

## **GENESIS Account | Privacy Notice**

The purpose of this privacy notice is to inform you about the collection and processing of your personal data in connection with the provision of the GENESIS account and about your rights as a data subject.

We process your personal data in accordance with applicable data protection laws.

### **1. Data controller**

The controller of the processing of your personal data in connection with the provision of the Genesis Account Platform:

Genesis Motor UK Limited („Genesis“)

Birchwood Building Springfield Drive, Leatherhead, Surrey, United Kingdom, KT22 7LP

E-mail: [privacy@uk.genesis.com](mailto:privacy@uk.genesis.com)

If you have any questions about or in connection with this Privacy Notice or would like to complain about our handling of personal data or exercise any of your rights, please contact us by using the contact details above.

### **2. Purpose and legal basis of the processing**

We process your personal data that you provide in connection with the creation of your GENESIS account and the continued use of your GENESIS account. The purpose of this processing is to manage your GENESIS account (from registration to termination), to provide you with all the features of the GENESIS account, to give you access to the services for which a GENESIS account is required and to inform you about updates to the GENESIS account. These purposes cannot be achieved without your personal data.

The legal basis for the processing of your personal data is the fact that such processing is necessary for the performance of our contract with you in relation to the GENESIS account or is based on the legitimate interests of GENESIS . In particular, processing your personal data is necessary to fulfil the obligations outlined in Genesis Account – Terms of Use and, in general, to ensure your satisfaction as user of the GENESIS account.

We might receive your data from our affiliated entities and process them to ensure a smooth experience with the creation and the use of your GENESIS account. For example, we may use your data to pre-fill the GENESIS account registration form.

We only process your personal data for other purposes if we are obliged to do so by law (e.g. transmission to courts or law enforcement agencies), you have consented to the respective processing or the processing is required for other reasons under applicable law.

### 3. Categories of personal data

When registering for your GENESIS account, it is mandatory to provide the following personal data: Salutation, First and last name, e-mail address, Country, Password.

In case you have previously requested a quote on our website as a private customer, the fields in the registration form will be prepopulated. We do this to ensure a seamless and personalized user experience.

### 4. Recipients and categories of recipients

In the course of our processing of personal data, we transmit the data to other bodies, companies, legally independent organisational units or persons or the data is disclosed to them. Recipients of this data may include, for example, service providers commissioned with IT tasks.

Your data can be shared with our affiliated entities. This collaboration enhances your overall experience and allows us to provide you with access to a broader range of services, products, and features.

In such cases, we observe the legal requirements and, in particular, conclude corresponding contracts or agreements that serve to protect your data with the recipients of your data.

### 5. Storage period

Your personal data will be stored in accordance with the legal retention periods by us and/or our service providers to the extent strictly necessary to perform our obligations and for the time necessary to achieve the purposes for which the personal data was collected. If we are no longer allowed to process your personal data, you delete the GENESIS account, we delete them from our systems and/or records and/or take measures for their proper anonymization. Whenever you actively request the deletion of your account, it may take us up to 30 days to delete/anonymize your account data, unless we are required by law or legal proceedings to store them for a longer period.

### 6. Your data subject rights

In accordance with applicable data protection legislation, you have the following rights with regard to the processing of your personal data:

- **Right of access:** You have the right to request confirmation as to whether data relating to you is being processed and to be informed of this data and to receive further information and a copy of the data in accordance with the legal requirements.
- **Right to rectification:** In accordance with the law, you have the right to request that data concerning you be completed or that inaccurate data concerning you be rectified.
- **Right to erasure and restriction of processing:** You have the right, in accordance with the law, to request that data relating to you be erased immediately or, alternatively, to request restriction of the processing of the data in accordance with the law.
- **Right to data portability:** You have the right to receive data relating to you that you have provided to us in a structured, common and machine-readable format in accordance with the legal requirements or to request that it be transferred to another controller.

- **Right of revocation for consents:** You have the right to revoke any consent you have given at any time for the future.
- **Right to object:** You can object to data processing at any time.
- **Right to lodge a complaint:** In accordance with the law and without prejudice to any other administrative or judicial remedy, you also have the right to lodge a complaint with a data protection supervisory authority, in particular a supervisory authority in the Member State where you usually reside, the supervisory authority of your place of work or the place of the alleged infringement.

## **7. Amendment and updating of the data protection notice**

We ask you to regularly inform yourself about the content of our data protection information. We adapt the data protection information as soon as changes to the data processing carried out by us make this necessary. We will inform you as soon as the changes require an act of cooperation on your part (e.g. consent) or other individual notification.

Date: November 2024