

## **Privacy Policy**

**The controller of personal data within the meaning of the General Data Protection Regulation (GDPR) is:**

Mercedes-Benz Česká republika s.r.o. (“We”)

Daimlerova 2296/2

149 45 Prague 4 – Chodov

Czech Republic

Email: [dataprotection.cars@mercedes-benz.com](mailto:dataprotection.cars@mercedes-benz.com)

You may exercise your data protection rights here:

Mercedes-Benz Group AG

Group Data Protection Officer

HPC W079, 70546 Stuttgart, Germany

Email: [data.protection@mercedes-benz.com](mailto:data.protection@mercedes-benz.com)

Other entities responsible for analytics and marketing activities (see Section 1.c of this Privacy Policy) are:

Mercedes-Benz AG

Mercedesstrasse 120

70372 Stuttgart, Germany

Email: [dialog.mb@mercedes-benz.com](mailto:dialog.mb@mercedes-benz.com)

Mercedes-Benz Group AG

HPC W079

D-70546 Stuttgart, Germany

Email: [data.protection@mercedes-benz.com](mailto:data.protection@mercedes-benz.com)

## **1. Data Protection**

a) We are pleased about your visit to our website and your interest in our services. The protection of your personal data is very important to us. In this Privacy Policy, we explain how we collect personal data, what we do with it, for what purposes and on what legal basis, and what rights and claims you have in this regard. We also refer to the Mercedes-Benz Data Protection Policy:

### [Mercedes-Benz Data Protection Policy](#)

b) This Privacy Policy and the Mercedes-Benz Data Protection Policy do not apply to your activities on social media websites or other providers accessible via links on our website. Please consult the respective providers' privacy policies.

c) As part of analytics and marketing activities on this website, we closely cooperate with the above-mentioned controllers. We jointly process data about your visit using the following technologies:

- For analytics purposes:
  - Google Analytics 360
- For marketing purposes:
  - Salesforce Marketing Cloud Personalization

Processing for these purposes takes place only if you have given your consent, as described in Section 5.c.

The framework for joint processing and responsibilities has been agreed in accordance with applicable law. For further information, please contact us using the details in Section 9.d.

d) Processing may also involve providers of analytics tools or platform operators (e.g. Facebook Ireland Limited, Adobe Systems Software Ireland Limited, Qualtrics LLC, AppDynamics LLC, Salesforce.com, Inc., Adform A/S, Microsoft Corporation (LinkedIn), Google Ireland Limited, The Trade Desk, Inc., Qualtrics LLC: <https://www.qualtrics.com/privacy-statement/>) particularly in connection with customer satisfaction surveys.

## **2. Collection and Processing of Your Personal Data**

a) When you visit our website, we store certain data such as your browser and operating system, date and time of access, access status, use of website features, search queries, frequency of visits, file names accessed, data volume, referring website, and destination

website. For security purposes, particularly to prevent and detect attacks or fraud attempts, we also store your IP address and your internet service provider for seven days.

b) This Privacy Policy does not apply to activities on third-party websites accessed via links on our website.

c) You are not legally or contractually obliged to provide personal data. Basic website functionality remains available without it. However, some advanced features (e.g. service bookings) may be unavailable or limited without providing personal data.

### **3. Purposes of Use**

a) We use personal data collected during your visit to ensure optimal website functionality and to protect our IT systems.

b) If you provide additional personal data (e.g. via registration, contact forms, surveys, or transactions), we use it for customer management, market analysis, business analytics, and contract fulfillment.

c) For additional purposes (e.g. displaying personalized content or advertising based on user behavior), our company and, where applicable, selected third parties use your data provided that you have given your consent within our Consent Management System (CMS). Further information and options can be found in the "[Cookie Settings](#)" section in the footer at the bottom of the website.

d) We may also process personal data where required by law (e.g. legal retention obligations or official requests).

### **4. Transfer of Personal Data; Social Plugins; Service Providers**

a) Our website may contain third-party offers. If you click on such offers, we transfer relevant data to the provider as necessary.

b) If we use so-called "social plugins" of social networks (such as Facebook or Twitter) on our website, we implement them as follows:

When you visit our website, social plugins are deactivated, meaning that no data is transmitted to the operators of these networks. If you wish to use one of these networks, click on the respective social plugin to establish a direct connection to the server of the respective network.

If you have a user account on the respective network and are logged in at the time of activating the social plugin, the network may associate your visit to our website with your user account. If you wish to prevent this, please log out of the respective network before activating the plugin. A social network cannot associate your visit to other Mercedes-Benz websites unless you activate the respective plugin on those pages as well.

Once you activate a social plugin, the network transmits the available content directly to your browser, which integrates it into our website. In this case, data transfers initiated and controlled by the respective social network may also occur. Your connection to the social network, the data transfer between the network and your system, and your interactions on that platform are governed exclusively by the privacy policy of the respective network.

The social plugin remains active until you deactivate it or delete your cookies (see Section 5.d).

c. If you click on a link to an offer or activate a social plugin, personal data may be transferred to providers in countries outside the European Economic Area that, from the perspective of the European Union (“EU”), do not ensure an adequate level of data protection in line with EU standards. Please consider this before clicking on such links or activating a social plugin and initiating a data transfer.

d. For the operation, optimization, and security of our website, we also use qualified service providers (e.g. IT providers, marketing agencies). We only share personal data with them where necessary for providing and using the website and its functions, for pursuing legitimate interests, for compliance with legal obligations, or where you have given your consent (see Section 7). Further information about recipients can be found in our Consent Management System under “[Cookie Settings](#)” in the footer at the bottom of the website.

## 5. Cookies

a) When you visit our website, cookies may be used. Technically, these are so-called HTML cookies and similar software tools such as Web/DOM Storage or Local Shared Objects (so-called “flash cookies”), which we collectively refer to as cookies.

b) Cookies are small files stored on your computer, laptop, or mobile device during your visit to a website and read later. They allow, for example, recognition of whether a connection between your device and the website has already been established, consideration of your preferred language or other settings, provision of certain functions (e.g. online shop, vehicle configurator), or recognition of your user interests. Cookies may also contain personal data.

c) Whether and which cookies are used when you visit our website depends on which areas and functions you use and whether you consent to the use of cookies that are not strictly necessary (i.e. typically for technical reasons) in our Consent Management System. Further information and options can be found in the “[Cookie Settings](#)” section in the footer at the bottom of the website.

d) The use of cookies also depends on the settings of your web browser (e.g. Microsoft Edge, Google Chrome, Apple Safari, Mozilla Firefox). Most web browsers are set by default to automatically accept certain types of cookies; however, you can usually change these settings. You can delete cookies already stored on your device at any time. Web/DOM Storage and Local Shared Objects can be deleted separately. Information on how to configure these settings can be found in your browser or device manufacturer’s instructions.

e) Consent to, refusal of, or deletion of cookies is tied to the device and the specific web browser used. If you use multiple devices or browsers, you can make different choices or settings for each of them.

f) If you choose not to use cookies that are not technically necessary or if you delete them, not all functions of our website may be available or some features may be available only to a limited extent (e.g. personalized content).

## **6. Security**

We implement technical and organizational measures to protect your data against manipulation, loss, destruction, or unauthorized access, continuously improving them in line with technological developments.

## **7. Legal Basis for Processing**

a) If you have given us your consent to process your personal data, this consent constitutes the legal basis for processing (Article 6(1)(a) of the General Data Protection Regulation – GDPR).

b) For the processing of personal data for the purposes of establishing contact or performing a contract with you, the legal basis is Article 6(1)(b) GDPR.

c) If the processing of your personal data is necessary to comply with our legal obligations (e.g. data retention requirements), we are authorized to do so under Article 6(1)(c) GDPR.

d) In addition, we process personal data for the purposes of our legitimate interests and the legitimate interests of third parties in accordance with Article 6(1)(f) GDPR. Such legitimate interests include maintaining the functionality of our IT systems, as well as (direct) marketing of our own and third-party products and services (where not based on your consent), market management, business and profitability analysis, and legally required documentation of business contacts. When balancing interests, we take into account in particular the type of personal data, the purpose and conditions of processing, and your interest in the confidentiality of your personal data.

## **8. Deletion of Your Personal Data**

Your IP address and ISP are deleted after seven days. Other personal data is deleted once the purpose ceases, no later than 14 months, unless legal obligations require longer retention.

## **9. Rights of Data Subjects**

a) As a data subject, you have the right to access (Article 15 GDPR), rectification (Article 16 GDPR), erasure (Article 17 GDPR), restriction of processing (Article 18 GDPR), and data portability (Article 20 GDPR).

b) If you have consented to the processing of your personal data by our company, you have the right to withdraw your consent at any time. The lawfulness of processing carried out prior to the withdrawal is not affected. Further processing based on another legal basis (e.g. compliance with legal obligations – see “Legal Basis for Processing”) also remains unaffected.

**c) Right to object**

For reasons arising from your particular situation, you have the right to object at any time to the processing of personal data concerning you based on Article 6(1)(e) GDPR (processing in the public interest) or Article 6(1)(f) GDPR (processing based on legitimate interests). If you object, we will continue processing your personal data only if we can demonstrate compelling legitimate grounds that override your interests, rights, and freedoms, or if the processing is necessary for the establishment, exercise, or defense of legal claims.

If we process your personal data for direct marketing purposes based on legitimate interests, you also have the right to object at any time without providing reasons.

d) Please address your requests or statements, where possible, to the following contact address: [dataprotection.cars@mercedes-benz.com](mailto:dataprotection.cars@mercedes-benz.com)

e) Right to lodge a complaint with a supervisory authority (Art. 77 GDPR)

## **10. Newsletter**

If you subscribe, your data will be used solely for sending the newsletter unless you consent to broader use. You can unsubscribe at any time.

## **11. Central Login Service**

Mercedes-Benz Group AG provides a central login service for access across platforms. Applicable terms include specific data protection provisions.

## **12. Transfer of Data Outside the EEA**

a) When using service providers (see Section 4.d) and when transferring data to third parties with your consent (see Section 3.c), personal data may be transferred to recipients in countries outside the European Union (“EU”), Iceland, Liechtenstein, and Norway (i.e. the European Economic Area) and may also be processed there, particularly in the United States and India.

b) In certain countries, the European Union recognizes an adequate level of data protection in accordance with EU standards (so-called adequacy decisions): Andorra, Argentina, Canada (with limitations), the Faroe Islands, Guernsey, Israel, the Isle of Man, Japan, Jersey, New

Zealand, the United States (with limitations), Switzerland, South Korea, Uruguay, and the United Kingdom. For other recipients, we ensure the use of EU Standard Contractual Clauses, Binding Corporate Rules, or other permissible mechanisms to guarantee an adequate level of data protection in accordance with applicable legal requirements.

Further information can be provided upon request via the contact details listed in Section 9.d.