

Document No.	2020-04001
Last edited	April 24, 2020
Managed by	Data Intelligence Team

Hyundai Motor Company Privacy Policy

April 2020

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1. General Provisions

Hyundai Motor Company (hereinafter to be called the Company) has set forth the following Privacy Policy to protect privacy, rights and interest of customers and to smoothly handle customer complaints related to privacy, in compliance with the Personal Information Protection Act and other related laws and regulations.

2. Collection of Personal Information and Purpose of Use

1) Provision of products and services to fulfill obligations under car sales contracts

Identity confirmation for consignment, car registration service, repair during the warranty period, vehicle inspection, maintenance and servicing, emergency roadside service, correction of production defects, delivery of billing statement, payment, and collection of bills; record retention for dispute settlement, handling complaints, delivery of notices and survey of customers' satisfaction with services

2) For marketing and advertisement purposes

Information about new services (including products) and events, online magazines and latest company information, DM, SMS, mailing, delivery of giveaways, event notices, statical analysis for each customer, market survey

3) Customer management

Reservation and use of trial ride services, customer service satisfaction survey, information about car management, identity confirmation for membership services

3. Items of Personal Information Collected and Method of Collection

1) Items of Personal Information Collected

Customer Type by Channel	Mandatory Items	Optional Items
Customers who purchased a car(s)	Name, residential registration number (alien registration number or passport number), company (shop) name, business registration number, address, mobile phone number, email, information of the car purchased	Personal credit information under the Credit information Use and Protection Act for installment purchase; or information about proof/benefit/discount for men of national merit/the disabled
Customers who receive vehicle maintenance	Name, contact information (phone number or mobile phone number), address, information of the car purchased	Email
Prospects	Name, date of birth, gender, mobile phone number, email	Address, car model owned, car model to purchase

Residential registration numbers will be collected for intended purposes, such as issuing tax invoices, and car registration, within the limit allowed by related laws and regulations. In the case of collecting additional personal information for events, etc., necessary information will be categorized into required and optional items. In addition, purpose of collecting personal information, the period of holding the information, and others will be notified to customers on related web pages or in writing to get additional consent from the customers.

2) Method of collecting personal information

Membership signing and use of services on the website (www.hyundai.com), writing, email, phone, application for events, etc.

※ The above personal information includes changed personal information as well as personal information collected.

4. Period of Owning and Using Personal Information

- 1) The Company will own and use customers' personal information from the time of collecting the information until achieving the purpose of collecting and using personal information. Once the purpose is achieved, the information should be destroyed without delay.
 - 2) If preserving the above information is required by related laws and regulations, including the Commercial Law, the Company will store the information. In this case, the Company should only use the information for the purpose of storage only. And the information should be stored for the following period:
 - ① Important documents related to the Company's commercial books and sales, and information about statements: 10 years – important documents / 5 years – statements (Commercial Law)
 - ② Information related to ledgers and documentary evidence about all transactions: 5 years (Framework Act on National Taxes, Corporate Tax Act)
 - ③ Records about contracts or subscription withdrawal, or records about payment and provision of goods, etc. : 5 years (Guidelines for Consumer Protection in Electronic Commerce, etc.)
 - ④ Records about handling consumer complaints or dispute settlement: 3 years (Guidelines for Consumer Protection in Electronic Commerce, etc)
 - ⑤ Ledgers, tax invoices issued or receipts: 5 years (Value-added Tax Act)
 - ⑥ Service use history, access logs, access IP information as required by Protection of Communications Secrets Act: 3 months
- ※ According to the policy about the term of the validity of personal information, personal information of members who have not used the service for one year is stored separately.

5. Sharing Personal Information with a Third Party (in the case of customers who agreed on sharing when purchasing car(s))

To provide even higher quality services, the Company shares the following personal information collected from customers who agreed on such sharing when buying cars.

Third Party	Purpose of Sharing	Items provided (personal information of customers who purchased cars)	Period of Possession and Use
Hyundai Card	Provide financial services and "save points"	Name, date of birth (as written on residential registration card), gender, company(store) name, business registration number, address, contact information, mobile phone number, email, information of the car purchased	Should be immediately destroyed after accomplishing the purpose
Hyundai Capital	Installment finance for purchasing cars		
Nice Information Services	Check credit scores of installment transaction users and confirmation of their identification	Name, residential registration number, company(store) name, business registration number, address, contact information, mobile phone number, email, information of the car purchased	
Ministry of Land, Infrastructure and Transport	Services related to car registration	Name, residential registration number, company(store) name, business registration number, address, contact information, mobile phone number, email, information of the car purchased	
Hyundai Marine & Fire Insurance	Mandatory insurance for cars with a temporary plate	Name, residential registration number, store (company) name, business registration number, information of the car purchased	
Korea Expressway Corporation	Hi-Pass (highway toll payment) service registration	Information of the car purchased	

The Company does not use the personal information of customers outside the scope defined above or does not provide the information to organizations other than those stated above.

However, exceptions apply in each of the following cases:

- ① If agreed by customers in advance
- ② If specially required by laws and regulations
- ③ If requested by an investigating agency as per the legally-defined procedures and methods for investigation purposes

6. Consignment of Personal Information Processing

The Company has consigned part of services to outside companies and signed a consignment agreement defining terms and conditions (e.g., privacy protection, confidentiality, the prohibition of providing personal information to a third party, responsibilities in case of incidents, consignment period, obligations to return or destroy personal information after handling personal information) which should be complied by the consignee.

※ A list of consignees may vary depending on service changes and the period of the agreement. Any changes will be notified in advance.

Personal information of customers who purchased cars or receive car maintenance services

Consignee	Services consigned
Hyundai dealers	Sales of Hyundai cars
Affiliated Bluehands and 2 other companies	Repair during the warranty period(for passenger cars and special vehicles (special equipment)), emergency roadside service, car maintenance services and correction of production defects
Oboksa and 89 other companies	Car registration services (companies)
Individuals (Byeong Sik Cho / Hwan Gyu Lee / Jeong Geun Kim)	Car registration services (individuals)
Hyundai Glovis and 16 other companies	Delivery of cars to customers
Hyosung ITX	Customer consultations regarding car purchase and maintenance services
Hyundai AutoEver	Computer system operation and maintenance
Onse Telecom Corporation	Text messaging services
TBTECH AD	Car window tinting installation and aftersales services
Gallup Korea and 14 other companies	Consumer surveys on satisfaction with cars purchased as well as opinion on new cars
NICE Investors Service and 5 other companies	Auto finance debt collection services, credit information checking, market analysis, and identity confirmation
Golden Mean Communication and 11 other companies	Events for customers invited as guests, TM, mailing, giveaway shipping
Hyosung ITX and KT	Telmematics services and membership registration information
Hana TI	Storing electronic copies of agreements on authorized e-document storage centers (for customers who signed e-sales agreement)

Start Viewtique	Sending mobile Happy Cons (mobile gift certificates) and noticing customers of winning mobile survey events
AutoHands	Price guarantee services for used cars, consultations and information about used cars
PVIT	Delivery of cars to customers and provision of information
Glass Coating (east) and 123 other companies	Consultations and maintenance services regarding car audio/seat/windows

7. Disposing of Personal Information and Method of Disposal

Unless required otherwise by laws and regulations, the Company disposes of personal information of customers without delay after accomplishing the purposes of collecting and using personal information.

Followings are the procedures and methods of disposal

1) Procedures of disposal

Once the purposes of collecting and using personal information provided by customers to the Company are accomplished, the information should be moved to separate database (to a separate filing cabinet for hard copies). The information will be stored for a certain period and then destroyed according to internal policies and reasons for information protection by related laws and regulations (refer to the period of possession and use). Personal information moved to separate database will not be used for purposes other than the purpose of storing the information.

2) Method of disposal

Personal information stored in an electronic document format will be deleted, and the destruction should be irreversible. Printed copies of personal information should be burned or shredded by a paper shredder.

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

- 1) Customers or their legal representatives (for children under 14) can withdraw their consent (cancel their membership) on the collection, use and provision of personal information to the Company.
- 2) Customers or their representatives (for children under 14) can request to the Company access, provision and correction of errors of their personal information(or that of customers under 14 in the case of legal representatives).

- 3) Customers can exercise the above said rights either online or offline: Customers can visit the Company's website, verify their identification, and click the personal information setting menu; or customers can contact the Company's customer center or the Company's employee in charge of personal information management by mail, phone or email.
- 4) When requested by customers to correct errors with their personal information, the Company does not use or provide the said personal information until correction is completed. In cases where the personal information is already provided to a third party, the Company will immediately send a notice to the third party to correct the error.
- 5) If customers or their legal representatives withdraw consent (cancel membership), the Company should destroy the information without delay in principle. However, if required by laws and regulations, the Company should handle the information as per the 'Period of Possessing and Using Personal Information' under Privacy Policy and should allow access to or use of the personal information only when such access or use is really needed.

9. Matters related to Securing the Safety of Personal Information

※ Technical and administrative measures to protect personal information

For the safety of personal information of customers during processing, the Company applies following technical and administrative measures to prevent loss, theft, leakage, falsification or damage to the information.

1) Technical measures

① Encryption of customer information

Personal information of customers is encrypted and stored in database so that it cannot be used by outsiders even in the case of leakage by intrusion

② Networking Encryption

When customers singup or login on the website, the information they entered is safely transmitted through SSL.

③ Installation of security solutions

Vaccine programs are installed on the personal information processing system, and the system is updated and maintained on a regular basis for safe services as well as the safe management of customer information. In addition, database encryption solutions and screen capture prevention

solutions are applied. Intrusion blocking/detecting systems are installed, and the integrated security control center keeps monitoring to prevent hacking and intrusion.

2) Administrative Measures

① Development of personal information management system

The Company internally developed and operates a personal information management system for the safe management of personal information

② Operation of the privacy protection committee

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

③ Management of personal information controller

The Company requires personal information controllers to sign and submit a privacy pledge and provides them with privacy protection trainings for twice or more a year to safely manage customer information. In addition, the Company controls the authority level of personal information controller to minimize unnecessary access to and exposure of the personal information of customers.

10. Matters Related to the Installation, Operation and Rejection of Automated Personal Information Collection System

The Company operates cookies, which frequently store and find customers' information. Cookies are small-sized text files sent by the server that operates the Company's website to customers' web browsers. These cookies are stored on customers' computer hard disks. The Company uses these cookies for the following purposes.

1) Purpose of using cookies, etc.

Cookies are used to provide target marketing or customized services by analyzing website login frequencies and visit hours, understanding and analyzing customers' areas of interest, and identifying the number of events participated and the number of visits to the website. Customers can choose whether cookies are to be installed. Therefore, customers can allow all cookies, or check whenever cookies are stored or even reject storing cookies by setting web browser options.

2) Method of rejecting cookies

Customers can change setting on the web browser to allow all cookies, or check whenever cookies are stored or even reject storing cookies.

However, in the case of rejecting the storing of cookies, they may have difficulty in using part of the services that require membership login.

※ Example of setting (for Internet Explorer): Click Tools on the menu bar > Internet Options > Privacy > Advanced > Choose option you want

11. Chief Privacy Officer and Matters Related to Handling privacy-related complaints

1) The Company designated following department and privacy protection manger to protect the privacy of customers and to handle complaints related to privacy

- Chief Privacy Officer: Sang Gyu Park
- Department: Head of Korea Business Strategy Group
- Position: Managing Director
- Phone: 080-600-6000

- Privacy Protection Officer: Jun Ho Kim
- Department: Data Intelligence Team
- Position: Senior Manager
- Phone: 080-600-6000
- Email: privacy@hyundai.com

2) Regarding the Company's personal information processing, if customers suggest opinion or raise complaints to the above said department or to the privacy protection director, the Company will strive to solve issues by taking actions in a rapid and faithful manner.

3) Customers who need to report any privacy infringement or need to get consultations can contact following organizations.

Personal Information Infringement Report Center Korea (run by Korea Internet & Security Agency):
privacy.kisa.or.kr / (without area code)118

Internet Crime Investigation Center, Supreme Prosecutors' Office: www.spo.go.kr / 02-3480-3573

Cyber Terror Response Center, Korean National Police Agency: www.netan.go.kr / 1566-0112

12. Matters Related to Changing Personal Information Processing Policies

In the case of changing this Personal Information Processing Policies, the Company will put a notice at least seven days in advance either on the notice menu on the first page of the website or on a separate window.

This policy will become valid starting on April 24, 2020.