

PRIVACY NOTICE

The Data Controller for the use and protection of the personal data you provide to us is Mercedes Pay USA, LLC (hereinafter "Mercedes Pay") with registered office at (35555 W. 12 Mile Rd. Suite100, Farmington Hills, Michigan 48331, United States).

Categories of personal data processed by Mercedes Pay

To comply with the purposes indicated in this Notice, Mercedes Pay will process the following categories of personal data:

- Identification data.
- Financial data.
- Contact details.
- Data related to your subscription to services.

To comply with the purposes, set out in this Privacy Notice, Mercedes Pay will not process sensitive personal data.

Primary Purposes

Mercedes Pay will process your personal data to carry out the following primary and necessary activities:

- Register, authenticate, and provide you with the contracted services.
- Identify you and contact you in relation to the Services through various physical and/or electronic means of communication.
- Processing payments applicable to your subscription.

Secondary Purposes

Mercedes Pay will process your personal data to carry out the following secondary activities:

- Retain your payment details provided by you, to facilitate future purchases or monthly payments.
- Contact you to offer products, goods, services, promotions, and/or offers in accordance with your interests.
- Provide you with the "One-Click-Checkout-Service".

You can deactivate the "One-Click-Checkout-Service" service at any time under "My Data" on the Mercedes me Store website of Mercedes-Benz Mexico, S. de R.L. de CV ("MBMEX") or manage the stored data there.

If you do not want Mercedes Pay to process your personal data for any of the purposes described in this section, please send an email to MB_Privacidad_mexico@mercedes-Benz.com. You can change your option at any time.

Transfer of personal data

Your personal data will be transferred without your consent to the following third parties for the following purposes:

- Payment Service Provider ("PSP") chosen by the Online Store to enable the payment transaction in question in compliance with the PCI DSS.
- Our Mercedes-Benz affiliates who may be based inside or outside your country of residence, operating under the same privacy policies and controls to fulfil the purposes outlined in this Privacy Notice.
- Competent authorities for the fulfilment of legally enforceable obligations, those that are required in compliance with legal provisions, for the safeguarding of a public interest or for the administration of justice or for the recognition, exercise or defence of a right in a judicial process.

ARCO rights and/or revocation of consent

You or your legal representative may exercise any of the rights of access, rectification, cancellation or opposition (hereinafter "ARCO Rights"), as well as revoke your consent to the processing of your personal data or resolve your complaints and doubts related to the use of your personal data by sending an email to the Mercedes Pay Privacy Manager/Department at the following email address: data_mercedespayusa@mercedes-benz.com

If the information provided in your letter is erroneous or insufficient, or that the corresponding accreditation documents are not attached, the Mercedes Pay Privacy Manager/Department, within five (5) business days following receipt of the request, may require you to provide the elements or documents necessary to process it. You will have ten (10) business days to respond to the request, counted from the day after you receive it. If no response is given within this period, the corresponding application will be deemed not to have been submitted.

Mercedes Pay's Privacy Officer/Department will notify you of the decision adopted, within a maximum period of twenty (20) business days from the date on which the request was received, so that, if appropriate, it can be made effective within fifteen (15) business days following the communication of the response. The reply will be given electronically to the e-mail address specified in your letter.

Limitation on the Use or Disclosure of Your Personal Data

You may limit the use or disclosure of your personal data by sending your request to Mercedes Pay, at the address MB_Privacidad_mexico@mercedes-Benz.com. If your Request is admissible, you will be registered on the Mercedes Pay exclusion list.

Changes to the Privacy Notice

Mercedes Pay reserves the right to modify this Privacy Notice to adapt it to new legislation or jurisprudence, as well as industry practices, in which case the changes introduced will be announced on this page with reasonable notice before they are put into practice. Any changes to this Privacy Notice can be found on the same site where this Notice was posted.

Last Updated: May 20, 2024

Mercedes Pay USA, LLC.