foreign nationality, mobile phone number, credit rating agency's self-certification value (CI, DI) ※ For members under the age of 14, legal representative information (Name, date of birth, gender, whether they are domestic or foreign, mobile phone number, CI/DI, relationship with their agent)	Until you withdraw from the website service
	Online estimate	Vehicles you wish to purchase, e-mail	Until you withdraw from the website service
	Purchase consultation	Name, mobile phone number, e-mail, preferred branch, desired vehicle type	Until you withdraw from the website service
	Test drive reservation	Name, cell phone number, test drive model, test drive date	Until you withdraw from the website service However, non-members shall be stored for two years after the test drive is completed.
	Online counseling	Name, ID (e-mail), cell phone number	Until you withdraw from the website service
	Compliment notification room	Name, ID (e-mail), cell phone number	Until you withdraw from the website service
	Notification of recurrence of defects	※ Vehicle Management Act Article 47-2 Notification form (Name, date of birth, address, contact information, e-mail, vehicle name, delivery date,	



		registration number, registration date, vehicle identification number, mileage)	
	office visit reservation	Name, cell phone number, date and time of visit	Until you withdraw from the website service
	Analysis of service visits and usage records Calculation of statistics, control of use of defective members, log analysis, etc.	ID, name, date of birth, gender, access IP address, date and time of visit, service use information	Until you withdraw from the website service
Vehicle purchase/ Maintenance	Signed a contract for the sale of automobiles and executed the contract Identification, customer credit judgment, issuance, consignment, temporary insurance, registration agency, invoice, statement, electronic contract, and notification delivery	Name, resident registration number (foreign registration number), address, contact number (mobile phone number, telephone number), Email, ID photo, purchase vehicle information, personal credit information for installment sales, name of corporation and business number for individual business operators ※ In the case of resident registration number (foreign registration number), it is collected within the limits permitted by the law for issuance of tax invoices under the VAT Act and registration under the Automobile Management Act.	10 years after vehicle purchase or 10 years after final maintenance (direct service, auto Q) receipt
	[Owner] Vehicle maintenance Warranty/general repair, vehicle inspection, emergency dispatch, manufacturing defect correction service, notification delivery	Name, address, contact information (cell phone number, phone number), vehicle information, maintenance service usage information	10 years after receiving the final maintenance (direct service, auto Q)
	[Delegate(User)] Vehicle maintenance Warranty/general repair, vehicle inspection, emergency dispatch, manufacturing defect correction service, notification delivery	Name, contact information (cell phone number, telephone number)	1 year after receiving final maintenance (direct service, auto Q)
	Customer management, complaint handling response, customer opinion listening,	Name, address, contact information (cell phone number,	10 years after vehicle purchase or 10 years after

	satisfaction survey, statistical analysis	phone number), CI, purchased vehicle information	final maintenance (direct service, auto Q) receipt
KIA Members (individual)	Sign up for KIA Members and verify your identity Confirmation of intention to join the membership, identification and authentication according to the provision of membership services, maintenance and management of membership qualifications, prevention of fraudulent use of services, confirmation of consent of legal representatives when processing personal information of children under the age of 14, integrated customer management, etc.	[KIA Members Card Member] Name, date of birth, gender, identification value (CI) of credit rating agency, mobile phone number, domestic/foreign nationality [KIA Members Online Integrated Membership] (Website / Mobile application) Name, date of birth, gender, domestic/foreign nationality, mobile phone number, and identification value of credit rating agency (CI) ※ For members under the age of 14, the credit rating agency's identification value (CI) of the legal representative collects instead.	Until KIA Members Service member withdrawal
	Delivery of notices and handling of complaints Customer consultation, complaint handling, notification information, satisfaction survey, etc.	[KIA Members Card Member] Name, cell phone number, address and phone number, Email address [KIA Members Online Integrated Membership] (Website / Mobile application) Name, address and phone number, cell phone number, Email	Until KIA Members Service member withdrawal
	Provide KIA Members Service Provision of membership services (vehicle management services, point accumulation & use services, life partnership services, financial partnership services, various information provision services, auto care services, etc.), identification for service provision, customer information management, record preservation for dispute settlement, etc.	[KIA Members Card Member] Name, date of birth, gender, mobile phone number, address and phone number, Email address, vehicle information purchased/owned, generation information (card number, service & point usage information), company name and business number, and delivery address when subscribing to a lease/rental and corporate vehicle operator [KIA Members Online Integrated	Until KIA Members Service member withdrawal However, membership card members' registration history shall be kept for five years after withdrawal to handle customer complaints or disputes related to remaining points.

		Membership] (Website / Mobile application) Name, ID, password, date of birth, gender, address and phone number, mobile phone number, e-mail, (when entering the workplace address), workplace name, access log, and access IP information	
	Issuance/delivery of membership card	[KIA Members Card Member] Name, cell phone number, address and telephone number [KIA Members Online Integrated Membership] (Website / Mobile application) Name, cell phone number, address and telephone number	Until KIA Members Service member withdrawal
	Purchase of shopping mall items When purchasing goods at the shopping mall on the KIA Members website, payment of fees, delivery of goods, sending invoices, etc.	[KIA Members Card Member] Name, cell phone number, address and telephone number [KIA Members Online Integrated Membership] (Website / Mobile application) Name, cell phone number, address and telephone number	Until KIA Members Service member withdrawal
KIA Members (corporation)	Sign up for KIA Members and verify your identity	Name of the person in charge, department in charge, position of the person in charge, phone number, mobile phone number, Email address, and vehicle information of the purchased corporation	Until KIA Members service member withdrawal or change of person in charge of corporate members
	Delivery of notices and handling of complaints Customer consultation, complaint handling, notification information, satisfaction survey, etc.	Name of person in charge, department in charge, position of person in charge, phone number, cell phone number, Email address	Until KIA Members service member withdrawal or change of person in charge of corporate members
	Provide KIA Members Service Record preservation for customer information management, vehicle management service, point accumulation & use service, life partnership service,	Name of the person in charge, department in charge, position of the person in charge, telephone number, mobile phone number, Email address, vehicle information of the purchased corporation, generation	Until KIA Members service member withdrawal or change of person in charge of corporate members

	automobile product mall service, various information provision services, and dispute settlement	information (card number, service & point usage information, processed information of consent to collection, etc.), delivery address	
	Issuance/delivery of membership card	Name of person in charge, department in charge, position of person in charge, delivery address, phone number, mobile phone number	Until KIA Members service member withdrawal or change of person in charge of corporate members
MyKIA	Sign up for the KIA website/KIA Members/MYKIA online integrated service, handle complaints and complaints, and deliver notices Identification and authentication based on the provision of KIA website/KIA Members/MyKIA online integrated service, maintenance and management of integrated membership, prevention of fraudulent use of services, confirmation of consent of legal representatives when processing personal information of children under the age of 14, calculation and analysis of various notices and notifications, grievance handling, statistics on members' use of services, and log analysis	Name, date of birth, gender, Credit Assessment Agency's identification value (CI), mobile phone number, carrier information, domestic/foreign nationality, Email address, ID (Email), password	Until you withdraw from the integrated membership of My KIA website/members

	Sign up and issue KIA Members Card membership and use the service Provision of KIA Members services (vehicle management service, point accumulation & use service, life partnership service, financial partnership service, various information provision service, auto care service, etc.), identification for service provision, customer information management, record preservation for dispute settlement, customer counseling, complaint handling, notification guidance, satisfaction survey, member mobile/real card issuance, real card delivery, When purchasing goods at the shopping mall on the KIA Members website, payment, delivery, and invoice are sent.	Name, date of birth, gender, address and phone number, purchase/possession vehicle information, generation information (card number, service & point usage information), company name and business number when signing up for lease/rent and corporate vehicle operator	Until you withdraw from the integrated membership of My KIA website/members
	Execution of KIA website member service Online quotation, purchase consultation application, online consultation service implementation	Name, mobile phone number, e-mail, preferred branch, desired vehicle type	Until you withdraw from the integrated membership of My KIA website/members
	<b>Provision of auto diary service</b>	(User input) Expenditure items, expenditure destinations, expenditures, vehicles subject to expenditure	Until you withdraw from the integrated membership of My KIA website/members
	Use of MyKIA Service - Management of internal vehicles Check the vehicle information, check the maintenance history, notify the vehicle diary service, and notify various notifications	Name, contact information, purchase/possession vehicle information, maintenance history	Until you withdraw from the integrated membership of My KIA website/members
	<b>Use of MyKIA Service - Schedule Maintenance</b>	Name, contact information, vehicle information, maintenance	Until you withdraw from the

		items, reservation date, request, delivery service (pick-up address)	integrated membership of My KIA website/members
	MyKIA Service - Test Drive Reservation	Name, cell phone number, test drive model, test drive date	Until you withdraw from the integrated membership of My KIA website/members
	Use of MyKIA service - Reservation for base visit	Name, cell phone number, date and time of visit	Until you withdraw from the integrated membership of My KIA website/members
KIA Digital Key	KIA Digital Key membership registration and identification Confirmation of intention to join KIA's integrated membership to use KIA's digital key service, identification and authentication according to the provision of integrated membership service, maintenance and management of integrated membership, prevention of fraudulent use of services, confirmation of consent of legal representatives when processing personal information of children under the age of 14, etc.	Name, phone number, date of birth, personal authentication value of credit rating agency (CI, DI), terminal carrier, vehicle information (vehicle identification number, vehicle number, digital key ID, authentication controller number) ※ For members under the age of 14, the credit rating agency's authentication value of the legal representative	Until you withdraw from KIA Digital Key Service
	Delivery of notices and handling of complaints Processing of civil complaints, such as customer counseling and complaint handling, guidance on notices, satisfaction surveys, etc.	Name, phone number, Email address	Until you withdraw from KIA Digital Key Service
	Analysis of service visits and usage records Statistics calculation, log	Name, date of birth, terminal carrier, terminal model name, terminal OS version, IMEI or Android ID, vehicle information	Until you withdraw from KIA Digital Key Service

	analysis, prevention of fraudulent use of services, etc.	(vehicle identification number, vehicle number, digital key ID, authentication controller number)	
	Provide KIA Digital Key Service User* verification for digital key service use such as digital key card issuance/registration and door/trunk opening/closing, remote start, in-vehicle start, digital key card issuance and registration, analysis for service quality improvement, record keeping for dispute settlement * User : Designate owner, co-owner, lease/rental car company	Name, phone number, date of birth, personal authentication value of credit rating agency (CI, DI), terminal carrier, terminal model name, terminal OS version, IMEI or Android ID, vehicle information (vehicle identification number, vehicle number, digital key ID, authentication controller number)	Until you withdraw from KIA Digital Key Service
	Provide vehicle management services Recent information on vehicle condition such as mileage, remaining fuel, tire pressure, and door lock	Vehicle information (vehicle identification number, vehicle number, digital key ID, authentication controller number), cumulative mileage, recent mileage, available mileage, remaining fuel, date and time of recent use, TPMS, door lock state, recent mileage	Until you withdraw from KIA Digital Key Service
KIAFlex	KIA Flex membership registration and identification Confirmation of intention to join KIA's integrated membership, identification and authentication of identity according to the provision of integrated membership services, maintenance and management of qualifications for using KIA Flex services, prevention of fraudulent use of services, confirmation of consent of legal representatives when processing personal information of children under the age of 14, etc.	Name, date of birth, gender, cell phone number, Email, encrypted identity information (CI)	Until KIA Flex service member withdrawal

	Delivery of notices and handling of complaints Processing of civil complaints, such as customer counseling and complaint handling, guidance on notices, satisfaction surveys, etc.	Name, cell phone number, Email	Until KIA Flex service member withdrawal
	Analysis of service visits and usage records Statistics calculation, log analysis, prevention of fraudulent use of services, etc.	Name, date of birth, gender, access IP information, cookie, date and time of visit, service use record, defective use record, device unique number, device OS, device model name	Until KIA Flex service member withdrawal
	KIA Flex Service Provision of automobile subscription services, identification and payment for service provision, management of customer information, preservation of records for dispute settlement, provision of insurance services, processing of unpaid tolls/fines/legal fees, delivery of vehicles, etc.	Name, date of birth, gender, address, cell phone number, e-mail, type of driver's license, driver's license number, date of issuance of driver's license, rental contract information, vehicle operation information (GPS information, driving date, mileage)	Until KIA Flex service member withdrawal
	Vehicle Warehousing Notification	Mobile phone number	Storage for 90 days from the date of notification application
KIA rental car	[Tenant] Providing goods and services for the performance of obligations under a vehicle lease agreement Customer credit determination and provision, billing, identity verification for payment and collection of rent/penalty/late fee/other expenses, collection such as request for reimbursement, receipt of reimbursement (including vehicle collection), record retention for dispute settlement, handling of customer complaints, delivery of notices, collection of fees	Name, name of corporation, date of birth, address, telephone number, mobile phone number, e-mail, business number, type of driver's license, driver's license number, driver's license issuance date, expiration date of driver's license aptitude test, financial institution name, account number, customer number	10 years after contract expiration and termination (cancellation)



	through CMS withdrawal transfer, issuance of rental tax invoices, validation of driver's license, refund processing, automobile maintenance, automobile circuit inspection, Automotive periodic inspection		
	<p>[Corporate manager]</p> <p>Providing goods and services for the performance of obligations under the automobile lease contract</p> <p>Sending invoices, keeping records for dispute settlement, handling customer complaints, delivering notices, issuing rental tax invoices, handling refunds, automobile maintenance, automobile circuit inspections, and periodic inspections of automobiles</p>	Name, name of corporation, phone number, cell phone number, e-mail	10 years after contract expiration and termination (cancellation)
	<p>[Joint guarantor] Warranty in solidarity with the lessee for the performance of obligations under the vehicle lease contract</p> <p>Determine and provide customer credit, send out bills when tenants fail to pay their rent, verify their identity for payment and collection of rental fees/penalties/late fees/other expenses, collect such as requests for reimbursement, receive reimbursement (including vehicle recovery), preserve records for dispute settlement, and deliver notices.</p>	Name, date of birth, address, telephone number, cell phone number	10 years after contract expiration and termination (cancellation)

	[Designated Driver] Providing goods and services for fulfillment of obligations under a vehicle lease contract Check the driver information of the rental vehicle according to the car lease contract, change the payment target when issuing fines and unpaid tolls, verify the validity of the driver's license, and check the applicant of the rental vehicle automobile insurance.	Name, date of birth, address, telephone number, cell phone number, relationship with contractor, type of driver's license, driver's license number, driver's license issuance date, driver's license aptitude test expiration date	10 years after contract expiration and termination (cancellation)
PlayKIA	Blog user management Handling civil complaints such as inquiries, and delivering notices	Name, Email	Until the purpose of collection and use of personal information is achieved or the period of retention and use of consented personal information;
	Operation and management of newsletters Collect and send newsletter subscribers	Name, Email	Until You Cancel Your Subscription

[Optional consent items in detail]

Service name	Purpose of collection and use	Item	Retention period
Homepage	Used for marketing and advertising Marketing utilization and advertising information transmission, individual notification of event winners, and prize delivery	Name, mobile phone number	Until you withdraw from the website service
	Provision of auto diary service	Vehicle information, fuel cost, operating cost, maintenance	Until you withdraw from the website service

		cost, payment, mileage	
Vehicle purchase/maintenance	In the case of persons of national merit/persons with disabilities, verify the subject and report tax exemption	Type of failure, level of failure	10 years after vehicle purchase or 10 years after final maintenance (direct service, auto Q) receipt
	Used for marketing and advertising Transmission of advertising information and benefits through electronic media such as new products, services, and events, utilization of marketing, and market analysis	Name, address, cell phone number, e-mail, wedding anniversary, birthday (lunar/solar), purchased vehicle information	until consent is withdrawn
	Visiting customers and prospective customer management Send advertising information and use marketing to manage visiting customers and prospective customers	Name, cell phone number, date of birth, e-mail, address, vehicle type desired to purchase	Storage for 4 years after consent
KIA Members (individual)	Used for marketing and advertising Information on new service development and advertising related to events (electronic transmission media, DM use), event prize delivery, statistical analysis data for each customer, and market research	Name, cell phone number, Email address, delivery address	Until withdrawal of KIA Members Service membership or withdrawal of consent
KIA Members (corporation)	Used for marketing and advertising Information on new service development and advertising related to events (electronic transmission media, DM use), event prize delivery, statistical	Name of person in charge, cell phone number, Email address, delivery address	When a member of KIA Members Service is withdrawn, or when a person in charge of a corporate member is

	analysis data for each customer, and market research		changed, or until consent is withdrawn
MyKIA	Marketing analysis and utilization of KIA website/KIA Members/MYKIA integrated service, and sending advertising information such as new car information/event Promotion of products and services, development and improvement of new services, delivery of advertising information such as events, event prize delivery, use of statistical analysis data for each customer, market research, and customized marketing	Name, date of birth, gender, mobile phone number, address (home, workplace), vehicle information, vehicle information to be purchased, service usage record	Until the withdrawal of My KIA member, the integrated membership of KIA homepage/members, or the withdrawal of consent
	Issuance of charging cards and management of usage history among EV membership customers	Credit card number, charging amount, usage details	Until the withdrawal of My KIA member, the integrated membership of KIA homepage/members, or the withdrawal of consent
	Use of data services among KIA Connect (formerly UVO) subscribers KIA Connect data linkage and management functions, safe driving habits service provision, insurance discount benefits based on safe driving scores, consumable diagnosis/analysis service, and sudden lane change service	Driving distance, mileage, fault code, battery status, remaining fuel amount, vehicle GPS information, KIA Connect subscription date and termination date, personal information collected through KIA Connect to a third party (only	Until the withdrawal of My KIA member, the integrated membership of KIA homepage/members, or the withdrawal of consent

		applicable to KIA Connect-linked services), tire pressure, outside temperature, start-up information, safety driving-related information (safe driving score, driving date, driving time, acceleration and deceleration, vehicle speed, rapid acceleration, Rapid deceleration, sudden departure, number of nighttime trips, turn signal on, yaw rate signal, vehicle speed	
KIA Digital Key	Shared KIA Digital Key	Relationship information when sharing digital keys	Until you withdraw from KIA Digital Key Service
	Used for marketing and advertising Promotion of products and services, development and improvement of new services, delivery of advertising information such as events, event prize delivery, use of statistical analysis data for each	Name, phone number, Email address	Until you withdraw from KIA Digital Key Service or withdraw your consent

	customer, market research, and customized marketing		
<b>KIAFlex</b>	Used for marketing and advertising Marketing and advertising transmission, product and service promotion, event guidance, advertising information delivery, event prize delivery, statistical analysis data for each customer, market research, customized marketing	Name, address, cell phone number, Email, date of birth, gender, rental agreement information	Until KIA Flex service membership withdrawal or consent withdrawal
<b>KIA rental car</b>	Used for marketing and advertising Market analysis and consent for receiving advertising information and marketing through electronic media such as new product service events	Name, name of corporation and business number (workplace name), address, telephone number, mobile phone number, e-mail address, date of birth, rental contract information	4 years after the rental is terminated or until the consent is withdrawn
<b>PlayKIA</b>	Event management Selection of event winners and delivery of prizes, etc.	Name, phone number and address (winners only)	After the announcement of the prize winners, up to three months

- The above information includes information at the time of purchase or subscription to the service, as well as information changed by information modification.
- KIA obtains separate consent from customers when additional personal information is collected, such as additional services other than basic services, customized services, or event application processes.
- Access IP information, cookies, date and time of visit, service usage record, defective

usage record, device unique number, device OS, and device model name can be automatically generated and collected during the company's service use process or business process.

- Some of the company's services use voice or images to provide search services, etc., in which case voice or images may be collected.

- 2) As a location information provider and location-based service provider, KIA collects and uses personal location information to provide various services using the location of customers and vehicles.

[Locational Information Processing Status]

Service name	Purpose of processing	Retention period
MyKIA	AUTO Q Search Search for AUTO Q (service center, service partner) close to the member	Delete AUTO Q immediately after scanning
	Search for branch offices (dealerships) Search for points (dealerships) close to a member	Delete branches (dealerships) immediately after scanning
	Weather information check service Check the weather information of the area where the member is located	Check the weather information and delete it immediately
	Location check service If the vehicle is located within 3 km of the current location collected through the service device, provide the vehicle location	Delete immediately after checking the vehicle location
	EV charging station search Search for EV charging stations close to members	Immediately delete EV charging stations after searching
KIA Digital Key	Vehicle location information checking (or sharing) service Provide location of vehicle to digital key users and sharers However, the service is for those aged 14 or older and can be used with the consent of all users (including co-owners)	From the use of the KIA Digital Key function to three months or withdrawal of service membership or withdrawal of consent
KIAFlex	Automotive Subscription Service Check the location of the vehicle for reasons such as rental of a vehicle, collection of vehicles in case of violation of reservation and contract, and settlement of dispute with the contractor	Until KIA Flex service membership withdrawal or consent withdrawal

	by providing location-based reservation available vehicle information	
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3) KIA may use personal information without the consent of the customer in consideration of the following matters to the scope reasonably related to the purpose of collection according to the law.

- Whether it is related to the original purpose of collection
- Whether there is a predictability of further use or provision in custom of the collected circumstances or processing practices;
- Whether it unfairly infringes on the interests of customers
- Whether measures necessary to secure safety, such as pseudonymization or encryption, have been taken.

4) KIA may use the collected personal information under a pseudonym without the consent of the customer for statistical preparation, scientific research, preservation of public interest records, etc.

- Information that cannot identify a specific individual without the use or combination of additional information (hereinafter referred to as "additional information") to restore the original state by pseudonymizing personal information is referred to as "pseudonym information".
- "Pseudonymization" means the processing of personal data by deleting some or all of them or by substituting some or all of them so that a particular individual cannot be recognized without additional information.
- Identifying specific customers through pseudonym information is prohibited in principle.
- The alias information and additional information shall be kept separately, and necessary technical and administrative protective measures shall be applied.

KIA

5) KIA may collect and use customer information from other organizations to provide services, and in this case, the responsibility for customer consent lies with the relevant



agency.

[Information from other company]

Service name	Provider	Items to be provided	Purpose of collection and use	Retention period
MyKIA	Happy Technology Co., Ltd.	Date and time of service reservation	Check the digital key usage history of affiliates	When you withdraw from KIA Digital Key or delete a user
	YW Mobile Co., Ltd.	Date and time of service reservation	Check the digital key usage history of affiliates	When you withdraw from KIA Digital Key or delete a user
	Hyundai Oilbank	Oil refinery membership card number, gas history, point information, gas expenditure date	Provision of auto diary service	Until the withdrawal of My KIA member, the integrated membership of KIA homepage/members, or the withdrawal of consent
	GS Caltex	Oil refinery membership card number, gas history, point information, gas expenditure date	Provision of auto diary service	Until the withdrawal of My KIA member, the integrated membership of KIA homepage/members, or the withdrawal of consent
	S-oil	Oil refinery membership card number, gas history, point information, gas expenditure date	Provision of auto diary service	Until the withdrawal of My KIA member, the integrated membership of KIA homepage/members, or the withdrawal of consent
KIA Digital Key	Happy Technology Co., Ltd.	Date and time of service reservation	Prevent overlapping digital key sharing schedule times among affiliates	When you withdraw from KIA Digital Key or delete a user
	YW Mobile Co., Ltd.	Date and time of service reservation	Prevent overlapping digital key sharing	When you withdraw from KIA Digital Key or delete a user

			schedule times among affiliates	
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### 3. How to collect personal information

- 1) KIA collects personal information in the following ways, and individual service subscription channels may expand in the future.
  - Sign a written form (including electronic contract) such as a contract and application for service use when purchasing a vehicle
  - Subscribe to company websites (homepage, KIA Members, etc.) and mobile apps (My KIA, KIA Connect, KIA Flex, etc.)
  - Application for events and prize events
  - Collect via web page, E-mail, fax, telephone, etc. during consultation through the customer center
  - (Connected Service Subscribed Vehicles) Collected via vehicle terminal
  - (Vehicle using KIA Digital Key) Vehicle status information collected through Bluetooth
  - Received and used by other agencies for service provision
  - Create during service use process
- 2) KIA is preparing a procedure for customers to choose "consent" or "disagreement" according to the contents of the company's consent to collect and use personal information.
  - Customers have the right to refuse consent to the collection and use of personal information, and there is no disadvantage in this case.
  - However, if you reject the required consent item, you may be restricted from using the service.

### 4. Period of use and storage of personal information

- 1) In principle, KIA shall destroy the customer's personal information without delay when it withdraws its membership (withdraws consent) or achieves the purpose of use for the provision of services.

- 2) KIA shall keep personal information for the following period and shall not use this information for any other purpose:
- If the customer obtains separate consent for the period of storage of personal information or if the statute imposes a certain period of storage obligation, the personal information is kept for that period.
  - If it is necessary to keep it for the settlement of down payment and usage fees, litigation, dispute settlement, etc., personal information shall be kept until the purpose is achieved.
  - The personal information of the customer who purchased the vehicle shall be kept for 10 years after the purchase of the vehicle or for 10 years after the final maintenance (direct service, auto Q) is received for the execution of the contract and follow-up management.
  - Membership card membership history shall be kept for 5 years after withdrawal for customer complaints or disputes related to residual points.
  - Personal information of customers whose contracts have been terminated shall be kept for six months after termination of the contract for settlement of down payment and dispute settlement.
  - Information on the legal representative of children under the age of 14 shall be kept until the child reaches the age of 14.
  - The personal information of customers who have not used the online service for one year (or the period agreed by the customer) under the "Personal Information Validity Period" shall be kept separately from other personal information for four years.
- 3) The information and storage period imposed by the relevant laws and regulations for a certain period of time are as follows.
- (Communications Secret Protection Act) Login record: 3 months
  - (Commercial Act) Important documents concerning the company's commercial books and business: 10 years
  - (Commercial Act) Documents or similar documents: Five years
  - (Framework Act on National Taxes, Corporate Tax Act) Transaction details and supporting documents: 5 years from the date on which the statutory filing deadline for the relevant national tax has expired for the tax period to which the transaction belongs

- (Act on Consumer Protection in Electronic Commerce, etc.) Records related to contracts, withdrawal of subscription, etc.: 5 years
- (Act on Consumer Protection in Electronic Commerce, etc.) Records on payment and supply of goods, etc.: 5 years
- (Act on Consumer Protection in Electronic Commerce, etc.) Records of consumer complaints or dispute handling: 3 years
- (Act on Consumer Protection in Electronic Commerce, etc.) Records on labeling/advertising: 6 months
- (Automobile Management Act) Records on notification of recurrence of defects
- (Location Information Act) Confirmation data on the collection, use, and provision of personal location information: 6 months (Provided information shall be destroyed when consent is withdrawn)

## 5. Provision of personal information to third parties

- 1) In principle, KIA does not provide personal information to third parties without the prior consent of the customer.
- 2) KIA provides personal information to the outside in the following cases, and this information is safely delivered by applying technical protective measures.
  - If the customer has obtained separate consent for the provision of personal information to a third party

[Privacy Information to 3<sup>rd</sup> party]

Service name	the recipient	Purpose of collection and use of the recipient	Provided items	the retention period of the recipient;
Vehicle purchase/Maintenance	Hyundai Capital Co., Ltd., Hyundai Commercial Co., Ltd.	Establishment, conclusion, maintenance, implementation, and management of installment financing transaction relations	Name, encrypted identity information (CI), address, contact information (mobile phone, home, workplace), purchase vehicle information, installment financing information (loan amount, period),	5 years after the end of the transaction

			virtual (deposit) account information	
	Hyundai Card Co., Ltd.	Phone guidance to apply for and apply for card partnership benefits when purchasing a car (Save-Auto, M-affiliated card to accumulate/use M points)	Name, encrypted identity information (CI), address, contact information (mobile phone, home, workplace), purchase vehicle information, save-auto usage amount	until the purpose of collection and use is achieved
	Hyundai Marine & Fire Insurance Co., Ltd.	Temporary number subscription to mandatory temporary driving insurance for vehicles in operation, etc.	Name, resident registration number, name of corporation, purchase vehicle information	until the purpose of collection and use is achieved
	Hwaseong City Hall, Gyeongsan City Hall, Gwangsan-gu Office, Gwangmyeong City Hall, Yesan County Office, Okcheon County Office, Icheon City Hall, Jeongeup City Hall, Seosan City Hall, Haman County Office	Issuance of temporary driving certificate	Name, resident registration number, address, name of corporation, business number, phone/mobile phone number, purchased vehicle information, temporary operation period	until the purpose of collection and use is achieved
	Korea Expressway Corporation	Hi-pass service for vehicles with ETCS specifications	Name, contact information, address, mobile phone number, purchased vehicle information	until the purpose of collection and use is achieved
KIA Members (individual)	Kakao Co., Ltd., Samsung Electronics Co., Ltd., NH Entertainment Co., Ltd., Mcomplus Co., Ltd.	Mobile card issuance, point accumulation/use (Kakao Pay, Samsung Pay, Payco)	Membership card number and points (usage/accumulation details)	From connection to release of KIA Members Card in the mobile membership

	BNP Paribas Cardiff Insurance Co., Ltd., AutoHands, Leaders Insurance Co., Ltd.	Check applicants and terminators of the Car Care program, receive compensation/pay insurance premiums, insurance premiums/refund premiums, and guide the compensation process	Applicant's name, mobile phone number, purchase vehicle information (vehicle name, vehicle identification number, release date), service subscription date and termination date	Disposal after one year from the end of the guarantee period
	S-Traffic Co., Ltd.	Use of EV charging roaming service, settle charging charges, respond to inquiries, and handle customer complaints	CI, credit card information, phone number, name	Until KIA Members withdraw or EV Members Charging Roaming Service withdraws
MyKIA	Hyundai Card	Check Hyundai M Point	CI	When achieving the objective
	S-Traffic Co. Ltd.	Use of EV charging roaming service, settle charging charges, respond to inquiries, and handle customer complaints	CI, credit card information, phone number, name	Until KIA Members withdraw or EV Members Charging Roaming Service withdraws
	Hyundai Marine & Fire Insurance Co., Ltd.	Check whether you can sign up for a special automobile insurance contract using KIA Connect (KIA Connect subscription discount, mileage discount, UBI discount)	① KIA Connect subscription discount: Available/unavailable subscription, KIA Connect subscription date and termination date	3 months from the date of consent
		Check whether the special contract is maintained when signing up for and renewing a special automobile insurance contract using KIA Connect	② Mileage discount: Available/impossible to sign up for a special contract, KIA Connect subscription date and cancellation date, accumulated mileage, and accumulated	Until the expiration date of the insurance contract period

			<p>mileage creation date and time</p> <p>③ UBI discount: Available/impossible to sign up for a special contract, KIA Connect subscription date and termination date, Safe driving score, Safe driving score update date, and mileage during the safe driving score calculation period</p>	
		Advanced safe operation model	<p>Vehicle identification number, vehicle type, driving date, driving time, information related to safe driving (safety driving score, rapid acceleration/rapid deceleration/sudden start/night driving, service consent date), and information related to sudden lane change (number of sudden lane changes, vehicle speed, service consent date)</p>	1 year from the date of consent
	KB Insurance Co., Ltd.	Check whether you can sign up for a special automobile insurance contract (mileage discount, UBI discount) using KIA Connect.	<p>① Mileage discount: Available/impossible to sign up for a special contract, KIA Connect subscription date</p>	3 months from the date of consent

		Check whether the special contract is maintained when signing up for and renewing a special automobile insurance contract using KIA Connect	and termination date, accumulated mileage, and accumulated mileage creation date and time ② UBI discount: Available/impossible to sign up for a special contract, KIA Connect subscription date and termination date, Safe driving score, Safe driving score update date, and mileage during the safe driving score calculation period	3 months from the expiration date of the insurance contract period
	AXA Insurance Co., Ltd.	Check whether you can sign up for a special automobile insurance contract (mileage discount, UBI discount) using KIA Connect.	① Mileage discount: Available/unavailable subscription, KIA Connect subscription date and termination date, accumulated mileage, and accumulated mileage creation date and time ② UBI discount: Available/impossible to sign up for a special contract, KIA Connect subscription date and termination date, Safe driving score, Safe driving score update date, and mileage during the safe driving score calculation period	3 months from the date of consent
		Check whether the special contract is maintained when subscribing to and renewing a special automobile insurance contract using KIA Connect service		Until the expiration date of the insurance contract period



	Hyundai Oilbank	Identify yourself when linking refueling data and points	Identification Information (CI)	Discard after verifying identity
	GS Caltex	Identify yourself when linking refueling data and points	Identification Information (CI)	Discard after verifying identity
	S-oil	Identify yourself when linking refueling data and points	Identification Information (CI)	Discard after verifying identity
KIAFlex	Hyundai Marine & Fire Insurance Co., Ltd. and Hyundai HiCar(car insurance) Damage Assessment Co., Ltd.	Identification of insurance beneficiaries, accident handling, and traffic accident prevention activities	Name, date of birth, address, cell phone number, driver's license number, driver's license type, driver's license issuance date, and rental contract information	until the purpose of collection and use is achieved
	Korea Expressway Corporation	Change a person subject to unpaid tolls to a lessee	Name, date of birth, address, cell phone number, driver's license number, driver's license type, driver's license issuance date, and rental contract information	until the purpose of collection and use is achieved
	Police stations, municipalities	Change of persons subject to traffic laws, parking violations, and fines to lessees	Name, date of birth, address, cell phone number, driver's license number, driver's license type, driver's license issuance date, and rental contract information	until the purpose of collection and use is achieved
	Korea Highway Traffic Authority	Validation of Driver's License by Passenger Transport Service Act	Name, date of birth, driver's license number, type of driver's license, date of issuance of driver's license	until the purpose of collection and use is achieved
KIA rental car	Seoul Guarantee Insurance	Claims for guarantee insurance in the event of non-payment of rent, penalty, and arrears	Name, date of birth, name of corporation, business number,	until the purpose of collection and use is achieved

			address, telephone number, mobile phone number	
	Korea Financial Telecommunications & Clearings Institute	Confirmation of withdrawal agreement, new registration of withdrawal transfer, and notification of termination when using CMS withdrawal service	Name, date of birth, name of corporation, business number, telephone number, mobile phone number, name of financial institution, account number	until the purpose of collection and use is achieved
	[Tenant] Hyundai Marine & Fire Insurance Co., Ltd. and Hyundai HiCar(car insurance) Damage Assessment Co., Ltd.	Identification of insurance beneficiaries, accident handling, traffic accident prevention activities, product guidance	Name, date of birth, name of corporation, business number, address, telephone number, mobile phone number	until the purpose of collection and use is achieved
	Korea Highway Traffic Authority	Validation of Driver's License by Passenger Transport Service Act	Name, date of birth, driver's license number, type of license	until the purpose of collection and use is achieved
	Korea Expressway Corporation	Change a person subject to unpaid tolls to a lessee	Name, date of birth, name of corporation, business number, telephone number, mobile phone number, address, driver's license number	until the purpose of collection and use is achieved
	a police station	Change of persons subject to traffic laws, penalties for parking violations, and fines to lessees	Name, date of birth, name of corporation, business number, telephone number, mobile phone number, address, driver's license number	until the purpose of collection and use is achieved
	[Tenant] Facilities Management Corporation,	Change a person subject to unpaid parking fees to a lessee	Name, date of birth, name of corporation,	until the purpose of

	Urban Development Corporation		business number, telephone number, mobile phone number, address, driver's license number	collection and use is achieved
	[Designated Driver] Hyundai Marine & Fire Insurance Co., Ltd. and Hyundai HiCar(car insurance) Damage Assessment Co., Ltd.	Identification of insurance beneficiaries, accident handling, traffic accident prevention activities, product guidance	Name, date of birth, name of corporation, business number, address, telephone number, mobile phone number	until the purpose of collection and use is achieved
	Korea Highway Traffic Authority	Validation of Driver's License by Passenger Transport Service Act	Name, date of birth, driver's license number, type of license	until the purpose of collection and use is achieved
	[Designated Driver] Korea Expressway Corporation	Change a person subject to unpaid tolls to a lessee	Name, date of birth, name of corporation, business number, telephone number, cell phone number, address, driver's license number	until the purpose of collection and use is achieved
	Police station, local government	Change of persons subject to traffic laws, penalties for parking violations, and fines to lessees	Name, date of birth, name of corporation, business number, telephone number, cell phone number, address, driver's license number	until the purpose of collection and use is achieved
	[Designated Driver] Facility Management Corporation, Urban Development Corporation	Change a person subject to unpaid parking fees to a lessee	Name, date of birth, name of corporation, business number, telephone number, cell phone number, address, driver's license number	until the purpose of collection and use is achieved

[Locational-PI to 3<sup>rd</sup> party]

Service name	the recipient	Purpose of provision
KIA Digital Key	Digital key users and sharers	Share location of vehicle to digital key users and sharers

- Where it is inevitable to comply with the obligation to submit personal information pursuant to statutes (provided in accordance with legitimate procedures, such as a search and seizure warrant or an official written request affixed with the seal of the head of the agency)
  - Personal information may be provided in consideration of predictability, disadvantages to customers, and protective measures to the extent reasonably related to the original purpose of collection without the consent of customers pursuant to laws and regulations.
- 3) When KIA provides personal location information to a third party designated by the data subject as a location-based service provider, it shall immediately notify the information subject of the person who receives the information, the date and time of provision , and the purpose of provision , but if the consent of the data subject is obtained, it may collect and notify the information subject according to the criteria such as the number or period of up to 30 days.

## 6. Consignment of personal information processing

KIA is outsourcing some of its work to outside companies to provide better service.

- KIA specifies necessary matters for the entrusted company to safely process personal information in documents such as contracts, and manages and supervises them to comply with them.
- The list of consignment companies may be changed according to the service change and contract period, and in this case, it is disclosed through this personal information processing policy.

Service name	Details of consignment work	Trustee	Reconsignment company	Reconsignment
Integrated account	Computer system operation and maintenance	Hyundai AutoEver	-	-

	Customer center	MetaM Platform, Hyosung ITX	-	-
Homepage	Mobile phone authentication	Nice Evaluation Information Co., Ltd.	-	-
	System maintenance	Hyundai AutoEver Co., Ltd.	-	-
	Operation of purchase counseling, online counseling, and compliment notification rooms	MetaM Platform	-	-
Vehicle purchase/maintenance	Automobile sales consultation and agency, follow-up customer management	Sales agents such as New Hope <a href="https://www.kia.com/kr/shopping-tools/branch/branch-list.html?search=%EB%8C%80%EB%A6%AC%EC%A0%90">https://www.kia.com/kr/shopping-tools/branch/branch-list.html?search=%EB%8C%80%EB%A6%AC%EC%A0%90</a>	-	-
	Warranty repair, emergency dispatch, vehicle repair details and customer information modification input, vehicle management consultation, service provision, etc.	AUTO Q franchisees such as Hanil Cardock Maintenance Factory <a href="https://members.kia.com/kr/view/qnet/asn_prct/qnet_asn_prct_index.do">https://members.kia.com/kr/view/qnet/asn_prct/qnet_asn_prct_index.do</a>	-	-
	Consultation and maintenance services for audio, vehicle seat, vehicle glass, etc.	KIA Glass Corporation, Big Pro Multi-Shop, Creative Seat, Ming Korea, Sungdong Automotive Glass, KIA Seat, Donghae Automotive Maintenance, Ultra Motors, Dongsung Automotive Glass, Aquam Seat, Geumgang Automotive Glass, KIA Gwangtaek, KIA Seat, CSI Korea, Donghwa Car Plaza, Seungil Seat Car Bar, Safety Automobile Glass, Gwangsung Automotive Glass, Daewon Seat, KIA	-	-

		<p>Motors, Daeil Safety Glass, Donghae Seat, Changwon Café Steam Car, Cha Na-ra, Kauto, Hanyoung Motors, Hanyoung Automotive Glass, Hyundai Special Vehicle, Donghwa Automotive Glass, Yoo Young Glass, Cheil Seat, Daewoo Automotive Glass, Sejung Seat, King Car, Continental Natural Leather Seat, Sekyung Automotive Glass, Jinyang Automotive Glass, Continental Seat, Samnam Automotive Glass, Segi Cleaning, Carcare, Geumgang Automotive Glass, Magic News, Donggwang Glass Co., Ltd., Four Seasons Gaba, KIA Glass, Hyundai Hi Motors, KIA Seat, Daewon Glass, Daemyung Automotive Glass, Incheon Seat, KC Motors Co., Ltd., Inalpha Korea Co., Ltd., Hyundai Welson Co., Ltd., and Bebasto Donghee Co., Ltd.</p>		
	<p>Warranty repair for special vehicles, consultation on vehicle management, and provision of services, etc.</p>	<p>Gyeongin Specialty Co., Ltd., Weltech Co., Ltd., KC Motors Co., Ltd., Otech Co., Ltd., Topplex Co., Ltd., Dongin Thermo Co., Ltd., Hwaseong Thermo Co., Ltd.</p>	-	-

	Shipment and consignment/delivery of customer vehicles	Hyundai Glovis Co., Ltd.	Hyunsung, Boogie Logistics, Cheil Logistics, Gichang Logistics, Kiyong Logistics, Seokmun Logistics, Woori Logistics, Gyeongjin Logistics, Geumto Industrial Logistics, Taeja Logistics, Jinyong Logistics, K-Carogis, GL Logistics, Light Water Logistics, HM Logistics, Otech Co., Ltd.	Shipment and consignment/delivery of customer vehicles
	Vehicle registration service	Administrative Librarian Mutual Office, Ilwoosa Temple, Gwangmyeong Agency, Hyeonjung Trading Company, Obosa Temple (Daechi Gallery), Obosa Temple (Seongnam), Urisa Temple, Samosa Temple (Wangsimni), Gwangjinsa Kimdo-hyeon Administrative Office, Songpa Obosa Temple, Obosa Temple (Hanmaeum), Haengunsa Temple, Silla Sangwoon, Obosa	-	-

	<p>             Temple (Jaeboksan),              Obosa Temple              (Dongsuwon), Daesa              Temple (Yeoju),              Samosa Temple              (Pyeongtaek), Daesa              Temple (Icheon), Obosa              Temple (Icheon),              Hyeongjeonsangsa              Temple, Jungang              Temple, Gunpo              Eunhwasa Registered              Country, Samwoosa              (Shinwonju), Wonju              Office License Plate              Manufacturing Office,              Administrator              Assignment Record              Office, Samosa              (Namdaejeon),              Hwaseongsa Temple,              People's Office, Mirae              Office, Obosa Temple              (Namdaejeon),              Jeonggukjin Office,              Songam Office, Chungil              Car Plaza,              Administrator Choi              Seung-sik Office,              Seonjin Office, Somang              Office, Myeongjin              Office, Daehyeon CS,              Namhaesa Office,              Yeosu Obosa Office,              Sambo, Iksan Dongin              Number Plate              Manufacturing Office,              Seongil Office,              Samosa (Bukjeonju),              Top Car License Plate              Manufacturing Plant,              Gongmyeongsa,              Hanmoe, Kim Dae-rak,              Hanasa, Bugyeongsa              (Yangjeong), Obosa              Vehicle Registration           </p>		
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	Agency, JL, Oh Young-hyun, LG Corporation, Ulsansa, Woojinsa, Bugyeongsa (Ungsang), Mijinsa, World Administrative Corporation		
	Vehicle inspection agency	Hohye C&S Co., Ltd.	-
	Response and monitoring of customer counseling, KakaoTalk customer counseling, survey agency, etc.	MetaM Platform, MBI Solution Co., Ltd., Korea Management Association Consulting, DKI, Summers Platform Co., Ltd.	-
	Consultation in case of a rental car accident	Hyundai Marine & Fire Insurance Co., Ltd.	-
	Payment collection	Central Credit Information Co., Ltd.	-
	Homepage/KIA Members Certification	NICE Credit Rating Information Co., Ltd.	-
	A survey on collecting consumer opinions on new cars, surveying the satisfaction level of purchased vehicles, responding to customer consultation and monitoring, survey agency, and brand experience	Nice R&C Co., Ltd., Ipsos Korea Co., Ltd., Korea Research Co., Ltd., Embrain Co., Ltd., Consumer Insight Co., Ltd., and Kanta Korea Co., Ltd.	-
	Information for marketing event agency, SMS/DM/mail dispatch, external newsletter dispatch, event progress and management, event prize dispatch, in-house	Hyundai H&S, Innocean Co., Ltd., Golden Min Communications Co., Ltd., UD Tech Co., Ltd., Time to Travel Co., Ltd., Magnum Vint Co., Ltd., Q Plan Co., Ltd.,	-

	customer management, movie reservation ticket delivery to contract/release customers, KIA homepage event progress and management, mobile coupon dispatch, etc.	University Tomorrow Co., Ltd., Duriban Co., Ltd., Dambi Communications Co., Ltd., SG Framing Co., Ltd., and Fifty-One Percent		
	Development and maintenance of customer information computer system	Hyundai AutoEver Co., Ltd.	-	-
	Provision of vehicle equipment service (tinting/KIT) and delivery of goods	Pino B&D Co., Ltd., TV Tech Ad Co., Ltd.	CJ Logistics Co., Ltd.	Commodity delivery
	Send GIRO bill and CMS guide	Bill Post, Inc.	-	-
	Text message sending of purchase price statement, etc.	Uditech Co., Ltd.	-	-
	Storage of electronic sales contracts in authorized electronic archives	Hana Financial Group	-	-
	Our company tows emergency vehicles and provides emergency dispatch services	Hyundai Hi-Car Automotive Damage Assessment Co., Ltd.	-	-
	Check customer location for emergency dispatch	Blue Chip CNS Co., Ltd.	-	-
	Provide mobile simple payment service for vehicle delivery	Blue Walnut (BWC)	-	-
	Issuance of electronic tax invoice	EC Bank Co., Ltd.		
	Provide extended warranty product services, send mail, and operate a call center	Hyundai Card		
	Provision of extended warranty product service	Hyundai Capital		
	Provision of extended warranty product services, investigation and examination of product-related damages, receipt of	Hyundai Marine & Fire Insurance		

	compensation, payment of compensation, and guidance on compensation process			
	Mail extended warranty products and operate call center	AutoHands		
	Send sms and mms, and store electronic documents	Blue Walnut		
	EV battery warranty extension	Poen		
	Improve vehicle quality and maintenance issues	Hyundai Motor Company	-	-
KIA Members (individual)	Membership registration agency, membership service provided (vehicle management service and point accumulation/use, etc.)	AutoQ franchisees and distributors <a href="https://members.kia.com/kr/view/qnet/asn_prct/qnet_asn_prct_index.do">https://members.kia.com/kr/view/qnet/asn_prct/qnet_asn_prct_index.do</a> <a href="https://www.kia.com/kr/shopping-tools/branch/branch-list.html">https://www.kia.com/kr/shopping-tools/branch/branch-list.html</a>	-	-
	K-delivery service	YW Mobile	-	-
	Provide emergency dispatch services in case of emergency of member vehicles	Hyundai Hi-Car Automotive Damage Assessment Co., Ltd.	-	-
	Membership card issuance/delivery, address correction, delivery guidance, etc.	Bill Post, Inc.	YBL Co., Ltd.	Creating a membership card
			Korea Post	Membership card delivery
	Identity verification based on the use of membership services and certification service for legal representatives of members under the age of 14	NICE Credit Rating Information Co., Ltd.	-	-
	Membership-related customer consultation and handling of complaints	MetaM Platform	-	-
	Membership-related customer information	Hyundai AutoEver Co., Ltd.	-	-

	management, computer system development, and maintenance			
	Collection and storage of membership application forms, regular inspection guidance, DM production and delivery, civil complaints related to membership registration and card delivery, etc.	Storida Co., Ltd.	Bill Post, Korea Post	Collect membership application forms
			Korea Storage System	Keep membership application form
			Bill Post Co., Ltd.	Manufacture/s end regular inspection guide DM
	Operation of THE K9 and STINGER membership services (service guidance/provision, card issuance and delivery, service reservation system development, etc.)	Innocean Co., Ltd.	Dambi Communications, GDMC, Omni Partners	Operation of THE K9 membership (service operation/guidance, card issuance and delivery, civil complaint handling, etc.)
			Dambi Communications Co., Ltd., SG Framing Co., Ltd., Omni Partners	Operation of STINGER membership (service operation/guidance, card issuance and delivery, civil complaint handling, etc.)
	Notice of membership point extinction, point product exchange, phone/Email/text/mail, point mall operation (payment/delivery/product inquiry response)	AutoN	List of referrals <a href="https://KIA.auton.kr/term/affiliateList.jsp">https://KIA.auton.kr/term/affiliateList.jsp</a>	-
	Send SMS, LMS, MMS text messages	Uditech Co., Ltd.	Mammalink Co., Ltd.	Send SMS, LMS, MMS text messages

	THE K9 Membership Promotion DM, SMS, Mail	Dambi Communications	-	-
	Membership membership event	CMGT Co., Ltd.	-	-
	Membership subscription agency, affiliated credit card issuance and service provision, membership service and affiliated credit card benefits guidance, membership affiliated credit card application agency, KIA Point inquiry, etc.	Hyundai Card	-	-
	Operates web chat counseling solution (Happy Talk)	MBI Solution Co., Ltd.	-	-
KIA Members (corporation )	Membership registration agency, membership service provided (vehicle management service and point accumulation/use, etc.)	AutoQ franchisees and distributors <a href="https://members.kia.com/kr/view/qnet/asn_prct/qnet_asn_prct_index.do">https://members.kia.com/kr/view/qnet/asn_prct/qnet_asn_prct_index.do</a> <a href="https://www.kia.com/kr/shopping-tools/branch/branch-list.html">https://www.kia.com/kr/shopping-tools/branch/branch-list.html</a>	-	-
	K-delivery service	YW Mobile	-	-
	Membership-related customer consultation and handling of complaints	Hyosung ITX Co., Ltd.	-	-
	Membership-related customer information management, computer system development, and maintenance	Hyundai AutoEver Co., Ltd.	-	-
	Membership card issuance/delivery, address correction, delivery guidance, etc.	Bill Post, Inc.	-	-
	Collection and storage of membership application forms, production of regular inspection guide DMs and handling of civil	Storida Co., Ltd.	-	-

	complaints related to card delivery, etc.			
	Notice of membership point extinction, point product exchange, phone/Email/text/mail, point mall operation (payment/delivery/product inquiry response)	AutoN	List of referrals <a href="https://KIA.auton.kr/term/affiliateList.jsp">https://KIA.auton.kr/term/affiliateList.jsp</a>	-
MyKIA	I-pin authenticates my mobile phone	Nice Evaluation Information Co., Ltd.	-	-
	Application development, maintenance	Hyundai AutoEver Co., Ltd., KE MATECH	-	-
	Application development, maintenance, and repair related to data service use	Hidden Figures Co., Ltd.	Inople	Application development, maintenance, and repair related to data service use
	Operation of vehicle shopping mall	AutoN	-	-
	Events for members of KIA Integrated Services	51% Co., Ltd.	-	-
	Analysis of Survey Results for KIA Integrated Service Members	Research Factory	-	-
KIA Digital Key	Computer system operation and maintenance	Hyundai AutoEver Co., Ltd., KE MATECH	-	-
	Check vehicle owner information	Korea Transportation Safety Authority	-	-
	Authentication to verify vehicle owner	Korea Credit Bureau Co., Ltd.	-	-
	Mobile phone authentication	Nice Evaluation Information Co., Ltd.	-	-
	Customer consultation	MetaM Platform	-	-
KIAFlex	I-pin authenticates my mobile phone	Nice Evaluation Information Co., Ltd.	-	-
	Platform development, maintenance, customer center operation	42dot / Hyundai Motor Company	The White Communications	Customer center consultation
	Vehicle maintenance	AUTO Q franchisee <a href="https://members.kia.com/kr/view/qnet/asn_pr">https://members.kia.com/kr/view/qnet/asn_pr</a>	-	-

		ct/qnet_asn_prct_index.doo		
	Vehicle delivery	SH rental car	-	-
	Payment agency	Blue Walnut (BWC)	-	-
	Emergency towing	Hyundai Hi-Car Automotive Damage Assessment Co., Ltd.	-	-
	a texting agent.	NHN	-	-
	Send event coupons	Smart cone	-	-
	Collect driving data	Sky Autonet	-	-
	Consumer Insight	Customer Service Satisfaction Survey	-	-
KIA rental car	System development, maintenance	Hyundai AutoEver Co., Ltd.	App Note	System development
	Vehicle maintenance	AUTO Q franchisee <a href="https://members.kia.com/kr/view/qnet/asn_prct/qnet_asn_prct_index.doo">https://members.kia.com/kr/view/qnet/asn_prct/qnet_asn_prct_index.doo</a>	-	-
	Vehicle circuit maintenance, consignment	Ajacarian Service Co., Ltd.	-	-
	Payment agency	Blue Walnut	-	-
	Emergency towing	Damage assessment of Hyundai Hi-Car Co., Ltd.	-	-
	Comprehensive automotive inspection, periodic inspection agency	Hohye Motor Co., Ltd.	-	-
	Change of the name of fines, penalties, etc. and receipt of VAT for automobile insurance repair	Sky Auto Service Co., Ltd.	-	-
	Credit information inquiry	NICE Evaluation Information	-	-
	Bond collection and vehicle collection	Future Credit Information Co., Ltd.	-	-
	Service satisfaction survey	Consumer Insight	-	-
PlayKIA	Storage of electronic sales contracts in authorized electronic archives	Hana Financial Group		
	System maintenance	Hyundai AutoEver Co., Ltd.	-	-

	Blog operation and management of consumer reporters	University Tomorrow	-	-
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## 7. Procedures and methods for destroying personal information

- 1) KIA shall destroy personal information for which the purpose of collection and use has been achieved, such as withdrawal of consent, withdrawal of membership, termination of service, and expiration of the storage period, without delay.
  - Personal information written in the written form shall be destroyed with a shredder or illegible.
  - Personal information stored in the form of electronic files is deleted using technical methods that cannot recover and reproduce such records.
- 2) Information subject to storage obligations under the relevant laws and regulations shall be kept separately from other personal information when the purpose of collection and use is achieved, and shall be destroyed after the mandatory storage period has elapsed.

## 8. Data Subject Rights, Duties and Methods of Exercise

- 1) Customers may request access, correction, deletion, suspension of processing, etc. of their personal information at any time, and if there is no special provision in the law, the Company will process the request.
  - KIA can check whether the person exercising the customer's rights is himself or herself or a legitimate agent (or a person liable for protection) through an identification card or a power of attorney.
  - For children under the age of 14, the legal representative has the authority to exercise the rights of the data subject.
  - (Personal location information) For children under 8 years of age, adult guardians, and persons with severe disabilities, the person liable for protection has the authority to exercise the rights of the data subject.
  - When a customer requests correction of personal information, the Company does not use or provide personal information until the error is corrected. If it is already provided, the Company notifies the external company of the fact and corrects it.
  - Withdrawal of consent to the collection and use of personal information necessary



for the provision of the service will inevitably result in membership withdrawal or termination of the service, which may restrict the use of the service.

2) Customers may exercise the above rights by choosing from the following methods depending on the nature of the target service:

- Processing directly from the integrated member personal information management menu (checking or withdrawing my information) or the individual service personal information management menu
- Visit the KIA branch and the agency that has signed the consignment contract and call to request processing.
- Request processing to the person in charge via telephone or e-mail notified in this Privacy Policy

## **9. Matters concerning measures to ensure the safety of personal information;**

KIA does its best to safely manage customers' personal information and applies more than the level of protective measures required by laws such as the Personal Information Protection Act.

- We establish and implement an internal management plan related to personal information and establish and operate a personal information protection management system.
- Personal information is accessible only to authorized personnel, and the authority is differentiated to the minimum extent depending on the work.
- We install and operate intrusion prevention systems and intrusion detection systems to control access to personal information.
- We safely transmit and store personal information by applying encryption technology.
- Personal information is strictly managed so that no specific individual is identified when using it under a pseudonym, and pseudonym information and additional information are kept separately.
- We prevent the leakage of personal information through malicious programs such as viruses through the installation and operation of vaccine programs.
- The personal information processing system is installed in an area where access is

restricted from the outside, and management procedures are operated so that only authorized personnel can enter.

- We strive to improve employee awareness by collecting pledges related to personal information protection and conducting education and implement internal procedures to check employee compliance.
- Connected services are delivered through the transmission and reception of voice and data between the center and the customer via the network provided by the mobile carrier. Mobile networks are extremely complex and have limitations that are inevitably unstable for security reasons, so in this situation, confidentiality of the customer's call content and transmitted and received data is beyond the scope of the company's responsibility.

## **10. Matters concerning the installation and operation of an automatic personal information collection device and its refusal;**

- 1) KIA can install and operate "cookies" to provide efficient services, and customers can choose whether to install cookies at any time through web browser settings.
  - Cookies are very small-sized text files that are stored on a customer's PC from the company's website through the customer's web browser.
  - The company uses cookies to provide targeted marketing and personalized services by analyzing the website usage status, customers' interests, and whether they participate in various events.
  - Customers can allow all cookies by setting options in the web browser, go through confirmation every time cookies are saved, or refuse to save all cookies.
  - However, if you refuse to store cookies, it may be difficult to use some functions provided by the company, such as personalized services.
  - For Internet Explorer, you can choose whether to use cookies from "Tools at the top of the Web browser > Internet Options > Privacy > Advanced > Settings Method".
- 2) KIA uses Google Analytics, a log analysis tool provided by Google, to analyze the use of customers' websites and mobile apps to improve services. Google Analytics collects customer behavior information through Cookie, and in this case, information that can identify individuals is not processed, and the collected non-identification behavior

information is not processed by Google Analytics. It can be used for online advertising purposes through advertising services.

- Customers can refuse to process information by Google Analytics by installing additional functions of a web browser at "tools.google.com/dlpage/gaoptout".
- Customers can opt out of the Google Analytics Advertising feature by setting options for web browsers and mobile devices.
- Chrome : " Settings > Google Account Management > Data and Privacy > Ad Settings > Ad Personal Optimization Disabled "
- Android Phone: " Select Settings > Privacy > Advertisements > Customize Advertisements "
- iPhone: " iPhone Settings > Privacy > Apple Advertisements > Custom Fluorescent Storage "

#### [Cookie Items]

Service name	Cookie name	Purpose of use	Duration
Homepage	_ga	Analysis of site usage using Google Analytics Used to distinguish unique users by assigning randomly generated numbers as identifiers	Until 2 years or when deleting user cookies
	_gid	Analysis of site usage using Google Analytics Used to identify users' website utilization information (number of visitors, inflow routes, visit pages, etc.) and to generate analysis reports	1 day or until user cookies are deleted
	_gat	Analysis of site usage using Google Analytics Used to adjust the amount of data recorded on Google Analytics on a website	1 minute or until user cookies are deleted
	_gcl_au	Google AdSense Advertising Used to measure Google advertising performance	3 months or until user cookies are deleted
	fr	Facebook Advertising Cookies used to execute advertisements tailored to the user's	3 months or until user cookies are deleted

		area of interest and used to transmit, measure, and improve relevance of tailored advertisements	
	_fbp	Facebook Advertising Used to identify browsers for the purpose of providing advertising, measuring advertising performance, and analyzing behaviour on websites	3 months or until user cookies are deleted
	testDriveInfoPopTodayCloseDefectNoticeOnlineCounselInfoPopTodayClose	Handle non-exposure of pop-ups to specific users Only users who choose not to see the popup again today when using a specific service (test drive reservation, defect recurrence reception, customer center main) can use the popup when it is not exposed.	1 day or until user cookies are deleted
	byo_sv	Temporarily save online quotes from users of Mirogin Used to temporarily save online estimates when a user in a maze-in state completes an online estimate and attempts to log in to save the contents	20 seconds or until user cookies are deleted
	JSESSIONID	Required cookies used by the server Cookies issued by the server to the user's browser to maintain sessions and to distinguish if they are requested by the same user	until session termination or user cookie deletion
	WMONID	Required cookies for server monitoring Cookies used in Jennifer, a tool that monitors server CPU, response rate, number of sessions, etc., are used to identify users.	Until one year or when deleting user cookies
MyKIA	_ga	(datahub)Mobile app usage analysis using Google Analytics Used to distinguish unique users by assigning randomly generated numbers as identifiers	Until 2 years or when deleting user cookies
	_gid	(datahub)Analysis of site usage using Google Analytics Used to identify users' website utilization information (number of visitors, inflow routes, visit pages, etc.) and to generate analysis reports	1 day or until user cookies are deleted

	_gat	(datahub)Analysis of site usage using Google Analytics Used to adjust the amount of data recorded on Google Analytics on a website	1 minute or until user cookies are deleted
	isShowResetUbi	(datahub)Functional cookie to display customized information for each customer It is used to store whether the score initialization screen is displayed when the lower score of the safe driving score is maintained.	7 days or until user cookies are deleted
	isShowContentfetti	(datahub) Functional cookies to display customized information for each customer It is used to store whether animation is displayed when the benefit criteria of safe driving score are achieved.	7 days or until user cookies are deleted
PlayKIA	_ga	Analysis of site usage using Google Analytics Used to distinguish unique users by assigning randomly generated numbers as identifiers	Until 2 years or when deleting user cookies
	_gid	Analysis of site usage using Google Analytics Used to identify users' website utilization information (number of visitors, inflow routes, visit pages, etc.) and to generate analysis reports	1 day or until user cookies are deleted
	_gat	Analysis of site usage using Google Analytics Used to adjust the amount of data recorded on Google Analytics on a website	1 minute or until user cookies are deleted
	_gcl_aud	Google AdSense Advertising Used to measure Google advertising performance	3 months or until user cookies are deleted
	fr	Facebook Advertising Cookies used to execute advertisements tailored to the user's area of interest and used to transmit, measure, and improve relevance of tailored advertisements	3 months or until user cookies are deleted

	_fbp	Facebook Advertising Used to identify browsers for the purpose of providing advertising, measuring advertising performance, and analyzing behaviour on websites	3 months or until user cookies are deleted
	JSESSIONID	Required cookies used by the server Cookies issued by the server to the user's browser to maintain sessions and to distinguish if they are requested by the same user	until session termination or user cookie deletion
	WMONID	Required cookies for server monitoring Cookies used in Jennifer, a tool that monitors server CPU, response rate, number of sessions, etc., are used to identify users.	Until one year or when deleting user cookies

## 11. Transfer of personal information overseas

- 1) In principle, KIA does not transfer personal information to other businesses outside the country without the prior consent of the customer.
- 2) KIA will transfer personal information overseas in the following cases, and this information will be safely delivered by applying technical protective measures.
  - If the customer has obtained separate consent for the transfer of personal information overseas
  - When transferring personal information to another country for entrustment or storage of personal information processing, he/she discloses it to this personal information processing policy or notifies the customer by e-mail, writing, etc.

## 12. Scope of application of this Privacy Policy

This Privacy Policy applies to KIA's vehicle sales, maintenance services, and online services (including mobile web/app), and for some individual services, a separate Privacy Policy may apply.

## 13 Personal Information Protection Officer and Customer Service

## Department

1) KIA has designated a person in charge of personal information protection and a department in charge of customer service as follows for inquiries and complaints related to customers' personal information.

- Personal (location) data protection manager
  - Department: KIA Information Protection Center
  - Director: Lee Sang-young
  - Contact: privacy@kia.com / 080-200-2000
  
- Personal (Location) Data Protection Officer
  - Department: Personal Information Protection Center
  - Person in charge: Jang-hoon Lee, Director of the Center
  - Contact: privacy@kia.com / 080-200-2000

[Department in charge of customer service]

Service name	Name of Department	Telephone	Homepage
Homepage	Korea Platform Management Team	080-200-2000	kia.com
Vehicle purchase/ maintenance	Domestic Business Administration Improvement Team/ SERVICE HIGHTECH TEAM	080-200-2000	kia.com
KIA Members	Korea Platform Management Team	080-200-2000 ※ THE MEMBERSHIP Concierge: 080-500-2000 ※ EV Concierge : 1899-0012	members.kia.com
MyKIA	Korea Platform Management Team	080-200-2000	MyKIA App
KIA Digital Key	Korea Platform Management Team	080-200-2000	members.kia.com
KIAFlex	Rental Car Business Team	1599-5642	KIA Flex App
KIA rental car	Rental Car Business Team	080-200-2000	kia.com
PlayKIA	Domestic Communication Team	080-200-2000	play.kia.com

2) If you need other counseling on personal information infringement, you can contact the Personal Information Infringement Report Center of the Korea Internet & Security Agency and the Cyber Security Bureau of the National Police Agency.

- Personal Information Infringement Reporting Center: 118 ([privacy.kisa.or.kr](http://privacy.kisa.or.kr))
- Personal Information Dispute Mediation Committee: 1833-6972 ([kopico.go.kr](http://kopico.go.kr))
- Cyber Investigation Division of the Supreme Prosecutors' Office : 02-3480-3579 ([www.spo.go.kr](http://www.spo.go.kr)).
- National Police Agency Cyber Security Agency: [cyberbureau.police.go.kr](http://cyberbureau.police.go.kr) (182)

## 14. Obligation to notify before amendment

KIA's "Personal Information Processing Policy" may be revised in accordance with the relevant laws and guidelines or internal operating regulations, and if the "Personal Information Processing Policy" is revised, the revised matters will be notified to customers through the notice on the company's website ([www.kia.com](http://www.kia.com)).

- Date of Announcement of Privacy Policy: May 23, 2022
- Date of Implementation of Privacy Policy: May 30, 2022