

Data protection information for those interested in personal consulting services

This privacy notice applies to prospective customers who wish to receive personalised information about all products and divisions, vehicle classes, services and offers or who wish to make an appointment online for a personal meeting, as well as to contracts in which express reference is made to this privacy notice.

The protection of your personal data is our highest priority and is taken into account in all our business processes. The following data protection information provides you with a detailed overview of the processing of your personal data by Mercedes-Benz AG in connection with your request for personal support, contact, advice and information meetings. Personal data means any information relating to an identified or identifiable natural person. This privacy notice informs you about the type, scope and purpose of the collection of personal data at Mercedes-Benz AG and how we handle that data. In addition, you will find out what rights you have with regard to the processing of your personal data.

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1 To whom does this privacy notice apply?

Here we inform you about the collection and processing of your personal data if you would like personalised information about products and divisions, vehicle classes, services and offers or would like to make an appointment online for a personal meeting.

2 Who is responsible for processing my data and whom can I contact on the subject of data protection?

The controller for the processing of personal data described below (unless another party is expressly designated as the controller) is:

Mercedes-Benz AG
Mercedesstrasse 120
70372 Stuttgart Germany
dialog.mb@mercedes-benz.com
HRB no.: 762873

The contact person for your data protection questions is the Data Protection Officer:

Mercedes-Benz Group AG
Chief Officer Corporate Data Protection
HPC E600
70546 Stuttgart
Germany
data.protection@mercedes-benz.com

3 Where does my data come from and what data is processed?

Personal data ("**data**") is processed by us, in accordance with the principles of data reduction and data economy, only to the extent that it is necessary, we are permitted to do so by applicable legal requirements or we are compelled to do so or you have agreed to it.

Unless otherwise stated below, the terms "process" and "processing" include, in particular, the collection, use, disclosure and communication of personal data (see Article 4 No. 2 GDPR).

Data related to your request

In the context of your request for personal support and/or consulting, we collect data insofar as this is necessary for the fulfilment of our contractual obligations towards you or you have consented to this. The data includes, in particular:

- Master data of the interested party, in particular name and, if requested, current address and date of birth;

- Contact details of the interested party, in particular e-mail address and, if requested, telephone number and current address;
- If applicable, other data requested in the application form.

If we use tracking tools via service providers to record your activities for statistical purposes on the Mercedes-Benz website, your data will only be processed after anonymisation, for example by shortening the IP address.

In connection with your enquiry we also collect and process certain additional data which is necessary for the fulfilment of our contractual obligations towards you. It includes, in particular:

- Data from correspondence (postal and electronic) between you and us;
- Data from postal, electronic and telephone communication.

Data from other sources

We also process - insofar as it is necessary for the fulfilment of the contract concluded with you or pre-contractual measures or you have given your consent - personal data which we have permissibly received from affiliated companies of Mercedes-Benz AG or other third parties.

We only process personal data from publicly accessible sources (e.g. authorities, the Internet) insofar as this is legally permissible, for example because it is necessary for the provision of our services or you have consented to it.

4 What is my data used for (purpose of the processing) and on what basis (legal basis) does the processing occur?

Collection and processing within the framework of the fulfilment of contractual obligations

We collect and process your personal data, as specified in section 3, in the context of the initiation of a contractual relationship and for the fulfilment of our contractual obligations towards you (Article 6(1) point b) GDPR). For example, we process your contact details in connection with the enquiry in order to be able to contact you personally, as requested.

Processing on the basis of a legitimate interest

In addition, we process your personal data insofar as this is necessary to protect the legitimate interests of Mercedes-Benz AG or a third party (Article 6(1) point f) GDPR). This is particularly the case if this is necessary for the assertion of legal claims or defence in legal disputes.

For the further development of our services and products as well as for statistical purposes, we may process your data in anonymised form.

Collection and processing based on your consent

In addition, your personal data will be collected and processed if you have expressly agreed (consented) to this beforehand (Article 6(1) point a) GDPR).

5 Will my data be passed on?

We will not disclose your personal data to third parties unless you have consented to such disclosure or we are entitled or obliged to disclose data due to legal provisions and/or official or court orders.

Data transfer to contract processors

We make use of contract processors (e.g. IT service providers) for the provision of our services. Mercedes-Benz AG will pass on your data to them in strict compliance with the obligation to maintain confidentiality and the requirements of the GDPR and the Federal Data Protection Act (*Bundesdatenschutzgesetz*). The processors we commission, who may only process the data for us and not for their own purposes, are obliged to comply with the strict standards of Mercedes-Benz AG.

Data transmission to authorised dealers and branches of Mercedes-Benz AG

We transmit your data, in particular your first name and surname and address, which we have received in connection with the enquiry, to authorised dealers and/or branches of Mercedes-Benz AG. The choice of dealers and/or branches to whom your data will be transmitted depends on which dealer and/or branch you have selected or which dealer and/or branch in the desired area can conduct a personal interview at the desired time.

6 Will my data be transferred to a third country or an international organisation?

Data will not be transferred to countries outside the EU or the EEA (so-called third countries) unless we are obliged to do so due to official or court orders.

7 Does automated decision-making take place?

There is no automated decision-making within the meaning of Article 22 GDPR.

8 How long will my data be stored?

We process and store your personal data only as long as we need it to fulfil contractual or legal obligations. If there is no longer a legitimate interest, we will delete the data or, if this is not possible, block it. As a rule, we delete your contractual data at the latest five years after the end of the contractual relationship.

9 What rights do I have against Mercedes-Benz AG?

You have extensive rights with regard to the processing of your personal data. We are particularly concerned to familiarise you with the following rights:

- **Right to information:** You have the right to information about the data stored by us, in particular on the purpose of the processing and how long the data is stored (Article 15 GDPR).

- **Right to the rectification of inaccurate data:** You have the right to ask us to correct your personal data without delay if it is inaccurate (Article 16 GDPR).
- **Right to erasure:** You have the right to request that we delete personal data relating to you. These requirements stipulate that you can request the deletion of your data if, for example, we no longer need the personal data for the purposes for which it was collected or otherwise processed, we process the data unlawfully, you have legitimately objected or revoked your consent or there is a legal obligation to delete it (Article 17 GDPR).
- **Right to restriction of the processing:** You have the right to request the restriction of the processing of your data. This right exists in particular for the duration of the review if you have disputed the accuracy of the data concerning you, as well as in the event that you wish to have processing restricted instead of deletion in the case of an existing right to deletion. Furthermore, processing is restricted if the data is no longer necessary for the purposes pursued by us, but you require the data for the establishment, exercise or defence of legal claims, as well as if the successful exercise of an objection right is disputed between us and you (Article 18 GDPR).
- **Right to data portability:** You have the right to obtain from us the personal data concerning you that you have provided to us in a structured, commonly used, machine-readable format (Article 20 GDPR), insofar as it has not already been deleted.

If you wish to exercise any of your rights or receive more detailed information about them, please send an e-mail to kundenrechte_mb@mercedes-benz.com or write to:

Mercedes-Benz AG
HPC V421
10878
Berlin,
Germany

10 Can I revoke consent I have already given for data processing?

You may revoke your consent for the processing of personal data at any time, free of charge and with effect for the future. This also applies to declarations of consent given before the EU General Data Protection Regulation came into force, i.e. before 25 May 2018.

The revocation of a declaration of consent can be sent by e-mail to kundenrechte_mb@mercedes-benz.com or in writing to

Mercedes-Benz AG
HPC V421
10878
Berlin

Germany.

Please note that the revocation is only effective for the future. Processing that took place before the revocation is not affected by it. Your revocation may have the consequence that we can no longer provide our services in whole or in part without processing that data and therefore have to terminate the existing contract.

11 Can I object to the processing of my personal data ?

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you (Article 21 of the GDPR). We will stop processing your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or where the processing serves the purpose of the establishment, exercise or defence of legal claims.

If you wish to object to the processing of your personal data, please send us an e-mail to kundenrechte_mb@mercedes-benz.com or write to Mercedes Benz AG, HPC V421, 10878 Berlin. In the event of an objection, however, it is possible that we will no longer be able to provide our services as agreed with you or provide them to the agreed extent.

12 Right to complain to the supervisory authority

If you believe that we are in breach of the GDPR by processing personal data relating to you, you have the right to lodge a complaint with a supervisory authority, e.g. the data protection authority competent for your place of residence, your workplace or the location of the data protection violation.