

Privacy Policy

Please inform yourself in the respective section about your booked event:

Hyundai N Driving Experience N Taxi Nordschleife

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Hyundai N Driving Experience

1. Name and address of the controller

The controller within the meaning of the General Data Protection Regulation (GDPR) and other provisions of data protection nature for the processing of the website is:

INNOCEAN X GmbH (in the following "IX" oder "We, Us")
Hanauer Landstraße 121
60314 Frankfurt am Main
Germany
E-Mail: service@hyundaiDrivingexperience.com

2. Name and address of the data protection officer

The external data protection officer of IX is:

Herr Michael Gilmour
c/o NOTOS Xperts GmbH
Heidelberger Str.6
64283 Darmstadt

E-Mail: innocean.dpo@notos-xperts.de

3. General processing on the website

Our website collects a series of general data and information with each call-up of the website by a data subject or automated system. This general data and information is stored in the log files of the server. The following data may be collected:

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- Browser types and versions used
- Operating system used by the accessing system
- Website from which an accessing system accesses our website
- Sub-websites that are accessed via an accessing system on our website
- the date and time of an access to the website,
- an Internet protocol address (IP address),
- the Internet service provider of the accessing system and
- other similar data and information that serve to avert danger in the event of attacks on our information technology systems.

This information is needed to fulfil the following purposes:

- Deliver the contents of our website correctly
- Ensure the functionality of our information technology systems and the technology of our website including the defense of attacks on our website or webservices
- Provide law enforcement authorities with the information necessary for prosecution in the event of a cyber attack

Therefore, we analyse anonymously collected data and information with the aim of increasing the data protection and data security of our services, to ensure an optimal level of protection for the personal data processed. Our legal basis for the processing consists of the fulfillment of our legitimate interests described above. At the latest after 7 days the data will be anonymized for further use so we can no longer identify the person the data belonged to.

4. Contact and advertising

We process your personal data in different ways if you wish to contact us or to inform you about our services if you agree to it.

4.1 Inquiries and hotline

Should you use our contact forms or reach out to us in any other way (e.g., via our hotline), we will process your personal data to handle and respond to your inquiries. The legal basis for this processing is our legitimate interest in addressing and responding to inquiries.

Your personal data will be stored only as long as necessary to respond to your inquiries and may be retained beyond that as a reference. The storage duration varies depending on the content of the communication.

4.2 Newsletter

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If you consent to receiving our newsletter, we will process your name and email address to send you newsletters about the Hyundai N Driving Experience, including Hyundai products, events, and related updates.

You can withdraw your consent at any time by using the unsubscribe link in any newsletter email or by contacting us directly.

4.3 Advertisement by Hyundai and affiliates

During booking, check-in, or account management, you have the opportunity to consent to the processing of your data for receiving personalized offers and updates from Hyundai. If you agree, your data will be shared with Hyundai Motor Europe GmbH, their affiliates, and the marketing service providers they use.

These recipients will only use your data for the marketing purposes of Hyundai, including personalized product advertisements, special offers, information on relevant services, and customer satisfaction surveys.

You can withdraw your consent at any time by changing your preferences in your account for the Hyundai Driving Experience, using the unsubscribe link in any marketing email, or contacting us directly.

5. Cookies

We use cookies on our website. For details regarding the cookies we utilize please refer to our [cookie policy](#).

6. Services

On our website we offer different services to customers. In the following we describe how we process your personal data in providing our services and the websites functions. In addition to the processes below we might process your personal data for our legitimate interest of analyzing the usage of and customer interests in our services to optimize them and to be able to make informed business decisions. Our legal basis is our legitimate interest according to Art. 6 para. 1 lit. f GDPR in achieving the purposes defined above. Personal data will only be processed for these purposes as long as you have a customer account, or we are required by law to continue processing your data. We might aggregate your data and keep the aggregated data stored for longer.

6.1 Customer Account

On our website, you can create an account. After successful registration, you can manage your account and update the information stored in it. You can add and modify your billing address, and all your upcoming events will be displayed in your account.

For the account functionality, we process the data collected during registration, as well as any additional information collected through bookings or when you update your account details. When booking while logged in, your billing information, including your address, will be automatically populated, so you do not have to enter it manually.

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Additionally, within your account settings, you can specify whether you would like to receive advertising from us by email (see Section 4.3).

The purpose of processing this data is to enable you to manage your account (change data or delete the account), automatically populate the necessary information for bookings, see past events, download invoices or pictures of your events, and provide easy access to an overview of your upcoming events. The legal basis for this processing is our legitimate interest in offering you a customer account and its associated benefits when using our services.

6.2 Ordering and booking

On our website, you can book tickets for the Hyundai N Driving Experience, which includes but is not limited to the following events:

- Track Experience
- Winter Experience
- N-Taxi

You can select the event and date for which you want to book a ticket and specify the number of participants you plan to bring. To complete your order, you must provide the required information for any additional participants, as well as read and accept the necessary terms and conditions (Terms and Conditions and Risk Notice and Disclaimer).

The data will be used to book the tickets, send you a confirmation email, inform the participants about your booking, and send you and all participants a check-in email. If you do not want the participant to be informed about their registration (e.g., if the ticket is a gift), you can choose this option. In that case, the email will not be sent immediately but instead shortly before the event.

We process all the data collected during the booking process to execute and manage your order and inform you and any participants. Our legal basis for this processing is the fulfillment of our (pre-) contractual obligations under Art. 6 para. 1 lit. b GDPR.

6.3 Vouchers

If you (or someone else on your behalf) purchase a voucher on a partner's website, we will receive the necessary personal data entered during the booking process.

Once the voucher has been ordered, we receive the voucher along with a delivery note containing your personal data. We then send this information to the voucher purchaser, enabling them to book an event on our website.

We process all data collected during this process based on the legal requirement to fulfill our contract with you under Art. 6 para. 1 lit. b GDPR.

6.4 Payment Processing

Contact Info:

eMail (Service): service@hyundaiDrivingExperience.com
website: eu.drivingexperience.hyundai.com

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To process payments for your bookings you have the following options:

- Credit card payment
- PayPal: <https://www.paypal.com/us/legalhub/paypal/privacy-full>
- Apple Pay: <https://www.apple.com/legal/privacy/en-ww/>
- Google Pay: https://payments.google.com/payments/apis-secure/get_legal_document?ldo=0&lbt=privacynotice&ldl=en-GB
- Klarna Sofort (bank transfer): <https://www.klarna.com/pay-now/privacy-policy/>.

For any personal data processed during the booking process by the payment providers, the providers themselves are responsible for handling your personal data on their end. Further information can be found in their respective privacy policies linked above.

Any data processing necessary for the payment process on our side is based on contractual necessity under Art. 6 para. 1 lit. b GDPR.

6.5 Check In

When tickets are ordered, check-in emails are sent to the buyer and participants once the order has been completed. The purpose of these emails is for the buyer and participants to receive and accept the necessary terms (Terms and Conditions and Risk Notice and Disclaimer). To access this confirmation, the participants will be directed via a link to a consent form to confirm their agreement. In order to assign the consent described above, it is necessary to provide your personal data. If you are 14 years of age or older, the personal data required for processing includes:

- First and last name
- Email address
- Country
- Zip code
- Phone number

If a participant is under the age of 14, a legal guardian's consent is required documents and processing procedures. Additionally we will only collect their name and date of birth. The buyer will receive the check-in email on behalf of the minor and is required to fill out the check-in page. The buyer must then download a consent form and ensure that the minor's guardian signs the document. The minor must present the signed form before their ride.

During check-in, participants will be asked about their preferred language and dietary preferences. They can also add further remarks for us to consider during the event. All of this information will be processed to ensure the best possible service and fulfill our contractual obligations to participants.

All personal data processing for check-in is necessary to fulfill the contract with you or to establish the contract with the participants in accordance with our terms and conditions. Our legal basis for this processing is the performance of (pre-)contractual obligations according to Art. 6 para. 1 lit. b GDPR.

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During check-in, while accepting the Terms & Conditions as well as the Risk Notice and Disclaimer, participants will also have the option to consent to advertising as described in Sections 4.2 and 4.3..

7. Google Analytics

We use Google Analytics, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, to analyze the use of our website and optimize our services.

Google Analytics sets cookies to distinguish between individual users and their sessions. Among others, the cookies _ga and ga<container-id> are set to identify returning users and store the session status.

To determine the approximate location of our visitors, your IP address is temporarily processed and then deleted before the data is shared with Google servers. Your IP address is not stored in Google Analytics. Additionally, Google Analytics collects information about your device and browser to enable us to optimize our website based on how users interact with the site across different devices and to identify potential technical issues. More information can be found at: <https://support.google.com/analytics/answer/12002752?hl=en>

The setting of cookies and access to information on your device is based on your consent pursuant to § 25 (1) TDDG. The subsequent processing of the collected data is carried out based on your consent in accordance with Art. 6 (1) (a) GDPR. You provide your consent via our cookie banner by agreeing to the setting of cookies and the processing of your data for statistical purposes.

We have configured Google Analytics to share as little data as possible with Google. The collected data is used exclusively for statistical purposes and to improve our services. The retention period is a maximum of 14 months, after which the data is deleted.

You can withdraw your consent to the use of Google Analytics at any time with effect for the future via our [cookie settings](#).

We are aware of the potential transfer of your personal data to the USA. Google Inc., as the parent company of Google Ireland, is certified under the EU-U.S. Data Privacy Framework, allowing the transfer of data to Google in compliance with European data protection regulations without additional measures.

8. Third party pages (Facebook, Instagram, You Tube)

We operate different pages on social platforms to which we link from our website. We utilize accounts / fan pages on the following platforms to present our services:

- Facebook
- Instagram
- YouTube

For the Instagram and Facebook page we are jointly responsible with the platform providers for the processing of the visitor's data for the so-called Insights. This function delivers to us only anonymized

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data about our visitors on Instagram or Facebook e.g. age, gender or general interests. We do not gain access to the underlying data the platform provider utilizes in creating the insights. We process the insight data and by extension the data needed for their creation for our legitimate interest according to Art. 6 para. 6 lit. f GDPR of understanding our audience and analyzing the performance of our pages with the aim of optimizing our pages.

We have concluded an agreement with Meta on joint data protection controllership (Page Controller Addendum) for both our Instagram page and our Facebook fan page. With this agreement, Meta acknowledges its joint responsibility with regard to so-called insights data and assumes essential data protection obligations to inform data subjects, to ensure data security or to report data protection violations. In addition, the agreement stipulates that Meta is primarily the point of contact for the exercise of data subjects' rights (Art. 15 - 22 GDPR). As a provider of the social network, Instagram alone has direct access to the required information and can also immediately take any necessary measures and provide information. Should our support nevertheless be necessary, we can be contacted at any time.

The essence of the agreements with Meta for both Instagram and Facebook can be accessed under the following link: https://www.facebook.com/legal/terms/page_controller_addendum

If you contact us on either platforms or leave likes or comments, we might process your shared data to interact with you or to answer inquiries. This legitimate interest is also our legal basis for the processing of your data. Should you interact with our pages for participation in a competition we process your personal data based on the requirement of our (pre-) contractual relationship regarding the competition according to Art. 6 para. 1 lit. b GDPR.

For the other processes occurring on the platforms, we have no influence over the processing of personal data by the platform providers, as they are processing the data on their own behalf without our involvement. Please note that should you visit any of these platforms the platform providers might process additional personal data, if you are logged into an account on the platform. In some cases, you can control how the platform processes our personal data in your account settings. For details of the processing please refer to the privacy policies of the different platform providers:

- Facebook: <https://www.facebook.com/privacy/policy/>
- Instagram: <https://help.instagram.com/155833707900388>
- YouTube: <https://policies.google.com/privacy?hl=en>

Your personal data collected on the pages is stored in accordance with the privacy policy of the different platform providers. It is only stored for as long as the processing is necessary for the purposes for which the data was collected and there are no legal obligations to store the data.

It cannot be ruled out that some of the data may also be processed outside the European Union by the platform providers and their mother companies based in the USA. Google and Meta are certified under the EU US Data Privacy Framework and as such an appropriate level of data protection is kept when data is transferred to them in the USA.

9. Recipients of personal data

Your personal data might be transferred to service providers who support us in enabling these services.

We might also share your data with our affiliates, including our parent company and any subsidiaries, joint venture partners, or other companies that we control or that are under common control with us, as long as we have a legal basis for the transfer.

Furthermore, your data will also be transferred to Hyundai and affiliates as well as their marketing providers if you consent to receiving the corresponding advertisement.

10. General information regarding deletion of personal

In general we process your personal data only as long as it is necessary to achieve the purposes described above and to fulfill our legal requirements. In addition we might store data about you or other participants based on our legitimate interests to ensure our ability to proof the formation of the contract and the acceptance of the necessary terms and disclaimers. As soon as the personal data is no longer necessary to achieve the purposes for which it was collected, we will delete the personal data unless required by law to keep processing the data.

11. Your Rights

You have the following rights under the GDPR regarding our processing of your personal data:

- Right of Access: You can request information on whether and how your personal data is processed, including details on purposes, recipients, storage periods, and your rights.
- Right to Rectification: You may request the correction of inaccurate or incomplete personal data.
- Right to Restriction of Processing: Under certain conditions, you can request that the processing of your data be limited.
- Right to Erasure ("Right to be Forgotten"): You can request the deletion of your personal data under specific circumstances, such as when it is no longer needed or unlawfully processed.
- Right to Data Portability: If processing is based on consent or a contract and carried out by automated means, you can request to receive your data in a structured format or have it transferred to another controller.
- Right to Object: You may object to processing based on legitimate interests or public interest, especially in cases of direct marketing.
- Right to Withdraw Consent: You can withdraw your consent at any time, without affecting prior lawful processing.
- Right to Lodge a Complaint: You have the right to file a complaint with a supervisory authority if you believe your data is processed unlawfully.

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[**A. Privacy Notice of INNOCEAN X GmbH for the Website eu.drivingexperience.hyundai.com**](#)

[**B. Privacy Notice of INNOCEAN X GmbH for the Hyundai Driving Experience booking process**](#)

[**C. Privacy Notice of INNOCEAN X GmbH for the booking process of N TAXI**](#)

A. Privacy Notice of INNOCEAN X GmbH for the Website eu.drivingexperience.hyundai.com

1. Name and address of the controller & data protection officer

The controller within the meaning of the General Data Protection Regulation (GDPR), other data protection laws applicable in the Member States of the European Union and other provisions of a data protection nature is:

INNOCEAN X GmbH
Hanauer Landstrasse 121
60314 Frankfurt am Main
Germany

E-mail: service@hyundaiDrivingexperience.com

INNOCEAN X is currently not obligated to appoint a Data Protection Officer. For all data protection related enquiries, please contact us via the given contact details above.

2. Name and address of the data protection officer

The external data protection officer of IX is:

Herr Michael Gilmour
c/o NOTOS Xperts GmbH
Heidelberger Str.6
64283 Darmstadt

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E-Mail: innocean.dpo@notos-xperts.de

For all data protection related enquiries, please contact us via the given contact details above.

3. Definitions

The data protection information of INNOCEAN X is based on the definitions which have been used by the European directive in formulating the General Data Protection Regulation (GDPR). The data protection information of INNOCEAN X GmbH (hereinafter referred to as IX) should be easily read and understood not only by the general public but also by our customers and business partners. In order to ensure this, we would like to clarify in advance the definitions used.

In this data protection information and on our website, we use - amongst others - the following terms:

3.1 Personal data

Personal data is any information relating to an identified or identifiable natural person (hereafter "data subject"). Defined as identifiable is a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

3.2 Data subject

Data subject is each identified or identifiable natural person, whose personal data is processed by the controller for the processing.

3.3 Processing

Processing means any operation or set of operations which is carried out in connection with personal data - whether or not by automated means - such as collection, recording, organisation, structuring, storage,

adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

3.4 Restricting of the processing

Restricting of the processing is the marking of personal data as stored with the objective of restricting its processing in the future.

3.5 Profiling

Profiling is each type of the automated processing of personal data, which consists of this personal data being used to permit particular personal aspects relating to a particular natural person, and here in particular aspects in respect of work performance, economic situation, health, personal likes, interests, reliability, behaviour, place of residence or change of place of residence of this natural person to be evaluated, analysed or forecast.

3.6 Pseudonymization

Pseudonymization is the processing of personal data in such a way that the personal data can no longer be assigned to a specific data subject without the use of additional information, in so far as this additional information is kept in a special way and subjected to technical and organizational measures which ensure that the personal data cannot be assigned to an identified or identifiable natural person.

3.7 Controller or party responsible for the processing

Controller or party responsible for the processing (hereafter controller) is the natural person or legal entity, authority, institution or other post, which alone or together with others decides on the purposes and means of the processing of personal data. If the purposes and means of the processing are laid down in European Union legislation or the legislation of the member states, then the controller or the particular criteria of the appointment of this controller in accordance with European Union legislation or the legislation of the member states can be provided.

3.8 Processor

Processor is a natural person or legal entity, authority, institution or other post, which processes the personal data on the instructions of the controller.

3.9 Recipient

Recipient is a natural person or legal entity, authority, institution or other post to which personal data are disclosed regardless of whether this is a third party or not. However, authorities, which receive within the framework of a particular investigation order in accordance with European Union legislation or the legislation of the member states data which possibly may be/contain personal data, do not hold good as recipients.

3.10 Third party

Third party is a natural person or legal entity, authority, institution or other post with the exception of the data subject, the controller, the order processor and those persons which are authorized under the direct responsibility of the controller or of the order processor to process the personal data.

3.11 Consent

Consent is each declaration of will given voluntarily by the data subject for the definite case in an informed and unambiguous manner in the form of a declaration or other unambiguous confirmatory action, with which the data subject makes clear that he/she agrees to the processing of personal data relating to himself/herself.

4. General information on data processing; legal basis, purposes of processing, duration of storage, objection and possibility of erasure

4.1 General information on the legal basis

Where we obtain the consent of the data subject for the processing of personal data, Article 6(1)(a) of the EU General Data Protection Regulation (GDPR) serves as the legal basis for the processing of personal data.

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Art. 6 para. 1 lit. b GDPR serves as the legal basis for the processing of personal data required for the performance of a contract to which the data subject is a party. This also applies to processing operations that are necessary for the implementation of pre contractual measures.

Insofar as the processing of personal data is necessary to fulfil a legal obligation to which our company is subject, Art. 6 para. lit. c GDPR serves as the legal basis.

Art. 6 para. 1 lit. d GDPR serves as a legal basis in the event that vital interests of the data subject or another natural person necessitate the processing of personal data.

If the processing is necessary to safeguard a legitimate interest of our company or a third party and if the interests, fundamental rights and fundamental freedoms of the data subject do not outweigh the first-mentioned interest, Art. 6 para. 1 lit. f GDPR serves as the legal basis for the processing.

4.2 General information on data erasure and storage duration

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage no longer applies. In addition, the data may be stored if the European or national legislator has provided for this in EU regulations, laws or other provisions to which the person responsible is subject. The data shall also be blocked or deleted if a storage period prescribed by the aforementioned standards expires, unless it is necessary for further storage of the data for the conclusion or performance of a contract.

4.3 General information on processing on our website

Data protection, data security and secrecy protection have high priority for IX. The permanent protection of your personal data, your company data and your trade secrets is particularly important to us.

In principle, you can visit our website without providing any personal information. However, if you make use of the services of our company via our website, this requires the disclosure of your personal data. In general, we use the data communicated by you and collected by the website and the data stored during use exclusively for our own purposes, namely for the implementation and provision of our website and for the initiation,

implementation and processing of the services offered via the website (contract performance) and do not pass these on to outside third parties, unless there is an officially ordered obligation to do so. In all other cases, we will obtain your separate consent.

Your personal data will be processed in accordance with the requirements of the General Data Protection Regulation and in accordance with the country-specific data protection regulations applicable to IX. By means of this data protection note, we would like to inform you about the type, scope and purpose of the personal data processed by us. In addition, we will inform you of your rights by means of this data protection information.

IX has implemented technical and organizational measures to ensure adequate protection of personal data processed via this website. Nevertheless, Internet-based data transmissions can in principle have security gaps, so that absolute protection cannot be guaranteed.

5. Collection of general data and information

The website of IX collects a series of general data and information with each call-up of the website by a data subject or automated system. This general data and information is stored in the log files of the server. The following data may be collected: (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrer), (4) the sub-websites that are accessed via an accessing system on our website, (5) the date and time of an access to the website, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system and (8) other similar data and information that serve to avert danger in the event of attacks on our information technology systems.

When using these general data and information, IX does not draw any conclusions about the data subject. Rather, this information is needed (1) to deliver the contents of our website correctly, (2) to optimize the contents of our website and the advertising for these, (3) to ensure the long-term functionality of our information technology systems and the technology of our website, and (4) to provide law enforcement authorities with the information necessary for prosecution in the event of a cyber attack. Therefore, the IX

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analyzes anonymously collected data and information on one hand, and on the other hand, with the aim of increasing the data protection and data security of our enterprise, to ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from any personal data submitted by a data subject.

Legal basis

Art. 6 para. 1 lit. f GDPR (legitimate interest)

Storage purpose

The temporary storage of the IP address by the system is necessary to enable delivery of the website to the user's computer. For this purpose, the user's IP address must remain stored for the duration of the session.

Storage duration

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended.

In the case of storage of data in log files, this is the case after seven days at the latest. Storage beyond this

period is possible. In this case, the IP addresses of the users are deleted or alienated, so that an assignment of

the calling client is no longer possible. **Objection / opportunity for elimination**

No, since mandatory for operation of the website.

6. Contact

If you wish to contact us, you can do so via the channels provided on our website. These include the contact forms and the specified hotline.

For details regarding processing for contacting purposes, please refer to [section 5 of the booking process](#) privacy notice below

7. Newsletter; advertising

7.1 Newsletter

The newsletter is sent based on your application at the website in the modus of the double-opt-in process whereby at the time of the application for the newsletter the following data from the input mask is transmitted to us: - First name*

- Last name*

- E-mail address*

In addition, the following data will be collected at registration:

For the processing of the data your **consent** will be obtained within the framework of the registration process by way of the DoubleOpt-In procedure whereby reference is made to this data protection information.

In addition we will also inform you about Hyundai Products and Events, if you have given your consent for this purpose of processing.

7.2 Advertising

In addition, we reserve the right to store your first name and surname, your postal address and - in so far as we have received this additional information from yourself within the framework of the contractual relationship - your title, academic degree, year of birth and professional title, sector or business designation and to store this information for our own advertising purposes, e.g. for the sending of similar, interesting offers and information on our training offers per mail or per e-mail if you have stated your e-mail address.

7.3 Passing on to third parties

If you have consented to the processing of your data for the purpose of receiving a general newsletter, your data (e-mail address and name) will be shared with Hyundai Motor Europe and its associated distributors (e.g. Hyundai Motor Deutschland) until further notice in order to provide you with information about our products.

7.4 Right of objection and right of withdrawal

We draw explicit attention to your right of withdrawal (newsletter) and your right of objection (advertising) in accordance with sections 15.7 and 15. of this data protection information.

Legal foundation

Legal foundation for the processing of the data following the user requesting sending of the newsletter is - when the consent of the user is held - Article 6 Para. 1 lit. a GDPR.

(consent)

Storage purpose

The collection of the e-mail serves to permit the newsletter to be sent.

The collection of other personal data within the framework of the application process serves to prevent misuse of the services or of the e-mail used. The collection of other persona data within the framework of the application process serves to prevent abuse of the services or of the e-mail address used.

Storage duration

The date is deleted as soon as it is no longer necessary for achieving the purpose of their collection.

Accordingly, the e-mail address of the user is kept stored for as long as the subscription for the newsletter is active.

The other personal data collected within the framework of the application process is deleted as a rule after a period of seven days.

Objection / opportunity for elimination

The subscription for the newsletter can be terminated at any time by the relevant user. For this purpose, there is an appropriate deactivation link in each issue of the newsletter.

Terminating the subscription represents at the same time a revocation of the consent to the storing of personal data collected during the application process.

8. Cookies

Please refer to our [cookie policy](#).

9. Information about data processing on our Facebook-Fanpage

9.1 General

We operate a Facebook fan page for the Global Driving Experience at

https://www.facebook.com/pg/hyundai.drivingexperience/about/?ref=page_internal. As the operator of this Facebook page we are a joint Controller with the provider of the social network Facebook (Facebook Ireland Ltd.) in the sense of Art. 4 No. 7 of the General Data Protection Regulation (GDPR). When visiting the Facebook page, personal data of the page visitors are processed by both Controllers.

We have entered into a joint Controller agreement with Meta Platforms Inc. ([Page Controller Addendum](#)). With this agreement, Facebook acknowledges its joint responsibility with regard to so-called [Insights data](#) and assumes essential data protection obligations to inform data subjects, to ensure data security or to report data protection violations. In addition, the agreement stipulates that Facebook is primarily the point of contact for the exercise of data subjects' rights (Art. 15 - 22 GDPR). As the provider of the social network, Facebook alone has direct access to the necessary information and can also immediately take any necessary measures and

provide information. Should our support nevertheless be necessary, we can be contacted at any time. **9.2**

Use of Insights and Cookies

In connection with the operation of this Facebook fan page, we use the Insights feature of Facebook to obtain anonymized statistical information about the users of our Facebook fan page. Facebook provides information about the Insights and the Facebook fan pages, for example, through its [privacy policy](#).

In connection with your visit to this and other Facebook pages, Facebook also uses cookies and other similar storage technologies.

For more information about Facebook's use of cookies, please see their [cookie policy](#).

9.3 Comments and messages; participation in competitions

On this Facebook fan page, you can also comment on and rate entries and contact us via private messages or participate in competitions.

Legal basis

This Facebook Page is operated in order to present, interact and communicate with Facebook users and other interested persons and customers who visit the Facebook Page.

The processing of users' personal data is based on legitimate interests in an optimized presentation of the company and its products (Art. 6 para. 1 lit. f) GDPR) as well as in the participation in competitions or the answering of product application questions on the basis of a (preliminary) contractual relationship pursuant to Art. 6 para. 1 lit. b) GDPR.

Storage purpose

The processing of the information generated by Insights is intended to enable the operator of the Facebook fan page to obtain statistics that Facebook generates on the basis of visits to the Facebook fan page.

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For example, this may allow us to learn about the profiles of visitors who value the Facebook Page or use applications on the Page to provide more relevant content and develop features that may be of greater interest to them.

To help us better understand how our Facebook page can better serve our business goals, the information collected will also be used to create and provide demographic and geographic analyses. We may use this information to serve targeted interest-based advertisements without immediately knowing the identity of the visitor. If visitors use Facebook on several devices, the collection and analysis can also be carried out across devices if the visitors are registered and logged in to their own profile. The created visitor statistics are only transmitted to us in anonymized form. We have no access to the underlying data.

Furthermore, we use our Facebook page to communicate with customers, interested parties and Facebook users and to provide information about them and their products. In this context, we may receive additional information, for example, because of user comments, private messages, or because you follow them or share their content. This information is processed solely for the purpose of communication and interaction with you.

Storage duration

Your data will be erased if the purpose is no longer applicable, provided that there is no obligation to retain them.

Possibility of removal & objection

Under the [settings for advertising preferences](#), Facebook users can influence the extent to which their user behavior may be recorded when visiting the Facebook page. Further options are offered by the [Facebook settings](#) or the [right of objection form](#).

9.4 Transfer of data

It cannot be ruled out that some of the information collected may also be processed outside the European Union by Facebook Inc. based in the USA. Facebook Inc. has subjected itself to the standard contractual clauses of the EU Commission and thus guarantees a lawful transfer of data.

We do not share any personal information obtained through our Facebook page.

9.5 Information on contact options

For further information on our contact details, including those of our data protection officer, the rights of data subjects vis-à-vis us and how we process personal data in other respects, please refer to the relevant sections of this data protection declaration. **10. Information about data processing on our Instagram-Fanpage**

10.1 General

We operate a Instagram fan page for the Global Driving Experience at

<https://www.instagram.com/hyundai.driving.experience/>. As the operator of this Instagram page, we, together with the provider of the social network Instagram (Meta Platforms Inc.), are responsible within the meaning of Art. 4 No. 7 of the General Data Protection Regulation (GDPR). When visiting our Instagram page, personal data of the page visitors are processed by both controllers.

We have concluded an agreement with Instagram on joint data protection controllership ([Page Controller Addendum](#)). With this agreement, Instagram acknowledges its joint responsibility with regard to so-called [Insights data](#) and assumes essential data protection obligations to inform data subjects, to ensure data security or to report data protection violations. In addition, the agreement stipulates that Facebook is primarily the point of contact for the exercise of data subjects' rights (Art. 15 - 22 GDPR). As a provider of the social network, Instagram alone has direct access to the required information and can also immediately take any necessary measures and provide information. Should our support nevertheless be necessary, we can be contacted at any time.

10.2 Use of Insights and Cookies

In connection with the operation of this Instagram fan page, we use the Insights function of Instagram to obtain anonymous statistical data on the users of our Instagram fan page. Instagram provides information on the insights and Instagram fan pages, for example, through its [privacy policy](#).

In connection with visiting our and other Facebook Fan pages, Facebook also uses cookies and other similar storage technologies.

For more information about Facebook's use of cookies, please see [Instagram's cookie policy](#).

10.3 Comments and messages; participation in competitions

On our Instagram fan page you also have the opportunity to comment on our contributions, rate them and get in touch with us via private messages or take part in competitions.

Legal foundation

We operate this Instagram Page to present, interact and communicate with Instagram users, other interested persons and our customers who visit our Instagram Page. The processing of users' personal data takes place on the basis of our legitimate interests in an optimized company and product presentation (Art. 6 Para. 1 lit. f GDPR) as well as when participating in competitions or answering product application questions on the basis of a (pre-)contractual relationship pursuant to Art. 6 Para. 1 lit. b) GDPR.

Storage purpose

The processing of the information generated by Insights is intended to enable us, as the operator of the Instagram fan page, to obtain statistics that Instagram generates on the basis of visits to our Instagram fan page. The purpose of this is to control the marketing of our activities. For example, it allows us to learn about the profiles of visitors who value our Instagram Page or use applications on the Page to provide them with more relevant content and develop features that may be of greater interest to them.

To better understand how our Instagram page can help us better achieve our business goals, we also use the information we collect to create demographic and geographic reports that we provide to us. We may use this information to serve targeted, interest-based advertisements without immediately obtaining knowledge of the visitor's identity. If visitors use Instagram on several end devices, the recording and evaluation can also be carried out across devices if they are registered visitors logged into their own profile.

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The visitor statistics created are transmitted to us exclusively in anonymous form. We do not have access to the underlying data.

We also use our Instagram page to communicate with our customers, prospects and Instagram users and to inform them about us and our products.

In this context we may receive further information, e.g. from user comments, private messages or because you follow us or share our content. The processing takes place exclusively for the purpose of communication and interaction with you.

Storage duration

Your data will be deleted if it is not used for the purpose for which it was collected, as long as there is no obligation to retain it.

Objection / opportunity for elimination

Instagram users can influence the extent to which their user behavior is captured when they visit our Instagram page under [Advertising Preference Settings](#). Further possibilities are offered by the [Instagram settings](#) or the right of [objection form](#).

It cannot be ruled out that some of the information collected may also be processed outside the European Union by Meta Platforms

Inc., based in the USA.

Meta has subjected itself to the standard contractual clauses adopted by the EU Commission and thus undertakes to comply with European data protection requirements.

We ourselves do not pass on any personal data that we receive via our Instagram page.

For further information on our contact data, including our data protection officer, the rights of data subjects vis-à-vis us and

how we process personal data, please refer to the relevant sections of this data protection declaration.

11. YouTube channel

We link YouTube videos on our website. We have no influence on the data collection by YouTube and are not responsible for this. For more information about the processing of your personal data by YouTube, please refer to YouTube's privacy policy: <https://policies.google.com/privacy?hl=en>

We use a YouTube channel under the address:

https://www.youtube.com/channel/UCxuJhEiEcaW5iRwOG8fMAig/about?view_as=subscriber owned by Google Ireland Limited, Gordon House, Barrow St, Dublin, D04 E5W5, Ireland. We would like to point out that you use the YouTube channel offered here and its functions on your own responsibility.

This applies in particular to the use of the "discussion" function. Information about which data is processed by Google and for what purposes it is used can be found in Google's privacy policy:

<https://policies.google.com/privacy?hl=en-US#infocollect>

We have no influence on the type and scope of the data processed by Google, the type of processing and use or the transfer of this data to third parties. We also have no effective means of control in this respect. When you use Google, your personal data will be collected, transferred, stored, disclosed and used by Google and, in doing so, transferred to, stored and used in the United States, Ireland and any other country in which Google does business, regardless of where you live. It is transferred to Google's affiliated companies and other trusted companies or individuals who process it on Google's behalf.

On the one hand, Google processes your voluntarily entered data such as name and username, e-mail address, telephone number. Google also processes the content that you create, upload or receive from others when using the services. This includes, for example, photos and videos that you store, documents and spreadsheets that you create, and comments that you post to YouTube videos. Google also evaluates the content you share based on what topics you are interested in, stores and processes confidential messages that you send directly to other users, and can determine your location based on GPS data, wireless network information, or your IP

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address to send you advertising or other content. Google may use analysis tools such as Google Analytics for evaluation purposes. We have no influence on the use of such tools by Google and have not been informed about such potential use. If tools of this type are used by Google for our YouTube channel, we have not commissioned or otherwise supported this in any way.

Nor are the data obtained from the analysis made available to us. Furthermore, we have no way of preventing or stopping the use of such tools on our YouTube channel. Finally, Google also receives information when you view content, for example, even if you have not created an account. This so-called "log data" may include your IP address, browser type, operating system, information about the website and pages you previously visited, your location, your mobile operator, the device you are using (including device ID and application ID), the search terms you used, and cookie information. You can limit the processing of your information by going to the general settings for your Google Account. In addition to these tools, Google also offers specific privacy settings for YouTube. You can learn more about this in Google's Privacy Guide for Google products:

<https://policies.google.com/technologies/productprivacy?hl=en-US>.

For more information on these points, please refer to the Google Privacy Policy under the heading "Your Privacy

Controls": <https://policies.google.com/privacy?hl=en-US#infochoices>. You may also request information using the Google Privacy Help Center: https://support.google.com/policies/troubleshooter/757578_visit_id=6370545323842999142421490167&hl=en&rd=2.

We also process your data when you communicate with us via YouTube. The processing is carried out for the purposes of customer retention, customer information and advertising (Art. 6 para. 1 lit. f GDPR).

The recipient of the data is initially Google, where they may be passed on to third parties for their own purposes and under the responsibility of Google.

The recipient of publications is also the public, i.e. potentially everyone.

12. Google Analytics

We have integrated the Google Analytics component (with anonymization function) on this website. The operating company of the Google Analytics component is Google Inc, 160 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. Google Analytics is a web analysis service. Web analysis is the collection, storage and analysis of data about the behavior of website visitors. The purpose of the Google Analytics component is to analyze the traffic of visitors to our website. Google uses the data and information obtained to, among other things, evaluate the use of our website, to compile online reports for us showing the activities on our website and to provide other services related to the use of our website.

Google Analytics sets a cookie on the information technology system of the data subject. Setting the cookie enables Google to analyze the use of our website. Each time one of the individual pages of this website operated by us and on which a Google Analytics component has been integrated is called up, the internet browser on the information technology system of the data subject is automatically caused by the respective Google Analytics component to transfer data to Google for the purpose of online analysis. As part of this technical process, Google obtains knowledge of personal data, such as the IP address of the data subject, which Google uses, among other things, to track the origin of visitors and clicks and subsequently to enable commission settlements.

By means of the cookie, personal information, for example the access time, the location from which an access originated and the frequency of visits to our website by the data subject, is stored. Each time the data subject visits our website, this personal data, including the IP address of the internet connection used by the data subject, is transferred to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may share this personal data collected via the technical process with third parties.

We use the addition "_gat._anonymizeIp" for web analysis via Google Analytics. This means that the IP address of the internet connection of the data subject is shortened and anonymised by Google if access to our website is from a member state of the European Union or from another state party to the Agreement on the European Economic Area.

We obtain your consent for the operation of Google Analytics on this website. You can withdraw your consent at any time by changing your cookie settings. For more information, please refer to our [Cookie Policy](#).

Further information and the applicable Google privacy policy can be found at

<https://policies.google.com/privacy?hl=en-US> and at

<https://marketingplatform.google.com/about/analytics/terms/us/>.

Google Analytics is explained in more detail under this link

https://marketingplatform.google.com/intl/en_uk/about/analytics/.

13. Google Tag Manager

Google Tag Manager is a solution that allows us to manage website tags through one interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not collect any personal data. The tool triggers other tags, which in turn may collect data. Google Tag Manager does not access this data. If Google Tag Manager has been deactivated at the domain or cookie level, this deactivation remains in place for all tracking tags implemented with Google Tag Manager. If you do not wish to use Google Tag Manager, please change your settings in our [Cookie Policy](#).

14. Google My Business

We also use the Google My Business feature of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google") to provide a business listing for the Global Driving Experience. Google My Business is a platform provided by [Google](#) that aggregates various services from the Google Group and provides users with direct access to them via a dashboard. These include [Google Analytics](#), Google Maps and [YouTube](#). With the product [Google My Business](#), companies can present themselves in [Google search](#) and [Google Maps](#).

Google My Business can recognize the location of a user by means of the [IP address](#). This data processing is carried out in accordance with Art. 6 Para. 1 S.1 lit.f GDPR on the basis of the legitimate interests of Google.

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For the purpose and scope of data collection and the further processing and use of data by Google, as well as your rights and setting options for the protection of your privacy, please refer to [Google's data protection information](#).

15. Vimeo (Livestream „Dare to dream“)

On our website, we operate a livestream of a 24H race of the Hyundai Driving Experience under the name "Dare to dream". For this purpose, we use the services of the video platform Vimeo, which is provided by Vimeo, LLC, headquartered at 555 West 18th Street, New York, New York 10011, USA. With the help of a code snippet, we can thus make the video material of the event directly available to you. In the process, your personal data is transferred to vimeo servers in the USA. We have concluded standard contractual clauses with Vimeo and therefore have a legal basis for the transfer.

The stream is available on the Vimeo platform, but at the same time also on our website through an embedded iFrame. When an embedded vimeo video is called up on our website, your browser connects to the servers of vimeo. This results in a data transfer. This data is stored and processed on the vimeo servers, regardless of whether you have a vimeo account or not. The personal data processed includes IP address, technical info about the browser type, operating system or basic device information. Furthermore, vimeo stores information on which web site the vimeo service is used and which actions (web activities) are performed on the web site. These web activities include, for example, session duration, bounce rate or which button you clicked on. These actions can be tracked and stored by vimeo using cookies and similar technologies.

If you are logged in to vimeo as a registered member, more data can usually be collected because more cookies may have already been set in your browser. In addition, the actions on the website are directly linked to your vimeo account. To prevent this, you must log out of vimeo while "surfing" the website.

Vimeo is the controller under data protection law for the collection and processing of personal data. The legal basis for the processing is your consent pursuant to Art. 6 para. 1 lit. a GDPR. For information on data protection at Vimeo, please visit the [privacy policy](#)

16. Your rights

If personal data is processed by you, you are the data subject within the meaning of the GDPR and you are entitled to the following rights towards the data controller:

16.1 Right of access

You can obtain confirmation from the data controller as to whether or not personal data concerning you will be processed by us.

In the event of such processing, you may request the following information from the data controller:

- (1) the purposes of the processing;
- (2) the categories of personal data concerned;
- (3) the recipients or categories of recipient to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations;
- (4) where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;
- (5) the existence of the right to request from the controller rectification or erasure of personal data or restriction of processing of personal data concerning the data subject or to object to such processing;
- (6) the right to lodge a complaint with a supervisory authority;
- (7) where the personal data are not collected from the data subject, any available information as to their source;

(8) the existence of automated decision-making, including profiling, referred to in Article2(1) and (4) GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

You have the right to request information as to whether the personal data concerning you will be transferred to a third country or to an international organisation. In this context, you may request to be informed of the appropriate guarantees pursuant to Art. 46 GDPR in connection with the transfer.

16.2 Right to rectification

You have the right to have your personal data rectified and/or completed by the data controller if the personal data processed concerning you is inaccurate or incomplete. The data controller must carry out the rectification immediately.

16.3 Right to restriction of processing

Under the following conditions, you may request that the processing of your personal data be restricted:

- (1) if you dispute the accuracy of the personal data concerning you for a period which enables the person responsible to verify the accuracy of the personal data;
- (2) the processing is unlawful and you refuse to delete the personal data and instead request that the use of the personal data is to be restricted;
- (3) the controller no longer needs the personal data for the purposes of the processing, but you need them for the assertion, exercise or defence of legal claims, or

(4) if you have objected to the processing pursuant to Art. 21 para. 1 GDPR and it has not yet been established whether the legitimate reasons of the data controller outweigh your reasons.

Where the processing of personal data concerning you has been restricted, such data may not be processed, with the exception of their storage, without your consent or for the purpose of asserting, exercising or

defending rights or protecting the rights of another natural or legal person or for reasons of an important public interest of the Union or of a Member State.

If the processing restriction has been limited in accordance with the above conditions, you will be informed by the controller before the restriction is lifted.

16.4 Right to erasure

16.4.1 Obligation to erase personal data

You may request the data controller to delete the personal data concerning you immediately and the data controller is obliged to delete this data immediately if one of the following reasons applies:

- (1) The personal data relating to you are no longer necessary for the purposes for which they were collected or otherwise processed.
- (2) You withdraw your consent on which the processing pursuant to Art. 6 para. 1 lit. a or Art. 9 para. 2 lit. a GDPR was based and there is no other legal basis for the processing.
- (3) You object to the processing pursuant to Art. 21 para. 1 GDPR and there are no overriding legitimate reasons for the processing or you object to the processing pursuant to Art. 21 para. 2 GDPR.
- (4) The personal data have been processed unlawfully.
- (5) The erasure of your personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which the controller is subject.
- (6) The personal data relating to you have been collected in relation to information society services offered pursuant to Article 8(1) GDPR.

16.4.2 Information to third parties

If the data controller has made the personal data concerning you public and is obliged to delete them in accordance with Art. 17 para. 1 GDPR, he shall take appropriate measures, also of a technical nature, taking into account the available technology and the implementation costs, to inform the data controllers who process the personal data that you as the data subject have requested them to delete all links to this personal data or copies or replications of this personal data.

16.4.3 Exceptions

The right to erasure does not apply if the processing is necessary

- (1) for exercising the right of freedom of expression and information;
- (2) for compliance with a legal obligation which requires processing by Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- (3) for reasons of public interest in the area of public health in accordance with points (h) and (i) of Article 9(2) as well as Article 9(3) GDPR;
- (4) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) GDPR in so far as the right referred to in paragraph 1 is likely to render impossible or seriously impair the achievement of the objectives of that processing; or
- (5) for the establishment, exercise or defence of legal claims.

16.5 Notification obligation

If you have exercised your right to rectify, erase or limit the processing of your personal data against the controller, the latter is obliged to notify all recipients to whom the personal data concerning you have been

disclosed of such rectification, erasure or limitation, unless this proves impossible or involves a disproportionate effort.

You have the right to be informed of such recipients by the data controller.

16.6 Right to data portability

You have the right to receive the personal data concerning you that you have provided to the data controller in a structured, common and machine-readable and interoperable format. In addition, you have the right to communicate this data to another controller without being hindered by the controller to whom the personal data was provided, provided that

- (1) the processing is based on a consent pursuant to Art. para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR or on a contract pursuant to Art. 6 para. 1 lit. b GDPR and
- (2) the processing is carried out by automated means.

In exercising this right, you also have the right to request that the personal data be transferred directly from one controller to another controller, insofar as this is technically feasible. Freedoms and rights of other persons must not be affected by this.

The right to data portability does not apply to the processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

16.7 Right to object

You have the right, for reasons arising from your particular situation, to object at any time to the processing of your personal data on the basis of Art. 6 para. 1 lit. e or f GDPR; this also applies to profiling based on these provisions.

The data controller will no longer process the personal data concerning you unless he can prove compelling grounds for processing worthy of protection which outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

If the personal data concerning you are processed for the purpose of direct marketing, you have the right to object at any time to the processing of the personal data concerning you for the purpose of such advertising; this also applies to profiling insofar as it is connected with such direct marketing.

If you object to processing for direct marketing purposes, the personal data concerning you will no longer be processed for such purposes.

You have the possibility to exercise your right of objection through automated procedures using technical specifications in connection with the use of Information Society services, notwithstanding Directive 2002/58/EC.

16.8 Right to withdrawal of the data protection declaration of consent

You have the right to withdrawal of your declaration of consent under data protection law at any time and without stating reasons. In the event of revocation, we will immediately delete your personal data and no longer process it. The withdrawal of your consent does not affect the legality of the processing carried out on the basis of your consent until you withdrew your consent.

16.9 Automated individual decision-making, including profiling

You have the right not to be subject to any decision based solely on automated processing, including profiling, that has any legal effect on you or similarly significantly affects you. This does not apply if the decision

- (1) is necessary for the conclusion or performance of a contract between you and the controller,
- (2) is authorised by legislation of the Union or of the Member States to which the controller is subject and contains appropriate measures to safeguard your rights and freedoms and your legitimate interests; or

(3) with your express consent.

However, these decisions may not be based on special categories of personal data pursuant to Art. 9 para. 1 GDPR, unless Art. para. 2 lit. a or g applies and appropriate measures have been taken to protect the rights and freedoms as well as your legitimate interests.

In the cases referred to in (1) and (3), the controller shall take reasonable steps to safeguard the rights and freedoms and your legitimate interests, including at least the right of the controller to obtain the intervention of a person, to present his or her point of view and to contest the decision.

16.10 Right of appeal to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you shall have the right to complain to a supervisory authority, in particular in the Member State of your residence, place of work or place of presumed infringement, if you consider that the processing of your personal data is in breach of the GDPR.

The supervisory authority with which the complaint was lodged shall inform the complainant of the status and outcome of the complaint, including the possibility of a judicial remedy under Article 78 GDPR.

B. Privacy Notice of INNOCLEAN X GmbH for the Hyundai Driving Experience booking process

On this website you have the possibility to buy tickets for the following events:

- Hyundai Driving Experience (consisting of Track Experience, Winter Experience, N-Experience, E-Experience, N-Taxi (also see section C specifically)).

The following information relates to the process of booking (payment and settlement) of tickets in relation to the Hyundai Driving Experience.

1. Controller and data protection officer

Hyundai Driving Experience



The external data protection officer of IX is:

Herr Michael Gilmour
c/o NOTOS Xperts GmbH
Heidelberger Str.6
64283 Darmstadt

E-Mail: innocean.dpo@notos-xperts.de

2. Account registration

To register an account on the Hyundai Driving Experience website, you must provide personal information. The following information is required:

- First name
- Last name
- E-mail address
- Password

Alternatively, you can also register via your Google account. In this case, you will be redirected to a Google login page and log in to your Google account. By logging in, you agree that Google may share your name, email address, language preference and profile picture with us. Google is controller for this processing.

Legal basis:

- Art. 6 para. 1 lit. b GDPR (contract fulfillment) Purposes of processing:
- Registration of a user account (e.g. to place orders)
- Establishment of identity

3. Account management

Hyundai Driving Experience



After successful registration, you can manage your account and the information specified in it. In particular, you can indicate and change your billing address. The following personal data will be processed from you in this context:

- Country
- First name
- Last name
- Company (optional)
- Street and house number
- Address suffix (optional)
- ZIP CODE
- City (town)
- Phone number

In addition, you can specify within your account management whether you would like to receive advertising from us by e-mail.

Legal basis:

- Art. 6 para. 1 lit. b GDPR (Contract fulfillment) – for order execution - Art- 6 para 1. lit. a GDPR (Consent) for email-advertisement purposes.

Purposes of processing:

- Management of account information and user preferences

Contact Info:

eMail (Service): service@hyundaiDrivingexperience.com
website: eu.drivingexperience.hyundai.com

4. Ordering tickets

4.1 Ordering process

On our website you have the possibility to book tickets for the Hyundai Driving Experience. The following events are part of the Hyundai Driving Experience:

- Track Experience
- Winter Experience
- N-Experience
- E-Experience

Booking is done via a designated button on our website (e.g. "Book your seat"). When you click on such a button, you will be redirected to a booking page where you can make your selection. First, you select the type of event you want. Then you select a route and a date. The available events will be displayed.

You have the possibility to add an event to the shopping cart. You can manage the shopping cart (add or remove events).

Afterwards you can go to checkout.

To order your ticket bindingly, you must register participants. The following personal data of the participant will be processed in this context:

- First name
- Last name

Hyundai Driving Experience



- E-mail address

If you do not want the participant to be informed about his registration (gift), you can set an appropriate check mark for this. To make your booking binding, you must confirm the applicability of the following documents:

- Information about travel rights
- Liability notice and disclaimer
- Declaration of Participation Legal basis:

Art. 6 para. 1 lit. b GDPR (Contract fulfillment) Purposes of processing:

- Execution and processing of the order

4.2 Ordering vouchers

You have the possibility to order vouchers for the Hyundai Driving Experience. The ordering process takes place in the Hyundai

Finance rewards store (<https://hyundaifinance-pluspunkt.de/>), which is operated by Buben & Mädchen GmbH, In der Dalheimer Wiese 20, 55120 Mainz. We have no influence on the processing of your personal data within the rewards store and are not responsible for it. After you have ordered your voucher in the premium store, we receive the voucher as well as a delivery note with your personal data. We send this information to you so that you can book an event on our website.

Legal basis:

Art. 6 para. 1 lit. b GDPR (Contract fulfillment) Purposes of processing:

- Execution and processing of the order
- Issuing vouchers

Hyundai Driving Experience



5. Payment processing

For payment processing, we use authorized payment service providers. The various payment options are described below from a data protection perspective.

We.eM is Controller in the sense of Art. 4 nr. 7 GDPR for processing operations of payments related to orders of tickets for Hyundai Driving Experience (consisting of Track Experience, Winter Experience, N-Experience, E-Experience).

5.1 Credit card payment

Should you choose to pay by credit card (e.g. Visa, Mastercard or American Express), the following information will be collected:

- Card number
- Cardholder (Name)
- Expiration date (MM/YY)
- Check digit

The respective card issuer is responsible for processing your personal data. We will be informed about the success of the payment (executed/rejected). Please refer to the privacy policy of the respective card issuer, usually found on their website.

5.2 Shop Pay Payment

Should you decide to pay via Shop Pay, your web browser will establish a connection to the Shop Pay server.

The provider of Shop

Hyundai Driving Experience



Pay, namely Shopify International Limited, Victoria Buildings, 2nd Floor, 1-2 Haddington Road, Dublin 4, D04 XN32, Ireland, is responsible for processing your personal data. Please refer to Shopify's privacy policy: <https://www.shopify.de/legal/datenschutz.>

5.3 Payment via Apple Pay

Should you decide to pay via Apple Pay, your web browser will establish a connection to Apple's server. For the processing of your personal data is Apple Inc. One Apple Park Way, Cupertino, CA 95014, United States of America. Please refer to Apple's privacy policy: <https://www.apple.com/legal/privacy/en-ww/>.

5.4 Payment via Google Pay

Should you decide to pay via Google Pay, your web browser will establish a connection to Google's server. Google Ireland Limited Gordon House, Barrow Street Dublin 4, Ireland is responsible for processing your personal data. Please refer to Google's privacy policy for more information:

https://payments.google.com/payments/apis-secure/get_legal_document?ldo=0&lct=privacynote&ldl=en-GB.

5.5 Payment by Klarna Sofort (bank transfer)

Should you choose to pay by Klarna Sofort (bank transfer), your information will be shared with the service provider Klarna Bank AB (publ), Sveavägen 46, 111 34 Stockholm, Sweden. Klarna is responsible for processing your personal data in this context. Please refer to Klarna's privacy policy for more information:

<https://www.klarna.com/pay-now/privacy-policy/>.

Legal basis:

- Art. 6 para. 1 lit. b GDPR (Contract fulfillment) Purposes of processing:
- Payment and Order execution

6. Contact form, hotline and e-mail contact

Hyundai Driving Experience



On the booking page there is a contact form, which can be used for electronic contact. If a user takes advantage of this option, the data entered in the input mask will be transmitted to us and stored. These data categories are:

- Name
- Email address*
- Message*

*Compulsory fields

The following data is also stored at the time the message is sent:

- The IP address of the user
- Date and time of dispatch

Alternatively, it is possible to contact us via the provided e-mail address or our hotline. In this case, the data will be stored automatically (e-mail) or recorded by us and stored manually.

In this context, the data will not be passed on to third parties. The data is used exclusively for processing the conversation. However, it may be necessary for us to pass on your data to certain service providers exclusively for a specific purpose and as part of our services for contacting you.

Legal basis

The legal basis for the processing of data in the case of inquiries via e-mail, , the contact form or our hotline is usually Art. 6 para. 1 lit. b. GDPR

(Contract fulfillment; Pre-contractual measures);

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Art. 6 para. 1 lit. c. GDPR (fulfillment of a legal obligation, e.g. answering questions about data protection) and otherwise Art. 6 para. 1 lit. f GDPR (legitimate interest).

Storage purpose

The processing of personal data from the e-mail or from the contact mask or the telephone contact serves us solely to process the contact. This is also the necessary legitimate interest in the processing of the data.

Storage duration

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. This is the case when the respective conversation with the user has ended. The conversation is ended when the circumstances indicate that the matter in question has been conclusively clarified.

The foregoing shall not apply if the correspondence is subject to a retention obligation under commercial law..

Objection / elimination possibility

The user has the option to object to the storage of his personal data at any time. In such a case, the conversation cannot be continued.

C. Specific Privacy Notice of INNOCEAN X for the booking process of N TAXI

On our website (<https://eu.drivingexperience.hyundai.com/de>) you have the possibility to buy tickets for the following events:

- N Taxi

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The following information relates to the process of booking (ordering, payment and processing) tickets for N Taxi.

1. Controller and data protection officer

The external data protection officer of IX is:

Herr Michael Gilmour
c/o NOTOS Xperts GmbH
Heidelberger Str.6
64283 Darmstadt

E-Mail: innocean.dpo@notos-xperts.de

2. Registering an account

You can register an account on the Hyundai Driving Experience website. To register an account, you must provide personal data. The following personal data is required:

- First name
- Surname
- E-mail address
- password

Alternatively, you can also register via your Google account. In this case, you will be redirected to a Google login page and log in to your Google account. By logging in, you consent to Google sharing your name, email address, language settings and profile picture with us. Google is independently responsible for this processing.

Legal basis:

Art. 6 para. 1 lit. b GDPR (fulfillment of contract)

Purposes of the processing:

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- Registration of a user account (e.g. to place orders)
- Identification

3. Account management

Once you have successfully registered, you can manage your account and the information it contains. In particular, you can enter and change your billing address. The following personal data will be processed by you in this context:

- Country
- First and last name
- Company (optional)
- Street and house number
- Address suffix (optional)
- Zip code
- City
- Phone number

You can also specify within your account management whether you would like to receive advertising from us by e-mail.

Legal basis:

Art. 6 para. 1 lit. b GDPR (fulfilment of contract) in the context of processing of the order

Art. 6 para. 1 lit. a GDPR (consent) in the context of the receipt of advertising

Emails Purposes of the processing:

Management of account information and preferences

Hyundai Driving Experience



4. Ordering tickets

4.1 Online ordering process

You can book tickets for the N Taxi event on our website.

4.1.1 Online booking process

The booking is made via a button provided for this purpose on our website (e.g. "Book your seat"). When you click on such a button, you will be redirected to a booking page where you can make your selection. First select the desired event type. Then select a date and start time, the number of participants and the desired vehicle. The available events will be displayed. You must then complete the associated registration form. Personal data will be collected for the purpose of registering the main participant and all other participants for verification during the event. The following personal data will be collected from the respective main participant:

- First and last name
- E-mail address
- Preferred language
- Country
- Address data
- Zip code
- Information regarding the age of the participant

It is also necessary to provide the personal data of the other participants. The following personal data of the respective other participants will be processed:

- First and last name
- E-mail address
- Preferred language
- Information regarding the age of the participant

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4.1.2 Check-in and consent form

When tickets are ordered by the main participant as part of an online order, check-in emails are sent to other participants once the order has been completed. The purpose of this mailing is to confirm the applicability of the required documents in order to complete the ordering process and issue the tickets effectively. To place a binding order for your tickets, you must confirm the applicability of the following documents:

- Information about travel rights
- Risk notice and disclaimer
- Conditions of participation

The main participant can confirm the applicability of these documents directly in the respective online form. After completing the order process, the other participants will receive a check-in email to the email address provided so that they can give their consent separately and independently. To give your consent, after clicking on the "Check-In" button you will be redirected to the associated consent form, through which you can give your consent to the following documents and processes:

- Recording of video and photo material
- Risk notice and disclaimer
- Conditions of participation

In order to be able to assign the consent you have given to your person, it is necessary to provide your personal data. If you have already reached the age of 14, the personal data concerned by the processing is:

- First and last name
- E-mail address
- Country
- Zip code
- Phone number

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If you as a participant have not yet reached the age of 14, a declaration of consent from a legal guardian is required for the documents and processing procedures. In this context, the following personal data will be processed:

- First and last name of the minor
- Date of birth of the minor
- First and last name of the legal guardian
- Signature of the legal guardian

We expressly point out that the processing of personal data of underage participants is excluded.

Legal bases:

Art. 6 para. 1 lit. b GDPR (fulfillment of a contract - transmission of the check-in email)

Art. 6 para. 1 lit. a GDPR (consent - creation of video and photo

recordings)

Purposes of the processing:

Execution and processing of the order

4.2 On-site ordering

You also have the option of ordering tickets for the N Taxi on site as part of the event. In this case, your personal data will be processed on site by the organizer for the purposes of registration and ordering. The personal data affected by the processing is as follows:

- First and last name
- Phone number
- Date of birth

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- Address data
- Zip code
- Helmet size
- Preferred language
- Property as owner of a Hyundai car (optional)

Following the order process, both the main participant and the additional participants will receive a check-in email (see section 4.1.2 of this privacy policy) to the email address provided in order to confirm the applicability of the documents. Confirmation of these documents is required for the registration to be valid. These are the following documents:

- Information about travel rights
- Risk notice and disclaimer
- Conditions of participation

After completing the order process, participants will receive a check-in email to the email address provided so that they can give their consent separately and independently. After clicking on the "Check-In" button, you will be redirected to the associated consent form through which you can give your consent to the named documents and processes:

In order to be able to assign your consent to your person, it is necessary to provide your personal data. If you have already reached the age of 14, the personal data concerned by the processing is:

- First and last name
- E-mail address
- Country
- Zip code
- Phone number

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If you as a participant have not yet reached the age of 14, a declaration of consent from a legal guardian is required for the documents and processing procedures. In this context, the following personal data will be processed:

- First and last name of the minor
- Date of birth of the minor
- First and last name of the legal guardian

Furthermore, photographs may be taken of you as part of your participation in the N Taxi Event. We expressly point out that the prerequisite for the creation of such photographs is your express consent in accordance with Art. 6 para. 1 lit. a GDPR. We exclude the creation of photographs in the absence of your consent.

Legal basis

- Art. 6 para. 1 lit. b GDPR (fulfillment of contract) in the context of ordering tickets
- Art. 6 para. 1 lit. a GDPR (consent) in the context of the creation of photographs

Purposes of the processing:

Execution and processing of the order

4.3 Ordering vouchers

You have the option of ordering vouchers for the N Taxi event. The ordering process takes place in the Hyundai Finance rewards store (<https://hyundaifinance-pluspunkt.de/>), which is operated by Buben & Mädchen GmbH, In der Dalheimer Wiese 20, 55120 Mainz. We have no influence on the processing of your personal data within the rewards store and are not responsible for it. After you have ordered your voucher in the rewards store, we will receive the voucher and a delivery bill with your personal data. We will send you this information so that you can book an event on our website.

Legal basis:

Art. 6 para. 1 lit. b GDPR (fulfillment of contract)

Purposes of the processing:

- Execution and processing of the order
- Issue of vouchers

5. Payment processing

We use authorized payment service providers for payment processing. The various payment options are described below from a data protection perspective.

INNOCEAN X is the controller within the meaning of Art. 4 No. 7 GDPR for the processing of payment transactions relating to orders for "N TAXI" tickets.

5.1 Payment by credit card

If you decide to pay by credit card (e.g. Visa, Mastercard or American Express), the following information will be collected:

- Card number
- Cardholder (name)
- Expiry date (MM/YY)
- Check digit

The respective card issuer is responsible for processing your personal data. We are informed about the success of the payment (executed/rejected). Please refer to the data protection information of the respective card issuer, which can usually be found on their website.

5.2 Payment via Shop Pay

If you decide to pay via Shop Pay, your web browser will establish a connection to the Shop Pay server. The provider of Shop Pay, namely Shopify International Limited, Victoria Buildings, 2nd Floor, 1-2 Haddington Road,

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Dublin 4, D04 XN32, Ireland, is responsible for processing your personal data. Please refer to Shopify's privacy policy: <https://www.shopify.de/legal/datenschutz>.

5.3 Payment via Apple Pay

If you decide to pay via Apple Pay, your web browser will establish a connection to Apple's server. Apple Inc. One Apple Park Way, Cupertino, CA 95014, United States of America is responsible for processing your personal data. Please refer to Apple's privacy policy: <https://www.apple.com/de/privacy/>.

5.4 Payment via Google Pay

If you decide to pay via Google Pay, your web browser will establish a connection to the Google server. Google Ireland Limited Gordon House, Barrow Street Dublin 4, Ireland is responsible for the processing of your personal data. Please refer to Google's data protection information: https://payments.google.com/payments/apis-secure/get_legal_document?ldo=0&ldt=privacynote&ldl=de.

5.5 Payment by Klarna Sofort (bank transfer)

If you choose to pay by Klarna Sofort (bank transfer), your information will be passed on to the service provider Klarna Bank AB (publ), Sveavägen 46, 111 34 Stockholm, Sweden. Klarna is responsible for the processing of your personal data in this context.

Please refer to Klarna's data protection information:

<https://www.klarna.com/sofort/datenschutz/>.

Legal basis:

Art. 6 para. 1 lit. b GDPR (fulfillment of contract)

Purposes of the processing:

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Payment and order processing

6. Contact form, hotline and e-mail contact

There is a contact form on the booking page which can be used to contact us electronically. If a user makes use of this option, the data entered in the input mask will be transmitted to us and stored. These data are

- Name
- E-mail address*
- Message*

*Mandatory fields

The following data is also stored at the time the message is sent:

- IP address of the user
- Date and time of sending

Alternatively, you can contact us via the e-mail address provided or via our hotline. In this case, the data is stored automatically (e-mail) or recorded by us and stored manually.

No data will be passed on to third parties in this context. The data is used exclusively for processing the conversation. However, it may be necessary for us to pass on your data to certain service providers exclusively for a specific purpose and as part of our contact services.

Legal basis

The legal basis for the processing of data in the case of inquiries via e-mail, the contact form or our hotline is generally

Art. 6 para. 1 lit. b. GDPR.

(contract fulfillment; pre-contractual measures);

Art. 6 para. 1 lit. c. GDPR (fulfillment of a legal obligation, e.g. answering questions about data protection) and

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otherwise Art. 6 para. 1 lit. f

GDPR (legitimate interest).

Storage purpose

The processing of personal data from the e-mail or from the contact form or telephone contact serves us solely to process the contact.

This also constitutes the necessary legitimate interest in processing the data.

Storage duration

The data is erased as soon as it is no longer required to achieve the purpose for which it was collected. This is the case when the respective conversation with the user has ended. The conversation is ended when it can be inferred from the circumstances that the matter in question has been conclusively clarified.

The above does not apply if the correspondence is subject to a retention obligation under commercial law.

Objection / removal option

The user has the option to object to the storage of their personal data at any time. In such a case, the conversation cannot be continued.

Right of withdrawal:

If your personal data is processed, you generally have the right to withdraw your consent to the processing. If you withdraw your consent, the associated processing of your personal data will stop. The lawfulness of the processing of your personal data carried out up to the time you withdraw your consent remains unaffected.

Responsible: INNOCEAN X GmbH