

## **PRIVACY NOTICE - CUSTOMER FEEDBACK TOOL**

Compliance with Data Protection and Privacy Laws is an integral part of KUEHNE+NAGEL (“KN”) companies’ way of conducting business in a trustworthy manner. KN acknowledges and protects the security and privacy of personal data of KN’s customers, subcontractors, suppliers and other business partners (“KN Partner”). Therefore, KN processes personal data in compliance with applicable laws on data protection and data security, including the General Data Protection Regulation (“GDPR”).

### **1. Purpose of the processing**

The processing of personal data for this specific tool, the Customer Feedback Tool, serves the purpose of collecting direct KN Partners’ feedback. This will allow our teams to understand better the needs of our customers, and to continuously improve our service and deliver the best customer experience. Any customer who wishes to leave feedback is able to do so anonymously by declining to leave a name or email. These fields are not mandatory, and left completely up to the discretion of the KN Partner providing the feedback.

### **2. Categories of personal data processed and legal basis**

For the above mentioned purposes, KN may process the following categories of personal data:

- a) Contact information, such as company name, individual full name, and business email address of our KN Partners who choose to leave such information.
- b) Further information necessarily processed in a project or contractual relationship with KN or voluntarily provided by the KN Partner, such as orders placed, payments made, requests, and project milestones;
- c) Depending on the nature of the feedback left, and whether the KN Partner has chosen to leave their name, the manager of the employee receiving the feedback may reach out directly to the KN Partner to further discuss or respond to the feedback. The act of seeking further context is to ensure we fully understand the intent and needs of the KN Partner, and to develop processes to improve our services.

Information provided by the KN Partner in the additional comments section may be subject to further analysis using artificial intelligence and/or other advanced technological tools. This analysis aims to identify strengths and gaps in the service provided, ensuring continuous improvement and enhanced customer satisfaction.

Unless indicated otherwise, the legal basis for the processing of personal data is Article 6 (1) (b) or (f) of the General Data Protection Regulation or - if explicitly provided by KN Partner – the consent (Article 6 (1) (a) of the General Data Protection Regulation).

### **3. Transfer and disclosure of personal data**

The services provided by KN do not, in principle, target the handling (collection, processing, use) of personal data, but the provision of the transportation and logistics services. KN processes the personal data transmitted to us for the provision of our services. KN may transfer personal data to other KN companies, but only if and to the extent such transfer is required for the purposes mentioned above.

KN will not transfer personal data collected through this particular tool to any third parties. All data collected with this tool will be hosted within our own KN servers, stored in Hamburg, Germany.

Recipients of personal data may possibly be located in countries outside of the European Economic Area or other countries which ensure an adequate level of protection. However, there could also be recipients located in countries in which applicable laws do not offer the same level of data protection as the laws of the respective individual's home country. In such cases and unless permitted otherwise by applicable law, KN takes measures to implement appropriate and suitable safeguards for the protection of personal data by other means.

#### **4. Retention Periods**

Unless explicitly indicated otherwise at the time of the collection of KN Partner's personal data (e.g. within an express consent provided by KN Partner), we erase personal data if the retention of the personal data is no longer necessary in relation to the purposes for which they were collected or otherwise processed and no statutory retention obligations under applicable law require us to further retain personal data. For the purpose of this specific tool, KN Partner's personal data will be anonymized latest after the period of one year and erased after a period of five years.

#### **5. Right to withdraw consent**

In case a KN Partner contact declared its consent for the processing of certain personal data by KN, the KN Partner has the right to withdraw the consent at any time with future effect, i.e. the withdrawal of the consent does not affect the lawfulness of processing based on the consent before its withdrawal. In case consent is withdrawn, KN may only further process the personal data where there is another legal ground for the processing.

#### **6. Rights of and complaints by KN Partner and Data Protection contact**

Any requests including those concerning access to, rectification or erasure of personal data, restriction of processing, right to object to processing or any complaints shall be addressed to our [privacy@kuehne-nagel.com](mailto:privacy@kuehne-nagel.com).

The Data Protection Officer of the data controller can be reached using the following contact details:

*Kuehne + Nagel Management AG*  
*Kuehne + Nagel Haus*  
*P.O. Box 67*  
*8834 Schindellegi*  
*Switzerland*  
*Email: [privacy@kuehne-nagel.com](mailto:privacy@kuehne-nagel.com)*

Our Privacy Notice as well as the information about our data processing in accordance with Article (Art.) 13, 14 and 21 GDPR may change from time to time. It is therefore recommended to revisit this Privacy Notice in regular intervals.