

Privacy Policy for BYD Nexus

Version: 1.1

Date: 25/03/2026

1. Introduction

This Privacy Policy for Business Partners ('Privacy Policy') describes how BYD processes the personal data of individuals, such as customers, suppliers and visitors of BYD premises, collaboration portals and websites.

We have carefully drafted this Privacy Policy to inform you in plain and comprehensible language about our privacy practices. The Privacy Policy tells you what personal data we process about you, why we process it and how we use it. We encourage you to read the Privacy Policy in full.

2. When does this Privacy Policy apply?

This Privacy Policy applies to the processing of personal data of Business Partners by BYD, as set out in chapter one of this Privacy Policy. Processing personal data is a broad term and includes (amongst other things) collecting, recording, storing, amending, reviewing, using and deleting personal data.

3. Contact us

If you have questions or comments about this Privacy Policy, please contact us at:

BYD Europe BV

Building 5, ARC Uxbridge Sanderson Road, Denham,
Uxbridge, England, UB8 1DH

privacy.eu@byd.com

4. What personal data do we process about you?

While doing business with you, we may process personal data about you, such as:

- First name;
- Last name;
- Work email address;
- Retailer Group (e.g. your retailer group name);
- Retailer (your individual retailer);
- BYD Role (e.g. Sales, Service, Marketing – for platform content filtering);
- Retailer Role (your job title or function within the Retailer).

5. How do we obtain your personal data?

We collect personal data directly from you when you do business with us or visit us in various ways or when you voluntarily participate in our activities.

6. For which purposes do we process your personal data?

We may process your personal data for one or more of the following purposes:

- Provide you with secure access to the portal;
- Tailor the content and updates shown to you based on your role;
- Distribute relevant communications, news, and resources;
- Enable BYD to manage access and engagement across its Retailer network.

When we have collected personal data, this data may be used for a secondary purpose, but only if the secondary purpose is compatible with the original purpose. For example, statistical analysis may constitute as a compatible secondary purpose.

7. What is the legal basis for processing your personal data?

The legal bases (or justified reasons) for processing your personal data are:

- The legitimate interest of business and management purposes;
- Entering into and managing a contract;
- Compliance with our legal obligations;
- Protecting your vital interest or that of another natural person, for example in case of a medical emergency; and
- Your specific and informed consent.

In the event that the processing of your personal data is based on your consent, you have the right to withdraw your consent. We would like to draw your attention to the fact that the withdrawal of your consent does not affect the lawfulness of the processing of your personal data prior to the withdrawal of your consent.

8. Who has access to your personal data?

Access to your personal data within BYD. Our workers are authorized to access personal data only to the extent necessary to serve one or more of the purposes set forth in Section 6 and in so far as necessary within the scope of their roles and responsibilities as BYD workers.

9. Access to your personal data by third parties.

Your personal data may be shared with third parties for the purpose of providing their products and/or services to BYD or vice versa. When we transfer personal data to third parties, we will only do so under strict confidentiality obligations and where necessary, we will have an agreement

concerning the processing of your personal data in place. We may share your personal data with the following categories of third parties, including but not limited to:

- Banks, insurance companies, financial, tax and legal advisors and accountants;
- Training and development organisations or consultants; and
- IT & Security Service Providers.

Your personal data may also be shared with competent public authorities, governments, regulatory or fiscal agencies where it is necessary to comply with legal or regulatory obligations to which BYD is subject.

10. International transfers of your personal data

Due to our company's multinational nature, BYD Europe may transfer personal data to a third country or international organisations outside the European Union/European Economic Area ("EU/EEA"), such as to China, which shall take place only in compliance with the Applicable Laws, and where appropriate safeguards are in place that ensure the level of protection of Data Subjects as required by the Applicable Laws (e.g. transfers on the basis of an adequacy decision, standard EU Model clauses or UK international data transfer agreement (IDTA)). If you wish to know details in connection with the transfer of your personal data and any country to which your personal data is transferred, please contact us using the contact information provided in Section 3.

11. How long will we keep your personal data?

Your data will be kept only for the period required to serve the purpose. This also initially determines the period that we use to store your personal data.

We do not store your personal data longer than necessary, unless we have a legal obligation to keep personal data longer. After the applicable retention period your personal data will be securely deleted, destroyed or de-identified.

12. How is your personal data secured?

We have taken adequate measures to protect the confidentiality, integrity and availability of your personal data. The implementation of appropriate technical, physical and organizational measures protects your personal data against the following incidents:

- Accidental or unlawful destruction
- Accidental loss, damage or alteration;
- Unauthorised disclosure or access; and
- Any other forms of unlawful processing (including, but not limited to improper use)

13. What about your rights?

You generally have the right to ask us:

- For access to and a copy of your personal data that we hold;
- That some of your personal data is provided to you or sent to another data controller in a commonly used, machine readable format;
- To update or correct your personal data in order to make it accurate;
- To delete your personal data from our records in certain circumstances;
- To restrict the processing of your personal data in certain circumstances.

And you may also have a right to:

- Object to us processing your personal data in certain circumstances (e.g. in case we process your data for direct marketing purposes);
- Withdraw your consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal;
- Exercise these rights, please contact us using the contact information provided in Section 3.

These rights may be limited in some situations – for example, where we can demonstrate that we have a legal requirement to process your data or if making the information available to you would reveal personal data about another person or if we are legally prevented from disclosing such information. In some instances, this may mean that we are able to retain data even if you withdraw your consent.

We hope that we can satisfy any queries you may have about the way we process your data. If you have any concerns about how we process your data you can contact us as described in the Section 3.

In the event you still have unresolved concerns, you also have the right to lodge a complaint with a supervisory authority, in particular the data protection authority in the Member State of your habitual residence or place of work.

Finally, please note that where we require personal data to comply with legal or contractual obligations, then provision of such data is mandatory: if such data is not provided, then we will not be able to manage our contractual relationship, or to meet obligations placed on us. In all other cases, provision of requested personal data is optional.

14. How will we update this Privacy Policy

We may update this Privacy Policy according to changes in our business functions and measures concerning the protection of personal information. If we make changes to this Privacy Policy, we will notify you through our website. Where changes to this Privacy Policy will have a fundamental impact on the nature of the processing or otherwise have a substantial impact on you, we will give you sufficient advance notice so that you have the opportunity to exercise any rights you have.