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Hyundai Motor Company
Advertising & Marketing Ethics Policy

2026. 05

1. Preamble

A. Purpose of enactment

Hyundai Motor Company declares this 'Advertising and Marketing Ethics Policy' to create a sound advertising and marketing environment as well as induce customers to make the right product/service purchase decision.

B. Basic principle

Under this Policy, Hyundai Motor Company shall not conduct advertising and marketing activities that involve errors or omissions in product and service information, exaggeration or misrepresentation of the utility of products and services, unfair comparison of competing companies or products/services, deception of consumers, or failure to protect information-vulnerable groups. Hyundai Motor Company also encourages external partners commissioned to carry out advertising and marketing activities on its behalf to respect and uphold the principles set forth in this 'Advertising and Marketing Ethics Policy'. Hyundai shall make every effort to ensure that its advertising and marketing plans and activities are implemented in accordance with the principles covered in this Policy.

C. Scope of Application

This Policy applies to all domestic and overseas business sites of Hyundai Motor Company operating worldwide. Hyundai also encourages external partners engaged in advertising and marketing activities on its behalf — including advertising agencies, public relations agencies, and digital marketing service providers — to comply with the principles set forth in this Policy.

Hyundai shall give priority compliance to the laws and regulations of each country pertaining to advertising, marketing, consumer protection, and personal data, as applicable. In cases where local laws and regulations do not specifically address or provide particular provisions on a given matter, Hyundai shall conduct its advertising and marketing activities in accordance with this Policy.

2. Principles

- A. Hyundai Motor Company shall not conduct advertising and marketing in a way that harms the ethical feelings or emotions of viewers to maintain the dignity of its advertising and marketing.**
- ① We shall not make fun of or downplay human dignity, life, body, or weaknesses.
 - ② We shall not use expressions that promote violence, abusive language, crime, discrimination, prejudice, or anti-social behavior.
 - ③ We shall not use expressions that cause other viewers to feel uncomfortable or hated.
- B. Hyundai Motor Company shall not provide information that may mislead consumers and shall not contain false or deceptive expressions in its advertising and marketing.**
- ① We shall not include information misleading or deceptive about raw materials, specifications, performance, certification, etc.
 - ② We shall not overly emphasize or exaggerate only the convenience and advantages of products and services.
- C. Hyundai shall not use expressions that harm children's bodies, emotions, or morals and shall not engage in advertising or marketing activities that encourage excessive consumption by children or urge them to purchase products.**
- ① We shall not include information that our body shape, ability, behavior, etc. will change if one owns the product.
 - ② We shall not express children in dangerous places or taking hazardous actions.
 - ③ We shall not urge children to purchase products or use expressions that force parents to buy products.
- D. In advertising and marketing activities, Hyundai Motor Company shall not unfairly compare, intentionally slander competing companies or products/services.**
- ① We shall not compare without disclosing clear criteria in standards, performance, certification, etc.
 - ② We shall not compare competing companies or products/services without clear comparison standards and methods.
 - ③ We shall not slander competing companies or products/services based on untrue contents without objective proof.

E. Hyundai Motor Company shall not exaggerate or reduce information on environmental benefits resulting from purchasing and using products and services.

- ① We shall not use expressions such as 'eco-friendly', 'Green', 'sustainable' without specific verifiable, and substantiated grounds.
- ② We shall not intentionally conceal or omit the negative environmental impacts resulting from the use of our products.
- ③ We shall not express that other products or services within our portfolio are equally superior by selectively emphasizing the environmental benefits of specific products or services.

F. Hyundai Motor Company shall ensure transparency and accountability in advertising and marketing activities that leverage artificial intelligence (AI) technologies and digital advertising techniques.

- ① Where images, videos, or audio content generated by generative AI may be mistaken for factual reality, such content shall be clearly disclosed and labeled as AI-generated.
- ② Where the likeness or voice of a real individual or public figure is synthetically replicated using AI (including deepfake techniques), their explicit and informed consent shall be obtained prior to use.
- ③ Hyundai Motor Company shall implement monitoring measures to prevent discriminatory or exclusionary outcomes arising from algorithm-based targeted advertising.
- ④ In interactions with consumers through AI-powered interfaces such as chatbots, Hyundai Motor Company shall clearly inform consumers that they are interacting with an AI system.