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Kia Privacy Policy

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1. General

A. Kia Corporation (hereinafter referred to as “Kia” or “the Company”) is committed to protecting our customers’ personal information.

- ① We comply with domestic personal information protection laws, such as the Personal Information Protection Act.
- ② Kia transparently discloses information about the entire life cycle of personal information, including its collection, use, provision, and destruction, through this Privacy Policy.
- ③ Scope of Application: Kia’s Privacy Policy applies to all of our domestic and international business sites, subsidiaries, joint ventures, associate companies, suppliers, partners, data processing consignees and sub-consignees.

2. Purpose of Personal Information Collection and Use, Collected Items and Retention Period

A. Kia collects and uses personal information by dividing it into “required items” that are mandatory for providing services and “optional items” that are necessary for additional functions or better services.

- Learn more about the required items

Service	Purpose of collection and use	Item	Retention period
Integrated account	Creation of an integrated Kia account and identity verification	Name, ID (e-mail address), password, (legal) date of birth, gender, nationality, mobile phone number, mobile service provider, identification value for credit rating agencies (CI, DI) * For members under age 14, information of the legal representative (name, date of birth, gender, nationality, mobile phone number, CI/DI, relationship with the representative).	Until withdrawal from the integrated account

Service	Purpose of collection and use	Item	Retention period
	Linkage to individual service registrations, delivery of notifications, and addressing complaints	Name, date of birth, mobile phone number, ID (e-mail address)	Until withdrawal from the integrated account
	Easy access to individual services	Simple password (PIN number)	Until withdrawal from the integrated account
	Analysis of service visits and use records Calculation of statistics, control of use by misbehaving members, and log analysis	ID, name, date of birth, gender, access IP, date of visit, service use information	Until withdrawal from the integrated account
Website	Website registration, identity verification Identity verification and membership registration to use membership service, linkage to integrated Kia account, age verification, and consent of the legal representative	Name, ID (e-mail address), password, (legal) date of birth, gender, nationality, mobile phone number, identification value for credit rating agencies (CI, DI) * For members under age 14, information of the legal representative (name, date of birth, gender, nationality, mobile phone number, CI/DI, relationship with the representative).	Until withdrawal from the website service membership

Service	Purpose of collection and use	Item	Retention period
	Online quotation	Desired car model, e-mail address	Until withdrawal from the website service membership
	Purchase consultation	Name, mobile phone number, e-mail address, preferred sales store, desired car model	Until withdrawal from the website service membership
	Test drive reservation	Name, mobile phone number, car model, date of test driving	Until withdrawal from the website service membership Stored for two years after the test drive is completed for non-members
	Online consultation	Name, ID (e-mail address), mobile phone number	Until withdrawal from the website service membership
	Compliment bulletin board	Name, ID (e-mail address), mobile phone number	Until withdrawal from the website service membership

Service	Purpose of collection and use	Item	Retention period
	Notification of defect recurrence	※ Notification form of Article 47-2 of the Motor Vehicle Management Act (name, date of birth, address, contact information, e-mail address, car name, delivery date, registration number, registration date, vehicle identification number, mileage)	
	Base visit reservation	Name, mobile phone number, date of visit	Until withdrawal from the website service membership
	Analysis of service visits and use records Calculation of statistics, control of use by misbehaving members, and log analysis	ID, name, date of birth, gender, access IP, date of visit, service use information	Until withdrawal from the website service membership
Vehicle purchase and maintenance	Conclusion and execution of automobile sales contracts Identity verification, assessment of customer credit, issuance, delivery, temporary driving license subscription, and proxy registration of temporary driving permit, billing/statement/e-contract, and delivery of notifications	Name, resident registration number (alien registration number), address, contact information (mobile phone number, phone number), e-mail address, ID photo, purchased vehicle information, personal credit information in the case of installment sales, business name in the case of sole proprietorship, business registration number ※ The resident registration number (alien registration number) is collected to the extent permitted by law for the issuance of tax invoices under the Value-	10 years after the purchase of the vehicle or final maintenance (direct service, Auto Q)



Service	Purpose of collection and use	Item	Retention period
		Added Tax Act and registration under the Motor Vehicle Management Act.	
	[Owner] Vehicle maintenance Warranty/general repair, vehicle inspection, roadside assistance and manufacturing defect repair service, delivery of notifications	Name, address, contact information (mobile phone number, phone number), vehicle information, maintenance service use information	10 years after final maintenance (direct service, Auto Q)
	[Agent (user)] Vehicle maintenance Warranty/general repair, vehicle inspection, roadside assistance and manufacturing defect repair service, delivery of notifications	Name, contact (mobile phone number, phone number)	1 year after final maintenance (direct service, Auto Q)
	Customer management, customer complaint response, voice of the customer program, satisfaction survey, statistical analysis	Name, address, contact (mobile phone number, phone number), CI, purchased vehicle information	10 years after the purchase of the vehicle or final maintenance (direct service, Auto Q)

Service	Purpose of collection and use	Item	Retention period
Kia Members (Individual)	Kia Members registration, identity verification Confirmation of member’s intention to join, identification and verification of identity for providing membership service, maintenance and management of member status, prevention of unauthorized use of service, confirmation of legal representative’s consent when processing personal information of children under age 14, integrated customer management, etc.	[Kia Members Card Member] Name, date of birth, gender, identification value for credit rating agencies (CI), mobile phone number, nationality [Kia Members Integrated Online Member] (Website/Mobile Application) Name, date of birth, gender, nationality, mobile phone number, identification value for credit rating agencies (CI) ※ For members under 14 years of age, the legal representative’s identification value for credit rating agencies (CI)	Until withdrawal from Kia Members service membership
	Delivery of notifications and addressing customer complaints Addressing customer complaints such as consultation and complaint handling, notification of announcements, satisfaction survey	[Kia Members Card Member] Name, mobile phone number, address, phone number, e-mail address [Kia Members Integrated Online Member] (Website/Mobile Application) Name, address, phone number, mobile phone number, e-mail address	Until withdrawal from Kia Members service membership



Service	Purpose of collection and use	Item	Retention period
	Provision of Kia Members service Provision of Members service (vehicle management service, point accumulation and use service, affiliated lifestyle service, affiliated financial service, information service, auto care service), identity verification for service provision, customer information management, record preservation for dispute settlement	[Kia Members Card Member] Name, date of birth, gender, mobile phone number, address, phone number, e-mail address, purchased vehicle information, generated information (card number, service and point use information), company name and business registration number at registration for lease/rental and corporate vehicle operators, shipping address [Kia Members Integrated Online Member] (Website/Mobile Application) Name, ID, password, date of birth, gender, address, phone number, mobile phone number, e-mail address, (for work address) company name, access log, access IP information	Until withdrawal from Kia Members service membership However, the membership cardholder's subscription history is stored for five years after withdrawal for the processing of customer complaints or disputes related to the remaining points.
	Membership Card Issuance and Delivery	[Kia Members Card Member] Name, mobile phone number, address, phone number [Kia Members Integrated Online Member] (Website/Mobile Application) Name, mobile phone number, address, phone number	Until withdrawal from Kia Members service membership

Service	Purpose of collection and use	Item	Retention period
	Shopping mall purchases Payment, product shipping, and billing for purchases on the Kia Members website	[Kia Members Card Member] Name, mobile phone number, address, phone number [Kia Members Integrated Online Member] (Website/Mobile Application) Name, mobile phone number, address, phone number	Until withdrawal from Kia Members service membership
Kia Members (Corporation)	Kia Members registration, identity verification	Customer name, department in charge, position of the representative, phone number, mobile phone number, e-mail address, purchased corporate vehicle information	Until the withdrawal of Kia Members service member or the change of corporate member representative
	Delivery of notifications and addressing customer complaints Addressing customer complaints such as consultation and complaint handling, notification of announcements, satisfaction survey	Representative name, department in charge, position of the representative, phone number, mobile phone number, e-mail address	Until the withdrawal of Kia Members service member or the change of corporate member representative
	Provision of Kia Members service Customer Information management, vehicle management service, point accumulation and use service,	Name of the representative, department in charge, position of the representative, phone number, mobile phone number, e-mail address, purchased corporate vehicle information, generated information (card	Until the withdrawal of Kia Members service member or the change of corporate

Service	Purpose of collection and use	Item	Retention period
	affiliated lifestyle service, vehicle product mall service, information service, record preservation for dispute settlement	number, service and point use information, processed information of information agreed for collection), shipping address	member representative
	Members Card Issuance and Delivery	Name of the representative, department in charge, shipping address, phone number, mobile phone number	Until the withdrawal of Kia Members service member or the change of corporate member representative
MyKia	Membership registration in the integrated Kia website, Kia Members, and MyKia online service, addressing complaints and grievances, and delivery of notifications Identification and authentication for the provision of the integrated Kia website, Kia Members, and MyKia online service, maintenance and management of the integrated membership, prevention of unauthorized use of the service, confirmation of legal	Name, date of birth, gender, identification value for credit rating agencies (CI), mobile phone number, mobile service provider, nationality, e-mail address, ID (e-mail address), password	Until withdrawal from MyKia and integrated Kia website/Kia Members membership

Service	Purpose of collection and use	Item	Retention period
	<p>representative’s consent when processing personal information of children under age 14, notifications and notices, addressing grievances, statistical calculation and analysis of members’ use of the service, and log analysis.</p>		
	<p>Kia Members membership registration, issuance of cards, and service use Provision of Kia Members service (vehicle management service, point accumulation and use service, affiliated lifestyle service, affiliated financial service, various information service, auto care service), identification for service provision, customer information management, record preservation for dispute settlement, addressing customer complaints such as consultation and complaint handling,</p>	<p>Name, date of birth, gender, address, phone number, purchased and retained vehicle information, generated information (card number, service and point use information), company name and business registration number at registration for lease/rental and corporate vehicle operators</p>	<p>Until withdrawal from MyKia and integrated Kia website/Kia Members membership</p>

Service	Purpose of collection and use	Item	Retention period
	delivery of notifications, satisfaction survey, issuance of mobile/physical member cards, delivery of physical cards, payment, product shipping, and billing for purchases on the Kia Members website		
	Membership service on the Kia website Online quotation, application for purchase consultation, and online consultation service	Name, mobile phone number, e-mail address, preferred sales store, desired car model	Until withdrawal from MyKia and integrated Kia website/Kia Members membership
	Vehicle account book service	(User-generated) Purchased item, purchase location, purchase amount, vehicle-related to the purchase	Until withdrawal from MyKia and integrated Kia website/Kia Members membership

Service	Purpose of collection and use	Item	Retention period
	Use of MyKia service - Manage my car Confirmation of retained vehicle information, maintenance history, vehicle account book, notice of various notifications	Name, contact, purchased/retained vehicle information, maintenance history	Until withdrawal from MyKia and integrated Kia website/Kia Members membership
	Use of MyKia service- Reserve maintenance	Name, contact, vehicle information, maintenance items, reservation date, request, delivery service (pick-up address)	Until withdrawal from MyKia and integrated Kia website/Kia Members membership
	Use of MyKia service- Reserve maintenance	Name, mobile phone number, car model, date of test driving	Until withdrawal from MyKia and integrated Kia website/Kia Members membership
	Use of MyKia service- Reserve base visit	Name, mobile phone number, date of visit	Until withdrawal from MyKia and integrated Kia website/Kia Members membership

Service	Purpose of collection and use	Item	Retention period
<p>Kia Digital Key</p>	<p>Kia Digital Key member registration, identity verification Confirmation of member's intention to join integrated Kia membership to use Kia Digital Key service, identification and verification of identity for providing integrated membership service, maintenance and management of integrated member status, prevention of unauthorized use of service, confirmation of legal representative's consent when processing personal information of children under age 14</p>	<p>Name, phone number, date of birth, identification value for credit rating agencies (CI, DI), terminal service provider, vehicle information (vehicle identification number, license plate number, digital key ID, authentication controller number) ※ For members under 14 years of age, the legal representative's identification value for credit rating agencies (CI)</p>	<p>Until withdrawal from Kia Digital Key service membership</p>
	<p>Delivery of notifications and addressing customer complaints Addressing customer complaints such as consultation and complaint handling, notification of announcements, satisfaction survey</p>	<p>Name, phone number, e-mail address</p>	<p>Until withdrawal from Kia Digital Key service membership</p>

Service	Purpose of collection and use	Item	Retention period
	Analysis of service visits and use records Statistics calculation, log analysis, prevention of unauthorized use of service	Name, date of birth, terminal service provider, terminal device model, OS version of the terminal device, IMEI or Android ID, vehicle information (vehicle identification number, license plate number, digital key ID, authentication controller number)	Until withdrawal from Kia Digital Key service membership
	Provision of Kia Digital Key service Identification of users* for issuing/registering digital key cards and using digital key service such as door/trunk opening, remote start, and in-vehicle start, issuance and registration of digital key cards, analysis to improve service quality, and record preservation for dispute settlement * Users: owners, sharers, and designees of leasing/rental companies	Name, phone number, date of birth, identification value for credit rating agencies (CI, DI), terminal service provider, terminal device model, OS version of the terminal device, IMEI or Android ID, vehicle information (vehicle identification number, license plate number, digital key ID, authentication controller number)	Until withdrawal from Kia Digital Key service membership
	Provision of vehicle management service Vehicle status information such as recent mileage, fuel level, tire pressure, and whether doors are locked.	Vehicle information (vehicle identification number, license plate number, digital key ID, authentication controller number), accumulated mileage, recent mileage, range, fuel level, last used date, TPMS, door lock status, and recent fuel efficiency	Until withdrawal from Kia Digital Key service membership

Service	Purpose of collection and use	Item	Retention period
Kia Flex	Kia Flex member registration, identity verification Confirmation of member’s intention to join integrated Kia membership, identification and verification of identity for providing integrated membership service, maintenance and management of Kia Flex member status, prevention of unauthorized use of service, confirmation of legal representative’s consent when processing personal information of children under age 14	Name, date of birth, gender, mobile phone number, e-mail address, encrypted identity information (CI)	Until withdrawal from Kia Flex service membership
	Delivery of notifications and addressing customer complaints Addressing customer complaints such as consultation and complaint handling, notification of announcements, satisfaction survey	Name, mobile phone number, e-mail address	Until withdrawal from Kia Flex service membership



Service	Purpose of collection and use	Item	Retention period
	Analysis of service visits and use records Statistics calculation, log analysis, prevention of unauthorized use of service	Name, date of birth, gender, access IP, cookies, date of visit, service use history, history of misconduct, serial number of the terminal device, OS of the terminal device, terminal device model	Until withdrawal from Kia Flex service membership
	Provision of Kia Flex service Provision of vehicle subscription service, identification and payment for service provision, customer information management, record preservation for dispute resolution, provision of insurance service, processing of unpaid tolls/fines/legal fees, vehicle delivery	Name, date of birth, gender, address, mobile phone number, e-mail address, type of driver’s license, driver’s license number, driver’s license issue date, rental contract information, vehicle operation information (GPS information, driving date, mileage)	Until withdrawal from Kia Flex service membership
	Stock Alert	Mobile phone number	Stored for 90 days from the date of setting the alert
Kia Rental	[Lessee] Provision of goods and services for the fulfillment of obligations under the car lease agreement Customer credit determination and provision, billing, identity verification for payment and	Name, company (work) name, date of birth, address, phone number, mobile phone number, e-mail address, business registration number, type of driver’s license, driver’s license number, driver’s license issue date, driver’s license aptitude test expiration date, financial institution name, account number, customer number	10 years after contract expiration or early termination (cancellation)



Service	Purpose of collection and use	Item	Retention period
	collection of rental fees/penalties/late fees/other expenses, debt collection including demand for reimbursement, receipt of reimbursement (including vehicle recovery), record preservation for dispute settlement, addressing customer complaints, delivery of notifications, payment through CMS withdrawal transfer, issuance of rental fee tax invoice, driver’s license verification, refund processing, vehicle maintenance, walk-around vehicle inspection, regular vehicle inspection		
	[Corporate representative] Provision of goods and services to fulfill obligations under the vehicle lease agreement Billing, record preservation for dispute settlement, addressing customer complaints, delivery of notifications, issuance	Name, company (work) name, phone number, mobile phone number, e-mail address	10 years after contract expiration or early termination (cancellation)



Service	Purpose of collection and use	Item	Retention period
	<p>of rental fee tax invoice, refund processing, vehicle maintenance, walk-around vehicle inspection, regular vehicle inspection</p>		
	<p>[Guarantor] Jointly guarantees with the lessee for the fulfillment of the obligations under the vehicle lease agreement Customer credit determination and provision, billing of unpaid rental fees to the lessee, identity verification for payment and collection of rental fees/penalties/late fees/other expenses, debt collection including demand for reimbursement, receipt of reimbursement (including vehicle recovery), record preservation for dispute settlement, delivery of notifications</p>	<p>Name, date of birth, address, phone number, mobile phone number</p>	<p>10 years after contract expiration or early termination (cancellation)</p>

Service	Purpose of collection and use	Item	Retention period
	<p>[Designated driver] Provision of goods and services to fulfill obligations under the vehicle lease agreement Verification of the information of the rental vehicle driver under the vehicle lease agreement, change of payment target for issuance of penalties and unpaid tolls, verification of driver's license, and confirmation of eligibility for the rental vehicle insurance</p>	<p>Name, date of birth, address, phone number, mobile phone number, relationship with the contracting party, type of driver's license, driver's license number, driver's license issuance date, driver's license aptitude test expiration date</p>	<p>10 years after contract expiration or early termination (cancellation)</p>
<p>Play Kia</p>	<p>Blog user management Addressing complaints such as inquiries, delivery of notices</p>	<p>Name, e-mail address</p>	<p>Until the purpose of collection and use is achieved or the agreed period of retention and use of personal information</p>
	<p>Newsletter operation and management Collection of newsletter subscribers, posting of newsletters</p>	<p>Name, e-mail address</p>	<p>Until cancellation of subscription</p>

- Learn more about optional items

Service	Purpose of collection and use	Item	Retention period
Website	Use in marketing and advertising Use in marketing and advertisement transmission, individual notification of event winners, prize delivery	Name, mobile phone number	Until withdrawal from the website service membership
	Vehicle account book service	Retained vehicle information, fuel cost, operation cost, maintenance cost, payment, mileage	Until withdrawal from the website service membership
Vehicle purchase and maintenance	Verification of eligibility and report tax exemption for people of national merit and people with disabilities	Disability type, disability grade	10 years after the purchase of the vehicle or final maintenance (direct service, Auto Q)
	Use in marketing and advertising Transmission of advertising information and provision of benefits such as new products, services, and events through electronic media, applications in marketing, market analysis	Name, address, mobile phone number, e-mail address, wedding anniversary, birthday (Lunar/Gregorian calendar), purchased vehicle information	Until withdrawal of consent
	Management of visiting customers and prospective customers Transmission of	Name, mobile phone number, date of birth, e-mail address, address, desired car model	Stored for four years after consent

Service	Purpose of collection and use	Item	Retention period
	advertising information and marketing for managing visiting customers and prospective customers, use in marketing		
Kia Members (Individual)	Use in marketing and advertising Development of new services and event-related advertising information (electronic transmission media, DM), delivery of event prizes, utilization of statistical analysis and market research based on individual customers	Name, mobile phone number, e-mail address, shipping address	Until withdrawal from Kia Members service membership or withdrawal of consent
Kia Members (Corporation)	Use in marketing and advertising Development of new services and event-related advertising information (electronic transmission media, DM), delivery of event prizes, utilization of statistical analysis and market research based on individual customers	Name of the representative, mobile phone number, e-mail address, shipping address	Until the withdrawal of Kia Members service member, the change of corporate member representative, or withdrawal of consent

Service	Purpose of collection and use	Item	Retention period
MyKia	<p>Use in marketing and analysis of the integrated Kia website, Kia Members, and MyKia online service, transmission of advertising information including new cars and events</p> <p>Promotion of products and services, development and improvement of new services, delivery of advertising information including events, delivery of event prizes, utilization of statistical analysis and market research based on individual customers, customized marketing</p>	<p>Name, date of birth, gender, mobile phone number, address (home, work), retained vehicle information, information of the vehicle to be purchased, service use record</p>	<p>Until withdrawal from MyKia and integrated Kia website/Kia Members membership or withdrawal of consent</p>
	<p>Issuance of charge cards to EV membership customers and management of history</p>	<p>Credit card number, charge amount, history</p>	<p>Until withdrawal from MyKia and integrated Kia website/Kia Members membership or withdrawal of consent</p>
	<p>Use of data services among Kia Connect(formerly Uvo) customers</p> <p>Kia Connect data synchronization and</p>	<p>Mileage, range, failure code, battery status, remaining fuel level, vehicle GPS information, Kia Connect registration and termination dates, history of providing personal information</p>	<p>Until withdrawal from MyKia and integrated Kia website/Kia Members membership or</p>

Service	Purpose of collection and use	Item	Retention period
	management functions, safe driving habits service, insurance discount availability based on safe driving score, consumables diagnosis/analysis service, emergency lane change service	collected through Kia Connect to third parties (only for services linked to Kia Connect), tire air pressure, external air temperature, start information, safe driving-related information(safe driving score, driving days, driving hours, acceleration/deceleration, vehicle speed, rapid acceleration, rapid deceleration, quick start, number of night driving days), turn signal operation, yaw rate sensor, vehicle speed	withdrawal of consent
Kia Key Digital	Sharing of Kia Digital Key	Relationship information when sharing a digital key	Until withdrawal from Kia Digital Key service membership
	Use in marketing and advertising Promotion of products and services, development and improvement of new services, delivery of advertising information including events, delivery of event prizes, utilization of statistical analysis and market research based on individual customers, customized marketing	Name, phone number, e-mail address	Until withdrawal from Kia Digital Key service membership or withdrawal of consent



Service	Purpose of collection and use	Item	Retention period
Kia Flex	Use in marketing and advertising Marketing and advertisement transmission, promotion of products and services, delivery of advertising information including events, delivery of event prizes, utilization of statistical analysis and market research based on individual customers, customized marketing	Name, address, mobile phone number, e-mail address, date of birth, gender, rental contract information	Until withdrawal from Kia Flex service membership or withdrawal of consent
Kia Rental	Use in marketing and advertising Consent to receive advertising information such as new product and service events through electronic media, use in marketing, market analysis	Name, company name and business registration number (work), address, phone number, mobile phone number, e-mail address, date of birth, rental contract information	Four years after the end of the rental or until withdrawal of consent
Play Kia	Event management Event winner selection and prize delivery	Name, phone number, address (winners only)	Up to three months after the winner is announced

The above information includes information at the time of vehicle purchase or service subscription, as well as information that has been changed.

- ① Kia requests the customer’s consent again in the event of collecting additional personal information for extra services outside the basic service, customized services, and event applications.
- ② In the process of providing services or conducting business, customers’ access IP, cookies, date



of visit, service use history, history of misconduct, serial number of the terminal device, OS of the terminal device, and terminal device model may be automatically generated and collected.

- ③ Part of the Company’s services involves using voice or image data to provide search services, where voice or image information may be collected.

B. Kia, as a location information business and location-based service provider, collects and uses personal location information to provide a variety of services using the location of customers and vehicles.

- Learn more about how we process personal location information

Service	Purpose	Retention period
MyKia	Auto Q search Search for AUTO Q (service center, service partner) close to members	Immediately deleted after searching for Auto Q
	Branch (agency) search Search for branches (agencies) close to members	Immediately deleted after searching for branches (agencies)
	Weather information service Checking weather information in the area where the member is located	Immediately deleted after checking weather information
	Find My Car Service If the vehicle is located within 3 km of the current location collected through the service device, the vehicle location is provided.	Immediately deleted after checking vehicle location
	Electric vehicle charging station search Search for electric vehicle charging stations near members	Immediately deleted after searching for electric vehicle charging stations
Kia Digital Key	Vehicle location information verification (or sharing) service Vehicle location is provided to digital key users and sharers The service is intended for people who are age 14 and above and is available with the consent of all users (including sharers).	Three months from the use of the Kia Digital Key function, withdrawal of service membership, or withdrawal of consent



Service	Purpose	Retention period
Kia Flex	Vehicle Subscription Service Verification of the vehicle location for reasons such as car rental, recovery of the vehicle in case of reservation cancellation and contract breach, settlement of disputes with the contracting party	Until withdrawal from Kia Flex service membership or withdrawal of consent

C. In accordance with the law, Kia may use personal information without the consent of the customer, considering the following matters to the extent reasonably related to the purpose of collection.

- ① Relevancy to the original collection purpose
- ② Foreseeability of additional use or provision in light of the circumstances of collection or processing practices
- ③ Infringement of the interests of customers
- ④ Implementation of necessary measures that ensures safety, such as pseudonymization or encryption

D. Kia may use the collected personal information under a pseudonym without the consent of the customer for statistical compilation, scientific research, and record preservation for the public interest.

- ① Information that has been pseudonymized and cannot be attributed to a particular individual without the use or combination of additional information to restore personal information to its original state (hereinafter referred to as “additional information”) is referred to as “pseudonymized information.”
- ② “Pseudonymization” refers to processing personal information so that it is unattributable to a specific individual without additional information, through means such as partial deletion or partial or full replacement.
- ③ In principle, the act of identifying a particular customer through pseudonymized information is prohibited.
- ④ Pseudonymized information and additional information are kept separately and apply the necessary technical and administrative protection measures.

E. Kia may collect and use customer information from other agencies for the purpose of providing services, and in this case, the responsibility of customer consent is with the appropriate agency.

- Learn more about the information provided by other institutions to provide services

Service	Provider	Items provided	Purpose of collection and use	Retention period
Kia Members (Individual)	STraffic	Usage of charging roaming service/subscription-based charging plan, information for identity verification (CI), charging information (charging amount, charging date, charging station)	Kia Members point settlement and charge history management for customers using charging roaming service/subscription-based charging plan	Stored for five years after withdrawal from charging roaming service/subscription-based charging plan
MyKia	Happy Technology	Service reservation date	Verification of digital key use history by an associate company	At the time of withdrawal from Kia Digital Key membership or deletion by the user
	YWMobile	Service reservation date	Verification of digital key use history by an associate company	At the time of withdrawal from Kia Digital Key membership or deletion by the user
	Hyundai Oilbank	Refiner membership card number, fueling history, point information, date of fuel payment	Vehicle account book service	Until withdrawal from MyKia and integrated Kia website/Kia Members membership or withdrawal of consent
	GS Caltex	Refiner membership card number, fueling history, point information, date of fuel payment	Vehicle account book service	Until withdrawal from MyKia and integrated Kia website/Kia Members

Service	Provider	Items provided	Purpose of collection and use	Retention period
				membership or withdrawal of consent
	S-OIL	Refiner membership card number, fueling history, point information, date of fuel payment	Vehicle account book service	Until withdrawal from MyKia and integrated Kia website/Kia Members membership or withdrawal of consent
	STraffic	Usage of charging roaming service/subscription-based charging plan, information for identity verification (CI), charging information (charging amount, charging date, charging station)	Kia Members point settlement and charge history management for customers using charging roaming service/subscription-based charging plan	Stored for five years after withdrawal from charging roaming service/subscription-based charging plan
Kia Digital Key	Happy Technology	Service reservation date	Digital key sharing between partners, prevention of overlap in reservation time	At the time of withdrawal from Kia Digital Key membership or deletion by the user
	YWMobile	Service reservation date	Digital key sharing between partners, prevention of overlap in reservation time	At the time of withdrawal from Kia Digital Key membership or deletion by the user

3. Method of Collecting Personal Information

A. Kia collects personal information in the following ways, and individual service subscription channels may be expanded in the future.

- ① Signature on a written form (including an electronic contract), such as a vehicle purchase agreement and an application for service use
- ② Registration on Kia websites (website, Kia Members) and mobile apps (MyKia, Kia Connect, Kia Flex)
- ③ Applications for events and sweepstakes
- ④ Collected through web pages, e-mail, fax, and phone during the consultation process through the customer center
- ⑤ (Connected service vehicles) Collected through the terminal device in the vehicle
- ⑥ (Vehicles using Kia Digital Key) Collection of vehicle status information via Bluetooth
- ⑦ Use of information provided by other agencies for the provision of services
- ⑧ Generated during the provision of service

B. Kia offers options for customers to “agree” or “not agree” according to the contents of the Company’s consent form for the collection and use of personal information.

- ① Customers have the right to refuse consent to the collection and use of personal information. They will not be subject to any disadvantage for this reason.
- ② However, customers may be limited from using the service when they reject the collection of required items.

4. Period of Use and Storage of Personal Information

A. In principle, Kia destroys personal information without delay when a customer withdraws their membership (or consent), or the purpose of use for the provision of services is achieved.

B. Kia stores personal information for the following period and does not use this information for any other purpose.

- ① If additional consent is received from the customer for the storage period of personal information, or if the law imposes a certain period of storage obligation, Kia may store personal information during that period.
- ② If it is necessary to store personal information for deposit, settlement of usage fees, or settlement of lawsuits or disputes, Kia may keep personal information until the purpose is achieved.
- ③ Personal information of customers who purchase vehicles will be stored for 10 years after the purchase or final maintenance (direct service, Auto Q) of the vehicle for the fulfillment of the contract and follow-up management.

- ④ Membership card members' registration history is stored for five years after withdrawal for addressing customer complaints or disputes related to remaining points.
- ⑤ Personal information of customers who have terminated the contract is stored for six months after the termination of the contract for the settlement of the deposit and resolution of disputes.
- ⑥ Information of a legal representative of a child under age 14 is stored until the child is 14 years old.
- ⑦ In accordance with the "personal information expiration system," the personal information of customers who have not used the online service for one year (or the period agreed by the customer) is stored for four years separately from the personal information of other customers.

C. The information imposed by the relevant laws and regulations for a certain period of time and the duration of storage are as follows:

- ① (Protection of Communications Secrets Act) Log-in history: three months
- ② (Commercial Act) The Company's trade books and important documents related to business: 10 years
- ③ (Commercial Act) Slips and similar documents: five years
- ④ (Framework Act on National Taxes, Corporate Tax Act) Transaction history and contents related to its evidence: five years after the date on which the statutory return is due for the applicable national tax for the tax period to which the fact of the transaction belongs
- ⑤ (Act on the Consumer Protection in Electronic Commerce) Records related to contract or withdrawal of application: five years
- ⑥ (Act on the Consumer Protection in Electronic Commerce) Records on payment and supply of goods: five years
- ⑦ (Act on the Consumer Protection in Electronic Commerce) Records of consumer complaints or disputes: three years
- ⑧ (Act on the Consumer Protection in Electronic Commerce) Record on labeling and advertisements: six months
- ⑨ (Motor Vehicle Management Act) Record of notification on defect recurrence
- ⑩ (Act on the Protection and Use of Location Information) Data verifying the use and provision of personal location information: six months (destroyed at the withdrawal of consent)

5. Provision of Personal Information to Third Parties

A. In principle, Kia does not provide personal information to third parties (privater and public entities) without the prior consent of the customer.

B. Kia provides personal information externally in the following cases, and this information is

delivered safely by applying technical protection measures.

- ① The customer has consented additionally to the provision of personal information to a third party.

- Learn more about personal information items provided after customer consent

Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
Vehicle purchase and maintenance	Hyundai Capital, Hyundai Commercial	Establishment, conclusion, maintenance, implementation, and management of installment transactions	Name, encrypted identity information (CI), address, contact (mobile phone number, home phone number, work phone number), purchased vehicle information, installment-related information (loan amount, period), virtual (deposit) account information	Five years after the end of the transaction
	Hyundai Card	Application for affiliate card benefits when purchasing a vehicle and phone instructions for the application process (Save-Auto, application for M-cards to accumulate and use M Points)	Name, encrypted identity information (CI), address, contact (mobile phone number, home phone number, work phone number), purchased vehicle information, Save-Auto use amount	Until the purpose of collection and use is achieved
	Hyundai Marine & Fire Insurance	Mandatory subscription in temporary insurance for vehicles operating	Name, resident registration number, company name, business registration	Until the purpose of collection and use is achieved

Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
		on temporary permits	number, purchased vehicle information	
	Hwaseong City Office, Gyeongsan City Office, Gwangsan District Office, Gwangmyeong City Office, Yesan County Office, Okcheon County Office, Icheon City Office, Jeong-eup City Office, Seosan City Office, Haman County Office	Issuance of temporary driving permit	Name, resident registration number, address, company name, business registration number, phone/mobile phone number, purchased vehicle information, temporary operating period	Until the purpose of collection and use is achieved
	Korea Expressway Corporation	Provision of Hi-pass service for vehicles with electronic toll collection system (ETCS)	Name, contact, address, mobile phone number, purchased vehicle information	Until the purpose of collection and use is achieved
Kia Members (Individual)	Kakao, Samsung Electronics, NHN Entertainment, McomPlus	Mobile card issuance, accumulation and use of points (Kakao Pay, Samsung Pay, Payco)	Membership card number, retained points (usage/accumulation history)	From the time of connection to disconnection of respective mobile membership with Kia Members card

Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
	Shinhan EZ General Insurance, AutoHands, Leaders Surveying & Adjusting of Claim	Verification of customers who applied and terminated their registration of the Car Care program, guidance of claims/payment, premium/return premium, and compensation processing	Applicant name, mobile phone number, purchased vehicle information (vehicle model, vehicle identification number, manufacture date), service registration and termination dates	Disposed after one year from the end of the warranty period
	STraffic	Charging roaming service / subscription-based charging plan, charge fee settlement, response to inquiries and addressing customer complaints	Information for identity verification (CI), credit card information, phone number, name	[Charging Roaming Service] Until withdrawal from Kia Members or charging roaming service membership [Subscription-based Charging Plan] Until withdrawal from subscription-based charging plan
MyKia	Hyundai Card	Verification of Hyundai M points	CI	When the purpose is achieved
	STraffic	Charging roaming service / subscription-based	Information for identity verification (CI), credit card	[Charging Roaming Service]



Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
		charging plan, charge fee settlement, response to inquiries and addressing customer complaints	information, phone number, name	Until withdrawal from Kia Members or charging roaming service membership [Subscription-based Charging Plan] Until withdrawal from subscription-based charging plan
	Hyundai Marine & Fire Insurance	Verification of eligibility for a Kia Connect-enabled auto insurance endorsement (Kia Connect membership discount, mileage discount, UBI discount)	① Kia Connect membership discount: eligibility for endorsement subscription, Kia Connect registration and termination dates ② Mileage discount: eligibility for endorsement subscription, Kia Connect registration and termination dates,	Three months from the date of consent
		Verification of whether to maintain endorsements on the vehicle insurance at the time of subscription and renewal using Kia Connect	cumulative mileage, starting date of cumulative mileage ③ UBI discount: eligibility for endorsement subscription, Kia Connect registration	Until the expiration date of the insurance agreement



Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
			and termination dates, safe driving score, safe driving score update date, mileage during safe driving score calculation period	
		Advancement of the safe driving model	Vehicle identification number, vehicle model, driving days, driving hours, safe driving-related information (safe driving score, acceleration, rapid deceleration, quick start, number of night driving days, service consent date), emergency lane change-related information (number of emergency lane changes, vehicle speed, service consent date)	One year from the date of consent
	KB Insurance	Verification of eligibility for a Kia Connect-enabled auto insurance endorsement (mileage discount, UBI discount)	① Mileage discount: eligibility for endorsement subscription, Kia Connect registration and termination dates, cumulative mileage, starting date of cumulative mileage	Three months from the date of consent
		Verification of whether to		Three months from the



Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
		maintain endorsements on the vehicle insurance at the time of subscription and renewal using Kia Connect	② UBI discount: eligibility for endorsement subscription, Kia Connect registration and termination dates, safe driving score, safe driving score update date, mileage during safe driving score calculation period	expiration date of the insurance contract
		Verification of eligibility for a Kia Connect-enabled auto insurance endorsement (mileage discount, UBI discount)	① Mileage discount: eligibility for endorsement subscription, Kia Connect registration and termination dates, cumulative mileage, starting date of cumulative mileage	Three months from the date of consent
	AXA General Insurance	Verification of whether to maintain endorsements on the vehicle insurance at the time of subscription and renewal using Kia Connect	② UBI discount: eligibility for endorsement subscription, Kia Connect registration and termination dates, safe driving score, safe driving score update date, mileage during safe driving score calculation period	Until the expiration date of the insurance agreement

Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
	Hanwha General Insurance	Verification of eligibility for a Kia Connect-enabled auto insurance endorsement (mileage discount, UBI discount)	① Mileage discount: eligibility for endorsement subscription, Kia Connect registration and termination dates, cumulative mileage, starting date of cumulative mileage	Three months from the date of consent
		Verification of whether to maintain endorsements on the vehicle insurance at the time of subscription and renewal using Kia Connect	② UBI discount: eligibility for endorsement subscription, Kia Connect registration and termination dates, safe driving score, safe driving score update date, mileage during safe driving score calculation period	Three months from the expiration date of the insurance contract
	Hyundai Oilbank	Identity verification at the time of linking fueling data and points	Information for identity verification (CI)	Destroyed after identity verification is completed
	GS Caltex	Identity verification at the time of linking fueling data and points	Information for identity verification (CI)	Destroyed after identity verification is completed
	S-OIL	Identity verification at the time of linking fueling data and points	Information for identity verification (CI)	Destroyed after identity verification is completed

Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
Kia Flex	Hyundai Marine & Fire Insurance and Hyundai Hicar Claims Service	Identification of insurance eligibility, accident processing, traffic accident prevention activities	Name, date of birth, address, mobile phone number, driver's license number, driver's license type, driver's license issue date, rental contract information	Until the purpose of collection and use is achieved
	Korea Expressway Corporation, Private Highways	Change of payment target of unpaid toll to the lessee	Name, date of birth, address, mobile phone number, driver's license number, driver's license type, driver's license issue date, rental contract information	Until the purpose of collection and use is achieved
	Police stations, local governments	Change of payment target of penalties and administrative fines due to violations of traffic laws and parking/stopping regulations to the lessee	Name, date of birth, address, mobile phone number, driver's license number, driver's license type, driver's license issue date, rental contract information	Until the purpose of collection and use is achieved
	Road Traffic Authority	Verification of driver's license under the Passenger Transport Service Act	Name, date of birth, driver's license number, driver's license type, driver's license issuance date	Until the purpose of collection and use is achieved

Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
Kia Rental	[Lessee] Seoul Guarantee Insurance	Warranty insurance claims in the event of unpaid rental fees, cancellation charges, and late fees	Name, date of birth, company name, business registration number, address, phone number, mobile phone number	Until the purpose of collection and use is achieved
	[Lessee] Korea Financial Telecommunications & Clearings Institute	Confirmation of withdrawal consent when using CMS withdrawal service, notification of new registration and termination of withdrawals and transfers	Name, date of birth, company name, business registration number, phone number, mobile phone number, financial institution name, account number	Until the purpose of collection and use is achieved
	[Lessee] Hyundai Marine & Fire Insurance and Hyundai Hicar Claims Service	Identification of insurance eligibility, accident processing, traffic accident prevention activities, product information	Name, date of birth, company name, business registration number, address, phone number, mobile phone number	Until the purpose of collection and use is achieved
	[Lessee] Road Traffic Authority	Verification of driver's license under the Passenger Transport Service Act	Name, date of birth, driver's license number, driver's license type	Until the purpose of collection and use is achieved
	[Lessee] Korea Expressway Corporation, Private Highways	Change of payment target of unpaid toll to the lessee	Name, date of birth, company name, business registration number, phone	Until the purpose of collection and use is achieved

Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
			number, mobile phone number, address, driver's license number	
	[Lessee] Police stations, local governments	Change of the payer of penalties and administrative fines from violations of traffic laws and parking/stopping regulations to the lessee	Name, date of birth, company name, business registration number, phone number, mobile phone number, address, driver's license number	Until the purpose of collection and use is achieved
	[Lessee] Facilities Management Corporation, Urban Development Corporation	Change of payment target of unpaid parking fees to the lessee	Name, date of birth, company name, business registration number, phone number, mobile phone number, address, driver's license number	Until the purpose of collection and use is achieved
	[Designated Driver] Hyundai Marine & Fire Insurance and Hyundai Hicar Claims Service	Identification of insurance eligibility, accident processing, traffic accident prevention activities, product information	Name, date of birth, company name, business registration number, address, phone number, mobile phone number	Until the purpose of collection and use is achieved
	[Designated Driver] Road Traffic Authority	Verification of driver's license under the Passenger	Name, date of birth, driver's license number, driver's license type	Until the purpose of collection and use is achieved

Service	Recipient	Purpose of collection and use of the recipient	Items provided	Retention period of the recipient
		Transport Service Act		
	[Designated Driver] Korea Expressway Corporation, Private Highways	Change of payment target of unpaid toll to the lessee	Name, date of birth, company name, business registration number, phone number, mobile phone number, address, driver's license number	Until the purpose of collection and use is achieved
	[Designated Driver] Police stations, local governments	Change of the payer of penalties and administrative fines from violations of traffic laws and parking/stopping regulations to the lessee	Name, date of birth, company name, business registration number, phone number, mobile 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 of payment target of unpaid parking fees to the lessee	Name, date of birth, company name, business registration number, phone number, mobile phone number, address, driver's license number	Until the purpose of collection and use is achieved

- Learn more about personal location information items provided after customer consent

Service	Recipient	Purpose
Kia Digital Key	Digital key users and sharers	Sharing of vehicle's location to digital key users and sharers



- ① In the event that it is unavoidable to comply with the obligation to submit personal information under the law (provided pursuant to due process, such as a search and seizure warrant or a formal written request bearing the seal of the head of the agency).
- ② Personal information may be provided without customer consent in accordance with the law to the extent reasonably related to the purpose for which it was originally collected, taking into account foreseeability, disadvantage to customers, and the availability of safeguards.

C. When personal location information is provided to a third party designated by the information subject, as a location-based service provider, Kia promptly notifies the information subject of the recipient, the date of provision, and the purpose of the provision. However, upon consent of the information subject, the Company may collect the cases and notify the information subject in accordance with criteria such as the number of times or period within the maximum range of 30 days.

6. Consignment of Personal Information Processing

Kia entrusts parts of our business to external companies to provide better services.

- ① We specify the requirements for consignees to securely process personal information in documents such as contracts and manage and supervise their compliance.
- ② The list of consignees may be changed depending on the service change and the contract period, in which case it will be disclosed through the Privacy Statement on the website.
- ③ When consigning the processing of personal information in accordance with the Personal Information Protection Act, Kia prohibits the use of personal information other than for the purpose of consignment and incorporates measures for safe management in the contract. We disclose the consignee and consignment details in the Privacy Statement on the website for our customers to access it at any time and announce any changes to the consignee through notice.

- Learn more about consignment of personal information processing

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
Integrated account	Computing system operation and	Hyundai AutoEver	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	maintenance			
	Customer Center	MetaeM, Hyosung ITX	-	-
Website	Identity verification via mobile phone	NICE Information Service	-	-
	System maintenance/repair	Hyundai AutoEver	-	-
	Sales consultation, online consultation, compliment bulletin board	MetaM	-	-
Vehicle purchase and maintenance	Sales consultation, sales by proxy, follow-up customer management	<u>Sales agencies such as Saehuimang</u>	-	-
	Warranty repair, roadside assistance, modification and input of vehicle repair history and customer information, vehicle management consultation and service	<u>Auto Q franchisees, including Hanil Car Dock</u>	-	-
	Consultation and maintenance services for audio, vehicle seats, and vehicle glass	Kia Glass Trading Company, Big Pro Multishop, Changjo Seat, Ming Korea, Seongdong Kia Glass, Seongdong Seat, Kia Seat, Donghae Auto Maintenance, Ultra	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
		Motors, Dongsung Automobile Glass, Aquam Seat, Geumgang Automobile Glass, Kia Polishing, Kia Seat, CSI Korea, Donghwa Car Plaza, Seungil Seat Cover, Anjeon Automobile Glass, Gwangseong Automobile Glass, Daewon Seat, Kia Towing, Daeil Safety Glass, Donghae Seat, Changwon Cafe Steam Car Wash, Chanara, Kauto, Hanyoung Motors, Hanyoung Automobile Glass, Hyundai Special Vehicle, Donghwa Automobile Glass, Yuyoung Glass Trading Company, Jeil Seat, Daewoo Automobile Glass Trading Company, Sejong Seat, Kingcar, Daeryuk Natural Leather Seat, Segyung Automobile Glass, Jillyang Automobile Glass, Daeryuk Seat, Samnam Automobile Glass Trading Company, Segi Cleaning, Car Care, Geumgang Automobile Glass Trading		

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
		Company, Magic News, Dongwang Glass , Sagyejeol Seat Cover, Kia Glass Trading Company, Hyundai High Motors, Kia Seat, Daewon Glass, Daemyung Automobile Glass, Incheon Seat, KC Motors, Inalfa Korea, Hyundai Welsen, Webasto Donghee		
	Warranty repair for special vehicles, vehicle management consultation and service	Kyeongin Motors, Weltech, KC Motors, Autech Corporation, TopPlex, Dongin Thermo, HwaSung Thermo	-	-
	Shipment, consignment, and delivery of customer vehicles	Hyundai Glovis	Hyunsung, Bugi Logistics Jeil Logistics, Gichang Logistics, Giyoung Logistics, Seokmun Logistech, Woori Logis, Gyeongjin Logistics, Geumto Industrial Logistics , Taein Logistics,	Shipment, consignment, and delivery of customer vehicles

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
			Jinyong Logistics, K-Car Logis, GL Logitech, Gyungsu Logistics, HM Logistics, Autech	
	Vehicle registration service by proxy	Office of Licensed Administrative Agent Seo Sang-ho , Irusa, Gwangmyung Agency, Hyunjung Agency, Oboksa (Daechi Gallery), Oboksa (Seongnam), Urisa, Samosa (Wangsimni), Office of Licensed Administrative Agent Kim Do-hyun , Oboksa (Songpa), Oboksa (Hanmaeum), Haengunsa, Silla Sangun, Oboksa (Jakjeon), Yun Sun- young, Jaeryongsa, Oboksa (Dongsuwon), Daehasa (Yeoju), Samosa (Pyeongtaek), Daehasa (Icheon), Oboksa (Icheon), Hyungje Trading Company, Jungangsa, Gunpo Eunhwasa , Eunhwa Samosa, Deungrok Nara, Samusa (Sinwonju),	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
		Wonju Musil License Plate Workshop, Office of Licensed Administrative Agent Bae Jeong-rok, Samosa (Namdaejeon), Hwaseongsa, Gukmin Office, Mirae Office, Oboksa (Namdaejeon), Office of Licensed Administrative Agent Jeong Guk-jin, Songam Licensed Administrative Agency, Chungil Car Plaza, Office of Licensed Administrative Agent Choe Seung-sik, Sunjin Licensed Administrative Agency, Somang Licensed Administrative Agency, Myungjin Licensed Administrative Agency, Daehyun CS, Namhae Trading Company, Yeosu Oboksa, Sambo, Iksan Dongjin License Plate, Jeil License Plate Workshop, Seongilsa, Samosa (Bukjeonju), Top License Plate Workshop, Gongmyungsa, Hanmoe, Kim Dae-rak, Hanasa, Bugyeongsa (Yangjeong), Oboksa Vehicle Registration Agency, JL, Oh Young-		

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
		hyun, LX International, Ulsansa, Ujinsa, Bugyeongsa (Ungsang), Mijinsa, World Licensed Administrative Agency		
	Vehicle inspection by proxy	Hohye CNS	-	-
	Customer consultation, response, and monitoring, customer consultation via Kakaotalk, survey by proxy	MetaM, MBI Solution, Korea Management Association Consultants, DKI, Summerce Platform	-	-
	Consultation in the event of a rental car accident	Hyundai Marine & Fire Insurance	-	-
	Payment collection	Joongang Credit Information	-	-
	Verification of website and Kia Members membership	NICE Information Service	-	-
	Survey of consumer opinions on new vehicles, satisfaction surveys on purchased vehicles, customer consultation, response, and monitoring, survey by proxy, and brand experience-related research	NICE R&C, IPSOS Korea, Hankook Research, Embrain, Consumer Insight, Kantar Korea, Nielsen IQ Korea	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	Guidance for marketing events by proxy, sending SMS/DM/postal mail, sending external reports, conducting and managing events, sending event prizes, managing visiting customers, delivering movie tickets to customers who signed purchase agreements or are waiting for conducting and managing Kia website events, sending mobile coupons	Hyundai H&S, Innocean, Golden Mean Communication, Udtech, Time to Travel, Magnumvint, Q Plan, Daehaknaeil, Dulibeon, Dam B Communications, SG Framing, 51 Percent	-	-
	Development and maintenance of a computing system for customer information	Hyundai AutoEver	-	-
	Provision of vehicle services and accessories (window tinting and brand kit box) and delivery of goods	Pino B&D, TB Tech Ad	CJ Logistics	Delivery of goods
	Sending GIRO bills and CMS guides	Billpost	-	-
	Sending purchase statements via text messages	Udtech	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	Storage of electronic sales contracts in authorized electronic document storage offices	Hana TI	-	-
	Towing and roadside assistance services using Kia's emergency vehicles	Hyundai Hicar Claims Service	-	-
	Verification of customer location for roadside assistance	Blue Chip C&S	-	-
	Provision of mobile payment service for the outstanding balance	Bluewalnut (BWC)	-	-
	Issuance of electronic tax invoice	EC Bank	-	-
	Provision of extended warranty products and services, sending postal mail, operation of a call center	Hyundai Card	-	-
	Provision of extended warranty products and services	Hyundai Capital	-	-
	Provision of extended warranty products and services, product-related damage investigation and	Hyundai Marine & Fire Insurance	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	review, claims reception, claims payment, and guidance to compensation process			
	Sending postal mail on extended warranty products, operation of a call center	AutoHands	-	-
	Sending SMS and MMS, storing electronic documents	Bluewalnut	-	-
	Extension of warranty on electric vehicle batteries	Poen	-	-
	Improvement of vehicle quality and maintenance issues	Hyundai Motor Company		
Kia Members (Individual)	Membership registration by proxy, provision of membership service (vehicle management service and accumulation/use of points)	Auto Q Franchisees and Sales Agencies https://members.kia.com/kr/view/qnet/asn_prct/qnet_asn_prct_index.do https://www.kia.com/kr/shopping-tools/branch/branch-list.html	-	-
	Provision of K-delivery service	YWMobile	-	-
	Roadside assistance service in case of	Hyundai Hicar Claims Service	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	emergency for member vehicles			
	Membership card issuance/shipping, address correction, shipping information	Billpost	YBL	Production of membership cards
			Korea Post	Shipping of membership cards
	Identity verification for use of membership service, verification of legal representatives for members under age 14	NICE Information Service	-	-
	Membership-related customer consultation, addressing customer complaints	MetaM	-	-
	Management of membership-related customer information, computing system development and maintenance	Hyundai AutoEver	-	-
	Collection and storage of membership application forms, DM generation and delivery on notification of regular inspections, addressing	Storydaa	Billpost, Korea Post	Collection of membership application forms
Koss Total Service			Storage of membership	

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	membership registration and card delivery-related complaints			application forms
			Billpost	DM generation and delivery on notification of regular inspections
	Operation of The K9, Stinger membership services (service guidance/provision, card issuance/shipping, service reservation system development)	Innocean	Dam B Communications, GDMC, Omnipartners	Operation of The K9 membership services (service operation/guide, card issuance/shipping, addressing customer complaints)
				Operation of Stinger membership services (service operation/guide, card issuance/shipping, addressing customer complaints)
	Notification of	AUTO&	<u>List of</u>	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	membership point expiration, exchange of points with prizes, phone calls/e-mail/text/postal mail, operation of a point mall (payment/shipping/product inquiry response)		<u>subconsignees</u>	
	Sending SMS, LMS, and MMS text messages	Udtech	4ULink	Sending SMS, LMS, and MMS text messages
	Sending DM, SMS, and e-mail on The K9 membership promotions	Dam B Communications	-	-
	Members-only Events	CMGT	-	-
	Membership registration by proxy, affiliate credit card issuance and service provision, membership service and affiliate-only credit card benefit guide, membership affiliate card application by proxy, checking Kia points	Hyundai Card	-	-
	Operation of an online chat consultation solution (Happy Talk)	MBI Solution	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
Kia Members (Corporation)	Membership registration by proxy, provision of membership service (vehicle management service and accumulation/use of points)	Auto Q Franchisees and Sales Agencies https://members.kia.com/kr/view/qnet/asn_prct/qnet_asn_prct_index.do https://www.kia.com/kr/shopping-tools/branch/branch-list.html	-	-
	Provision of K-delivery service	YWMobile	-	-
	Membership-related customer consultation, addressing customer complaints	Hyosung ITX	-	-
	Management of membership-related customer information, computing system development and maintenance	Hyundai AutoEver	-	-
	Membership card issuance/shipping, address correction, shipping information	Billpost	-	-
	Collection and storage of membership application forms, DM generation and delivery on notification of regular inspections, addressing membership	Storydaa	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	registration and card delivery-related complaints			
	Notification of membership point expiration, exchange of points with prizes, phone calls/e-mail/text/postal mail, operation of a point mall (payment/shipping/product inquiry response)	AUTO&	<u>List of subconsignees</u>	-
MyKia	Identity verification via i-PIN and mobile phone	NICE Information Service	-	-
	Development, maintenance, and repair of applications	Hyundai AutoEver, Ksmartech	-	-
	Development, maintenance, and repair of applications related to data service	Hidden Figures	Innople	Development , maintenance , and repair of applications related to data service
	Operation of a vehicle shopping mall	AUTO&	-	-
	Events for integrated Kia service members	51 Percent	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	Analysis of integrated Kia service members survey results	Research Factory	-	-
Kia Digital Key	Computing system operation and maintenance	Hyundai AutoEver, Ksmartech	-	-
	Verification of vehicle owner information	Korea Transportation Safety Authority	-	-
	Identity verification for verification of vehicle owner	Korea Credit Bureau	-	-
	Identity verification via mobile phone	NICE Information Service	-	-
	Customer consultation	MetaM	-	-
Kia Flex	Identity verification via i-PIN and mobile phone	NICE Information Service	-	-
	Platform development, maintenance, and repair, customer center operation	42dot, Hyundai Motor Company	The White Communication	Customer center consultation service
	Vehicle maintenance	<u>Auto Q Members</u>	-	-
	Vehicle delivery	S-H Rent a Car	-	-
	Payment by proxy	Bluewalnut (BWC)	-	-
	Emergency towing	Hyundai Hicar Claims Service	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	Sending text messages by proxy	NHN	-	-
	Sending event coupons	Smartcon	-	-
	Collection of operation data	Sky Autonet	-	-
	Customer service satisfaction survey	Consumer Insight	-	-
Kia Rental	System development, maintenance, and repair	Hyundai AutoEver	Appknot	System development
	Vehicle maintenance	<u>Auto Q Members</u>	-	-
	Walk-around vehicle maintenance, consignment	AJ Carian Service	-	-
	Payment by proxy	Bluewalnut	-	-
	Emergency towing	Hyundai Hicar Claims Service	-	-
	Comprehensive and regular vehicle inspection by proxy	Hohye Motor	-	-
	Change of name for administrative fines and penalties, filing of VAT for vehicle insurance repairs	Sky Auto Service	-	-
	Inquiry of credit	NICE Information	-	-

Service	Consignment details	Consignee	Sub-consignee	Sub-consignment business
	Information	Service		
	Debt collection and vehicle recovery	Mirae Credit Information Service	-	-
	Service satisfaction survey	Consumer Insight	-	-
	Storage of electronic sales contracts in authorized electronic document storage offices	Hana TI	-	-
Play Kia	System maintenance/repair	Hyundai AutoEver	-	-
	Operation of a blog and management of the consumer press corps	Daehaknaeil	-	-

7. Procedure and Method of Personal Information Disposal

A. Kia destroys personal information that has achieved the purpose of collection and use without delay, including cases such as withdrawal of consent, withdrawal of membership, termination of service, and expiration of storage period.

- ① Written documents containing personal information are shredded or destroyed to ensure that their contents become unrecognizable.
- ② Personal information stored in an electronic file format is deleted using technical methods that cannot be recovered and regenerated.

B. Information that is required to be stored by relevant laws and regulations is stored separately from other personal information when the purpose of collection and use is achieved, and is destroyed after the mandatory storage period has expired.

8. Exercising Rights and Obligations of Information Subjects

A. Customers may request access, correction, deletion, or suspension of processing of their personal information at any time. The Company shall process such requests unless there is a special legal provision against it.

- ① Kia may verify the identity of the person exercising the customer's rights or the legal representative (or guardian) through identification or power of attorney.
- ② For children under age 14, the legal representative has the authority to exercise the rights of the information subject.
- ③ (Personal Location information) In the case of children under age 8, wards, and persons with severe disabilities, the legal guardian has the right to exercise the rights of the information subject.
- ④ When a customer requests correction of personal information, the Company will not use or provide personal information until the error is corrected. If it has already been provided, it will notify the external company to correct it.
- ⑤ In the event of withdrawal of consent for the collection and use of personal information required to provide the service, the withdrawal of the membership and termination of the service are inevitable, which may limit the use of the service.

B. The customer may exercise the above rights by selecting one of the following methods, depending on the nature of the respective service.

- ① Processing under personal information management menu for integrated members (My information, Withdraw)" or personal information management menu for individual services
- ② Visiting or calling to request processing at Kia branches and consigned agencies
- ③ Requesting the representative in charge via phone or e-mail as notified in this Privacy Policy

9. Measures to Ensure the Safety of Personal Information

Kia strives to manage customers' personal information safely and applies a higher level of protection than those required by law, such as the Personal Information Protection Act.

- ① We establish and implement internal management plans for personal information and operate a personal information protection management system.
- ② Personal information is accessible only to authorized personnel, and access rights are granted differentially to a minimum extent depending on the nature of the job.
- ③ To control access to personal information, we have installed and operate intrusion prevention and detection systems.

- ④ Kia uses encryption technology to securely transfer and store personal information.
- ⑤ Personal information is pseudonymized so that specific individuals cannot be identified during its use, and pseudonymized information and additional information are stored separately.
- ⑥ We prevent the leakage of personal information through malicious programs such as viruses by installing and operating antivirus programs.
- ⑦ The system for processing personal information is installed in areas where access is controlled from the outside. The management procedures are operated to only allow access by authorized personnel.
- ⑧ We strive to improve the awareness of our employees through pledges and training on the protection of personal information and implement internal procedures to inspect their compliance.
- ⑨ Connected services are delivered through the transmission of voice and data between the center and the customer through networks provided by mobile communication services. As mobile networks are extremely complex and inherently unstable in terms of security, it is beyond the scope of the Company's responsibility to maintain the confidentiality of its customers' call content and transmitted data in these circumstances.

※ Internal Control of Personal Information Protection

① Group-wide risk management

Kia's Privacy Policy system belongs to the area of corporate compliance management. We conduct compliance self-inspection to diagnose and prevent security risks related to personal information and manage the risks discovered at the company level.

② Disciplinary action in case of breach

Kia publicly reports accidents and breaches of laws related to personal information and this policy and takes disciplinary actions against such employees or organizations based on the company rules. Depending on the specific details, such as the type and severity of the offense, we determine the level of disciplinary action, up to dismissal of employment and contract suspension.

③ Internal and third-party audits

Kia regularly conducts self-inspections and third-party audits to determine our compliance with this policy. We carry out due diligence inspections on major business sites and bases (regional headquarters, branches, service centers, distribution centers, and test centers), as well as manage and check consignees of personal information processing through on-site due diligence in the second half of each year. Through regular inspection activities, we drive improvements to enhance work quality and reaffirm their execution.



10. Installation, Operation and Refusal of Tools for Automatic Collection of Personal Information

A. Kia may install and operate “cookies” in order to provide efficient services, and customers may choose whether to install cookies at any time through web browser settings.

- ① Cookies are small text files that the Company’s website stores on a customer’s PC through the customer’s web browser.
- ② The Company uses cookies to provide targeted marketing and personalized services by assessing website usage, analyzing customer interests, and identifying participation in various events.
- ③ Customers can set their web browser options to accept all cookies, confirm each time a cookie is stored, or refuse to store all cookies.
- ④ However, refusing to store cookies may limit the use of some of the features Kia offers, such as personalized services.
- ⑤ On Internet Explorer, cookies can be managed at the top of your web browser under “Tools > Internet Options > Privacy > Advanced > Settings.”
- ⑥ To improve our services, Kia uses Google Analytics, a log analysis tool provided by Google, to analyze the use of our website and mobile apps.
- ⑦ Google Analytics collects information about customer behavior through cookies and does not process information that can identify individuals.
- ⑧ In addition, non-identifiable behavior information collected in this way may be used for online advertising purposes through Google Analytics advertising services.
- ⑨ Customers may object to Google Analytics processing of their data by installing an add-on for their web browser at tools.google.com/dlpage/gaoptout.
- ⑩ They can also opt out of the Google Analytics advertising features by setting options on their web browsers and mobile devices.
- ⑪ On Chrome: “Settings > Privacy and security > Ad privacy > disable Personal Optimization for Ads”
- ⑫ Android phones: “Settings > Privacy > Ads > Opt out of Ads Personalization”
- ⑬ iPhone : “Settings > Privacy & Security > Apple Advertising > turn off Personalized Ads”

- Learn more about cookie items

Service	Cookie name	Purpose	Duration
Website	_ga	Site usage analysis through Google Analytics Used to distinguish unique users by	Two years or until the user deletes the cookie

Service	Cookie name	Purpose	Duration
		assigning randomly generated numbers as client identifiers	
	_gid	Site usage analysis using Google Analytics Used to identify website use information (number of visitors, funnels, landing pages) and generate analytical reports	One day or until the user deletes the cookie
	_gat	Site usage analysis through Google Analytics Used to control the amount of data that websites record in Google Analytics	One minute or until the user deletes the cookie
	_gcl_au	Google AdSense Ads Used to measure Google ad performance	Three months or until the user deletes the cookie
	fr	Facebook Ads Used to deliver, measure, and improve the relevance of advertisements to user interests	Three months or until the user deletes the cookie
	_fbp	Facebook Ads Used to identify browsers for providing advertisement, measuring advertising performance, and behavior analysis services on the website	Three months or until the user deletes the cookie
	testDriveInfoPopTodayClose defectNotice onlineCounselInfoPopTodayClose	Turning off pop-ups for specific users Information pop-ups that are generated for certain services (test drive reservation, defect recurrence reports, customer center main page) are turned off for users who have selected "Do not show again today."	One day or until the user deletes the cookie
	byo_sv	Temporary storage of online quotes without log-in	20 seconds or until the user deletes the cookie

Service	Cookie name	Purpose	Duration
		Used when a user who is not logged in tries to log in to save the content after completing the online quote	
	JSESSIONID	Required cookies used by the server Issued by the server to the user's browser and used to maintain the session and distinguish the request from the same user	End of the session or until the user deletes the cookie
	WMONID	Required cookies for server monitoring Used by Jennifer, a tool that monitors server CPU, response rate, and number of sessions to identify users	Two years or until the user deletes the cookie
MyKia	_ga	(datahub) Mobile site usage analysis through Google Analytics Used to distinguish unique users by assigning randomly generated numbers as client identifiers	Two years or until the user deletes the cookie
	_gid	(datahub) Site usage analysis using Google Analytics Used to identify website use information (number of visitors, funnels, landing pages) and generate analytical reports	One day or until the user deletes the cookie
	_gat	(datahub) Site usage analysis through Google Analytics Used to control the amount of data that websites record in Google Analytics	One minute or until the user deletes the cookie
	isShowResetUbi	(datahub) Functional cookies for displaying personalized information by customer Used to save the option to display the score reset screen when low safe driving scores are continued	Seven days or until the user deletes the cookie



Service	Cookie name	Purpose	Duration
	isShowConfetti	(datahub) Functional cookies for displaying personalized information by customer Used to save the option to display the animation when the user's safe driving score meets the benefit levels.	Seven days or until the user deletes the cookie
Play Kia	_ga	Site usage analysis through Google Analytics Used to distinguish unique users by assigning randomly generated numbers as client identifiers	Two years or until the user deletes the cookie
	_gid	Site usage analysis using Google Analytics Used to identify website use information (number of visitors, funnels, landing pages) and generate analytical reports	One day or until the user deletes the cookie
	_gat	Site usage analysis through Google Analytics Used to control the amount of data that websites record in Google Analytics	One minute or until the user deletes the cookie
	_gcl_au	Google AdSense Ads Used to measure Google ad performance	Three months or until the user deletes the cookie
	fr	Facebook Ads Used to deliver, measure, and improve the relevance of advertisements to user interests	Three months or until the user deletes the cookie
	_fbp	Facebook Ads Used to identify browsers for providing advertisement, measuring advertising performance, and behavior analysis services on the website	Three months or until the user deletes the cookie



Service	Cookie name	Purpose	Duration
	JSESSIONID	Required cookies used by the server Issued by the server to the user's browser and used to maintain the session and distinguish the request from the same user	End of the session or until the user deletes the cookie
	WMONID	Required cookies for server monitoring Used by Jennifer, a tool that monitors server CPU, response rate, and number of sessions to identify users	Two years or until the user deletes the cookie

11. Overseas Transfer of Personal Information

A. In principle, Kia does not transfer personal information to other operators outside the country without the prior consent of the customer.

B. Kia transfers personal information abroad in the following cases, and this information is delivered safely by applying technical protection measures.

- ① The customer has consented additionally to the transfer of personal information abroad.
- ② We have disclosed the transfer of personal information outside the country for consignment and storage of personal information through the Privacy Statement on the website or notification to the customer by e-mail and written notice.

12. Scope of Application

This Privacy Policy applies to Kia's vehicle sales, maintenance services, and all online services (including mobile web and apps). A separate Privacy Statement may apply for individual services.

13. Personal Information Protection Officer and Customer Service Department

A. Kia designates the Chief Privacy Officer and the customer service department as follows for the handling of inquiries and complaints related to customer's personal information.

- ① Personal (Location) Information Protection Officer
 - Department: Kia Information Protection Center
 - Officer in charge: Managing Director Lee Sang-young

- Contact: privacy@kia.com / 080-200-2000
- ② Personal (Location) Information Protection Representative
 - Department: Personal Information Protection Center
 - Contact: Director of the Center, Lee Jang-hun
 - Contact: privacy@kia.com / 080-200-2000

- Learn more about the Customer Service Department

Service	Department name	Phone	Website
Website	Domestic Platform Operation Team	080-200-2000	kia.com
Vehicle purchase and maintenance	Domestic Business Improvement Team/ Service High-Tech Team	080-200-2000	kia.com
Kia Members	Domestic Platform Operation Team	080-200-2000 ※ The Membership Concierge: 080-500-2000 ※ Dedicated EV Concierge: 1899-0012	members.kia.com
MyKia	Domestic Platform Operation Team	080-200-2000	MyKia App
Kia Digital Key	Domestic Platform Operation Team	080-200-2000	members.kia.com
Kia Flex	Rental Car Team	1599-5642	Kia Flex App
Kia Rental	Rental Car Team	080-200-2000	kia.com
Play Kia	Domestic Communication Team	080-200-2000	play.kia.com

B. For consultation about other personal information infringement, contact the Personal Information Infringement Report Center of the Korea Internet & Security Agency or the Cyber Security Bureau of the National Police Agency.

- ① Privacy Infringement Report Center: 118 (privacy.kisa.or.kr)
- ② Personal Information Dispute Mediation Committee: 02-1833-6972 (kopico.go.kr)

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- ③ Cybercrime Investigation Division, Supreme Prosecutor's Office: 02-3480-3579 (www.spo.go.kr)
 - ④ Cyber Safety Bureau, National Police Agency: cyberbureau.police.go.kr (182)

14. Addendum

This Privacy Policy was enacted on the basis of Kia's Privacy Statement. In the case that the Privacy Statement is revised, it takes precedence over the Privacy Policy.