



Privacy Statement on shared analysis and marketing activities on this specific Mercedes-Benz website by Mercedes Benz South Africa Limited (MBSA); Mercedes-Benz AG (MBAG) and Mercedes-Benz Mobility AG (MBM)

This privacy statement describes how the three entities listed above process your personal data for the purpose of shared analysis and marketing activities on this specific website. Protecting your personal data is a high priority for all parties of this privacy statement, and is taken into account for all business processes. This privacy statement provides you with a detailed summary regarding the processing of your personal data in relation to the analysis and marketing activities mentioned below.

"Personal Information", according to the Protection of Personal Information Act 4 of 2013 (POPIA), means all information that relates to an identifiable, living natural person and where applicable, an identifiable, existing juristic person. You will also find information on what rights you are entitled to regarding the processing of your personal data according to POPIA.

The way Mercedes-Benz entities process personal data within, or related to individuals within, the European Union and European Economic Area is always based on the Mercedes-Benz Group Data Protection Policy EU (<https://group.mercedes-benz.com/data-protection-policy>).

Who is responsible for processing my personal data, and whom can I contact on the topic of data protection?

The (joint) controllers responsible for processing your personal data for shared analysis and marketing activities on this specific website are:

Mercedes Benz South Africa Limited

210 Aramist Avenue, Waterkloof Glen, Pretoria, 0010

Email: Dataprotection_mbsa@mercedes-benz.com

Information Officer:

Mr. Andreas Brand

Email: Dataprotection_mbsa@mercedes-benz.com

Deputy Information Officer:

Mrs. Mashudu Makhuvha

Email: Dataprotection_mbsa@mercedes-benz.com

Mercedes-Benz AG

Mercedesstr. 120

70372 Stuttgart, Germany

Email: dialog.mb@mercedes-benz.com

Mercedes-Benz Mobility AG

Siemensstr. 7

70469 Stuttgart, Germany

Email: mbm@mercedes-benz.com

Data protection officer for MBAG and MBM:

Mercedes-Benz Group AG

Group Data Protection Officer

HPC E600

D-70546 Stuttgart, Germany

Email: data.protection@mercedes-benz.com

MBSA and MBAG as well as MBAG and MBM have concluded joint controllership agreements according to Art. 26 GDPR. For more information, please see the table below.

Where does my data come from and what data is processed? Whenever you visit this specific website and if you have consented the following categories of data are stored and shared with MBAG and MBM:

Server-Logfiles: Certain information about the browser, operating system and IP address (only very short-term) you are using; the date and time of your visit; the status of the interaction (e.g. whether you were able to access the website or received an error message)

Clickstream Data: Your usage of the website and its features; any search phrases you entered; how often you visit the website and the campaign from which you accessed on this specific website

Online identification features: Your Cookie ID, Web Client or/and App ID

Geo-location data: The country and the city from where you accessed our website (derived from the IP address)

Payment information: Payment method you used while purchasing something on this specific website

MBSA processes that data about your visit on this specific website together with the other controllers -depending on your consent- using the following technologies:

- For analysis purposes:
 - Google Analytics 360
- For marketing purposes:
 - Salesforce Interaction Studio
 - Salesforce Audience Studio
 - Adobe Target

For what purpose and on what legal basis is your personal data processed?

The personal data collected during your visit on this websites is used for conducting personalization and targeted advertising measures. Moreover, the website usage behavior is analyzed to improve website usability and enhance digital products and campaigns. In addition, that data is used for statistical reports.

Within the scope of the joint controllership, your personal data is processed based on your consent according to Art. 6 (1) (a) GDPR. Your consent is optional and may be withdrawn at any time through the Consent Management Platform of this specific website. The lawfulness of data processing before such withdrawal remains unaffected by the withdrawal.

Will my data be sent to a third country?

When passing on data to third parties based on your consent, personal data may be provided from within the European Union ("EU") or the European Economic Area ("EEA") to recipients in countries outside the EU or EEA, i. e., in a so-called third country.

In some third countries, from the EEA's point of view, an adequate level of personal data protection (so-called "adequacy") exists, in compliance with EU standards. With recipients in other third countries, MBAG and MBM agree on the use of EU standard contractual clauses, binding corporate rules or other applicable instruments to create an "adequate level of protection" according to legal requirements. For more information, please contact one of the controllers.

To the extent that you consent within our Consent Management Platform, you also consent to transfer data to recipients in countries outside of the EEA where no "adequate level of protection" exists. You may find information on data transferred, data recipients or categories of data recipients, and the relevant countries in our Consent Management Platform under a (cookie) settings link in the footer at the bottom of the website. Data protection law in these countries may not be fully comparable to that in the European Economic Area. In this case, international data transfer to recipients outside of the European Economic Area (if any) is based on your consent according to Art. 49 (1) (a) GDPR.

How long will my data be stored?

Your personal data will be stored until the purpose for which it was collected and processed has been fulfilled. Beyond this period, data storage only takes place to the extent made necessary by applicable legislation, regulations or other legal provisions in the European Economic Area or in third countries if these have an adequate level of data protection. If personal data must be retained on such basis, the relevant personal data are flagged to restrict their further processing.

What rights do I have under GDPR?

According to GDPR, you have certain rights regarding the processing of your personal data. Making you aware of these rights is very important to Mercedes-Benz:

Right of access: You can request access to your personal data processed by us (Art. 15 GDPR).

Right to correction of inaccurate data: You have a right to request correction of your personal data, in case it is inaccurate (Art. 16 GDPR).

Right to deletion: You have the right to request deletion of your personal data. The criteria allow you to request the deletion of your personal data if, for example, it is no longer needed for the purposes for which it was collected or otherwise processed. You can also demand the deletion of your personal data if it is unlawfully processed, or if you have rightfully objected to the processing of your data, revoked your consent to the same or there is a legal obligation to delete it (Art. 17 GDPR).

Right to restriction of processing: You have the right to demand a restriction of the processing of your data. This right especially applies for the duration of the review if you have disputed the accuracy of your personal data, as well as in the case that, for an existing right to deletion, you request restricted processing instead of erasure. Furthermore, there will be restricted processing if the data is no longer required for legitimate purposes, but you still need the data in order to assert, exercise or defend legal rights, as well as if the successful assertion of an objection is in dispute between you and MOC, MBAG and/or MBM (Art. 18 GDPR).

Right to data portability: You have the right to receive the personal data you have provided in a structured, common, machine-readable format (Art. 20 GDPR), insofar as the data has not been deleted already.

Right to lodge a complaint with a supervisory authority: If you feel that processing of your data is not in line with the GDPR, you have the right to lodge a complaint with a supervisory authority in an EU member state, e.g., a data protection agency responsible for your place of residence, workplace or location where the alleged data protection violation occurred (Art. 77 GDPR).

If you wish to assert one of your rights or receive more information, please contact one of the controllers stated above. Preferably, please contact MBSA.

| Appendix - Details of joint controllership - Data sharing in the field of marketing and analysis on this Mercedes-Benz website in the event of given consent | | | |
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| Controller | Mercedes Benz South Africa Limited 210 Aramist Avenue, Waterkloof Glen, Pretoria, 0010 Email: Dataprotection_mbsa@mercedes-benz.com ("MBSA") | Mercedes-Benz AG Mercedesstr. 120 70372 Stuttgart Email: dialog.mb@mercedes-benz.com ("MBAG") | Mercedes-Benz Mobility AG Siemensstr. 7 70469 Stuttgart Email: mbm@mercedes-benz.com ("MBM") |
| Purpose of joint processing | The purpose of the sharing and further processing of personal data in the field of marketing and analysis on this Mercedes-Benz website in the event of given consent is to carry out analysis measures to recognize website user behavior, to improve the user-friendliness of the websites and to improve digital products and campaigns. In addition, the purpose is to provide Mercedes-Benz-internal market and target achievement reports, such as generated leads, (re-)targeting and personalization measures. | | |
| Legal Basis of the processing of personal data | Art. 6 (1) (a) GDPR, insofar as the data subjects have given their consent to the joint processing of their personal data for one or more specific purposes. | | |
| Responsibilities | <u>Information obligations:</u> As controllers, MBSA and MBAG are obliged to provide data subjects with information about the processing pursuant to Articles 13 and 14 GDPR. This includes, in particular, purposes and legal bases of the processing of personal data, recipients of personal data, the duration of processing and transfers to third countries. The controllers support each other in fulfilling the information obligations and provide each other with the | <u>Information obligations:</u> As controllers, MBAG and MBM are obliged to provide data subjects with information about the processing pursuant to Articles 13 and 14 GDPR. This includes, in particular, purposes and legal bases of the processing of personal data, recipients of personal data, the duration of processing and transfers to third countries. The controllers support each other in fulfilling the information obligations and provide each other with the | |

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| | <p>necessary information on the relevant data processing activities.</p> <p><u>Data subject rights:</u> In the relationship between MBSA and MBAG, MBSA is responsible for providing the data subjects with information about the essential contents of the joint controllership and the rights of data subjects pursuant to Articles 12 - 22 GDPR (e.g. access, correction, erasure).</p> | <p>necessary information on the relevant data processing activities.</p> <p><u>Data subject rights:</u> In the relationship between MBAG and MBM, MBAG is responsible for providing data subjects with information about the essential contents of the joint controllership and the rights of data subjects pursuant to Articles 12 - 22 GDPR (e.g. access, correction, erasure).</p> |
| Categories of data subjects | Unknown website visitors | |
| Types of personal data | <ul style="list-style-type: none"> - Server-Logfiles - Clickstream Data - Online identification features - Geo-location data - Payment information <p>No special categories of personal data</p> | |