



PORSCHE

Data privacy policy
Website for purchasing VIP packages for the AvD Oldtimer Grand Prix 2019

We, Dr. Ing. h.c. F. Porsche AG (hereinafter "we" or "Porsche AG"), appreciate your visit to our website for purchasing VIP packages for the AvD Oldtimer Grand Prix 2019 (hereinafter referred to as the "website") as well as your interest in our company and our products. Your privacy is extremely important to us. We therefore take the protection of your personal details very seriously, and treat them in strictest confidence. Your personal data is processed only within the scope of the legal provisions of the European Union's data protection law, in particular the General Data Protection Regulation (hereinafter "GDPR"). In this privacy policy we provide you with information about the processing of your personal data and your rights as a data subject within the scope of the use of our website. For information on other products and services offered by other companies in the Porsche Group, please consult the respective privacy policy for these services or companies.

When we reference external social media channels in this privacy policy, the following provisions apply only if the data processing procedures associated with such social media channels are actually under our control and no more specific and therefore overriding data protection policies are provided in association with such social media channels.

1. Controller and data protection officer for data processing; contact

Controller for data processing within the meaning of the data protection legislation is:

Dr. Ing. h.c. F. Porsche AG
Porscheplatz 1
70435 Stuttgart
Germany
Tel: (+49) 0711 911-0
Email: info@porsche.de

Please do not hesitate to contact us if you have questions or ideas relating to data protection.

You can contact our data protection officers at the following address:

Dr. Ing. h.c. F. Porsche AG
Data protection officer
Porscheplatz 1
70435 Stuttgart
Germany
Contact: <https://www.porsche.com/germany/privacy/contact>

2. Subject matter of data protection

The subject matter of data protection is the protection of personal data. This is all the information that relates to an identified or identifiable natural person (known in the legislation as the data subject). This covers, for example, information such as name, postal address, email address or telephone number as well as information that is required during the use of our website, such as details about the start, end and scope of use, as well the communication of your IP address.

3. Type, scope, purposes of and legal basis for automated data processing

To some extent, it is possible to use our website without registering. Even if you use our website without registering, personal data can still be processed.

An overview of the type, scope, purposes of and legal basis for data processing within the scope of the use of our website is provided below. For information regarding the processing of personal data during the use of individual services and functions, please refer to Section 5 below.

3.1 Provision of our website

When you access our website using your device, we process the following data:

- date and time of access,
- duration of your visit,
- type of device,
- operating system used,
- the functions that you use,
- quantity of data sent,
- type of event,
- IP address,
- referrer URL,
- domain name.

We process this data on the basis of Article 6 (1) (f) GDPR to provide the website, to ensure the technical operation and to identify and rectify faults. In this way, we pursue the interest of facilitating and ensuring the long-term use of our website and its technical functional capability. When our website is accessed, this data is automatically processed. You cannot use our services unless this data is provided. We do not use this data for the purpose of drawing conclusions about you or your identity.

3.2 Cookies

When you visit our website, "cookies" and technologies similar to "cookies", which are small files, may be stored on your device in order to provide you with a comprehensive scope of functions, make it easier to use our service and optimise our offerings. If you do not wish to allow the use of cookies and/or technologies similar to cookies, you can prevent them from being stored on your device by configuring the relevant settings in your Internet browser or using the specific opt-out options. Please note that the functional capability and functional scope of our offering could be restricted as a result. Please refer to our Cookie Policy for details on the type, scope, purposes of, legal basis for and opt-out options for data processing in relation to cookies and technologies similar to cookies.

4. Access authorisations on the device

You do not need to give authorisation to access your device for the individual services and functionalities described in Section 5 below.

5. Individual services and functionalities

You can voluntarily provide personal data when you use our website. When you use the services and functions described below, we record, process and use personal data as outlined here.

Purchasing VIP packages for the AvD Oldtimer Grand Prix 2019

This function allows you to purchase up to ten VIP packages for the AvD Oldtimer Grand Prix 2019 on our website. If you have received log-in details (username and password) and a personalised access link from us, you can now log in with this data. In this case, we will have already defined a number of VIP packages for the AvD Oldtimer Grand Prix 2019 for you to purchase. Regardless of whether you have received log-in details from us, it is necessary for you to enter your personal data in accordance with the information stated below in order to purchase VIP packages. The option to log in using the details provided by us in advance affects only the number of VIP packages to be purchased and is not used to set up a user profile.

(a) Mandatory information

When using this function, the following categories of personal data marked with "*" are processed as mandatory data:

- form of address,
- first name and surname,
- postal address,
- mobile phone number,
- email address,
- Porsche Club membership information,
- name of the Porsche Club (if applicable),
- number of VIP packages required,
- preferred payment method (credit card or bank transfer).

In the case of payments by bank transfer, you will receive an invoice via email containing the bank details for transferring the amount due. In the case of payments by credit card, you will always be forwarded via a link to a secure website operated by an external service provider (Wirecard). To complete the payment, you must enter all of the data required for the payment on the Wirecard website. Specific information regarding this service provider and the use of this external payment service can be found in Section 13 of this document.

If you do not enter this mandatory data, it is not possible to purchase VIP packages for the AvD Oldtimer Grand Prix 2019.

(b) Voluntary data

When purchasing VIP packages for the AvD Oldtimer Grand Prix 2019, you also have the option to voluntarily provide additional information:

- title,
- employer,
- alternative postal address,
- state of residence,
- fixed line phone number,
- different delivery address,
- order reference,
- number of free children's packages required,
- number of vehicles you are travelling in,
- information about whether the vehicles you are travelling in are Porsche vehicles or other vehicles.

Please note that this information is not required to purchase VIP packages for the AvD Oldtimer Grand Prix 2019 and you can decide yourself whether you wish to share this information with us.

We process this data on the basis of Article 6 (1) (b) and (f) GDPR to provide you with the requested services in this context in the

most appropriate format possible, to enable you to purchase VIP packages for the AvD Oldtimer Grand Prix 2019 and to execute the associated contractual relationship with you.

6. Pursuing legitimate interests

We process your personal data for the purpose of pursuing our legitimate interests. In addition to the interests specified within the description of the individual services and functions under Section 3 and Section 5, data is also processed within the scope of our website, especially within the context of the following interests:

1. Developing products, services and support services, as well as other measures for managing business transactions and processes;
2. Improving product quality and rectifying errors and faults by analysing vehicle data and customer feedback, amongst other methods;
3. Processing warranty and goodwill cases, processing enquiries and concerns from non-contractual interested parties and customers;
4. Performing risk management and coordinating product recalls;
5. Ensuring that we operate in accordance with the law, preventing and protecting against legal infringements (in particular criminal offenses), asserting and defending against legal claims;
6. Ensuring that technical systems are available, operational and safe to use, as well as technical data management.

The respective data is processed on the basis of Article 6 (1) (f) GDPR.

7. Consent

If you give consent for certain data processing procedures, this is always for a specific purpose; the purposes are set out in the specific declaration of consent. In this case, the data is processed on the basis of Article 6 (1) (a) GDPR. We will be unable to fulfil a request from you that requires consent if you do not give such consent. If you have given us consent to process your data, you can withdraw this consent at any time. The lawfulness of the processing of your data remains unaffected up until the time of the withdrawal of consent.

8. Recipients of personal data

Internal recipients: Within Porsche AG the only people who have access are those who need it for the specified purposes.

External recipients: We only forward your personal data to external recipients outside Porsche AG if this is necessary for the administering or processing of your issue, if another legal authorisation exists or if we have your consent to forward the data.

External recipients can be:

a) Processors

Group companies in Porsche AG or external service providers that we use to provide services, for example in the areas of technical infrastructure and maintenance for the Porsche AG offering or the provision of content. We carefully select and regularly inspect these processors to make sure that your privacy is protected. The service providers may use the data only for the purposes we have specified and in accordance with our instructions.

b) Public bodies

Authorities and public institutions, such as public prosecutors, courts or financial authorities to which we must transfer personal data for legal reasons. The data is transferred on the basis of Article 6 (1) (c) GDPR.

c) Private bodies
Porsche dealers and service companies, cooperation partners, service providers or persons to whom data is transferred on the basis of consent, to implement a contract with you or to safeguard legitimate interests, for example, Porsche Centres and Porsche Service Centres, financing banks, providers of other services or transport service providers. The data is transferred on the basis of Article 6 (1) (a), (b) and/or (f) GDPR.

9. Data processing in third countries

If data is transferred to bodies whose headquarters or whose place of data processing is not located in a member state of the European Union or in another country outside of the European Union who is a signatory to the treaty, we ensure before forwarding the data that, outside of legally permitted exceptional cases pertaining to the recipient, either an appropriate level of data protection exists (e.g., through an adequacy decision of the European Commission, through suitable guarantees such as self-certification by the recipient for the EU-US Privacy Shield or the agreement of EU standard contractual clauses between the European Union and the recipient) or you give sufficient consent for the transfer of the data.

We can provide you with an overview of the recipients in third countries and a copy of the specifically agreed regulations to ensure the appropriate level of data protection. To obtain these, please contact the address specified in Section 1.

10. Sources and data categories for data collected by third parties

We do not only process personal data that we receive directly from you. We receive personal data from third parties provided that we have a legal basis for obtaining this data. Below is an overview of the sources and data categories for data collected by third parties:

- When we send log-in details with a personalised access link, it is possible that we will have received your email address for sending the log-in details from other Porsche companies or other third parties. Processing activities are then based on consent that you have granted as specified in Article 6 (1) (a) GDPR and also Article 6 (1) (f) GDPR for the purpose of pursuing our legitimate interests. The latter point is based on the need to share information about limited capacity of the VIP packages.

11. Automated decision-making and profiling

We do not use automated decision-making in accordance with Article 22 GDPR to prepare, justify and conduct business relations. A profile is only formed for the purpose of pursuing our legitimate interests within the scope of the processing purposes as described in this document.

12. Duration of storage, erasure

If there are no details regarding the specific duration of storage or erasure of data in the description of the individual services and functions, the following applies:

We store your personal data only for the length of time necessary to fulfil the purposes, or—in the case of consent—until you withdraw your consent. If you object, we delete your personal data unless its further processing is permitted according to the relevant legal provisions. We also delete your personal data if we are obliged to do so for legal reasons.

In accordance with these general principles, we generally delete your personal data without delay:

- When the legal basis no longer applies and if there is no other legal ground (such as retention periods under commercial and

tax law). In case of the latter, we delete the data after the other legal ground no longer applies.

- If the data is no longer necessary for the purposes of preparing and performing a contract or pursuing our legitimate interests and there is no other legal ground (such as retention periods under commercial and tax law). In case of the latter, we delete the data after the other legal ground no longer applies.
- If the purpose for which we collected the data no longer applies and there is no other legal ground (such as retention periods under commercial and tax law). In case of the latter, we delete the data after the other legal ground no longer applies.

13. Rights of data subjects

As the data subject affected by the data processing, you have several rights. Specifically:

Right of access: You have the right to obtain information from us about the data that we have stored about you.

Right of rectification and erasure: You have the right to demand that we rectify incorrect data and—provided the legal requirements are met—that we delete your data.

Restriction of processing: You have the right—provided the legal requirements are met—to demand that we restrict the processing of your data.

Data portability: If you have provided us with data on the basis of a contract or consent, you have the right, in accordance with the legal requirements, to obtain the data you have provided in a structured, standard and machine-readable format or you can demand that we transfer this data to another controller.

Objection to the processing of data on the legal basis of "legitimate interests": You have the right to object at any time, on grounds relating to your particular situation, to our processing of your data, provided this objection is based on the legal basis of "legitimate interests". If you exercise your right to object, we will cease the processing of your data unless we can—pursuant to the legal requirements—prove compelling legitimate reasons for the further processing, which override your rights.

Objection to cookies/technologies similar to cookies: You can also object to the use of cookies and technologies similar to cookies at any time. For details on how to object, please refer to our Cookie Policy.

Withdrawal of consent: If you have given us consent to process your data, you can withdraw this consent at any time with effect for the future. The lawfulness of the processing of your data remains unaffected up until the time of the withdrawal of consent.

Right to lodge a complaint with a supervisory authority: You can also submit a complaint to the competent supervisory authority if you believe that the processing of your data is in breach of the legislation. To do so, you can apply to the data protection authority that is responsible for your town/city or country or the data protection authority that is responsible for us.

Contacting us: Please do not hesitate to contact us free of charge if you have any questions regarding the processing of your personal data, your rights as a data subject and any consent that you may have given. To exercise all of these above-mentioned rights, please visit <https://www.porsche.com/germany/privacy/contact/> or contact us by post at the address specified above in Section 1. In doing so, please ensure that it is possible for us to uniquely define you.

14. Links to third-party offerings

Websites and services delivered by other providers that are linked to from our website have been and are structured and provided by third parties. We have no influence over the design, content and function of these third-party services. We explicitly distance ourselves from all content in all linked third-party offerings. Please note that the third-party offerings linked to from our website may install their own cookies on your device or collect personal data. We have no influence over this. Please contact the providers of these linked third-party offerings as required for the relevant information.

Third-party offerings and services include:

The option to pay for the VIP packages for the AvD Oldtimer Grand Prix 2019 by credit card via the external service provider Wirecard. Wirecard is operated by Wirecard AG, Einsteinring 35, 85609 Aschheim, Germany ("Wirecard").

We do not receive any information about the personal data (payment details) that you enter on the Wirecard payment page. We only receive a notification that you have paid for your order.

As such, the Wirecard terms of use and privacy policy apply.

<https://www.wirecardbank.com/terms-and-conditions/>
<https://www.wirecard.com/privacy-policy/>

The relevant provider and controller is specified in particular in the imprint and the respective privacy policy on the corresponding webpages.

15. Status

The latest version of this privacy policy applies. As at 06/03/2019.

Porsche Cookie Policy

Scope of application

This Cookie Policy applies in addition to the general privacy policy for our website and describes the type, scope, purposes of, legal basis for and opt-out options for data processing in relation to cookies and technologies similar to cookies (hereinafter jointly referred to as "cookies"). The general privacy policy for our website applies to all other information. As at 06/03/2019.

What are cookies?

We use "cookies" in order to provide you with a comprehensive scope of functions, make it easier to use our service and optimise our offerings. Cookies are small files, which are stored on your device by your Internet browser.

Categories of cookies

We use cookies for different purposes and with different functions. We make a distinction according to whether the cookie is technically required (technical requirement), how long it is stored for and used (duration of storage), whether it was created by our website itself or by a third party and who the provider who created the cookie or technology similar to cookies is (hereinafter jointly referred to as "cookie provider").

Technical requirement

Cookies required for technical reasons: We use certain cookies because they are required for our online service/website and their functions to work properly. These cookies are set automatically when the website or a specific function is called up, unless you have disabled cookies in your browser settings.

Cookies not required for technical reasons: By contrast, cookies that are not required are set to improve your experience with our website or to store specific settings that you have configured. We also use cookies that are not required for technical reasons to obtain information on the frequency of use of certain areas of our website so that we can better tailor them to your needs. We do not store cookies that are not required for technical reasons until you click on the corresponding field to confirm that you have read our cookie notice and continue using our online website.

Duration of storage

Specifically, the following cookies may be stored when you call up our website:

Session cookies: Most cookies are required only for the duration of your current service call or session and are deleted or become invalid as soon as you exit our website or your current session expires. Session cookies are used, for example, to retain certain information during your session, such as your log-in information for the website or your shopping basket.

Permanent cookies: Cookies are occasionally stored over a longer period for the purposes of recognising you when you subsequently call up our website again and retrieving saved settings. This makes it faster and easier for you to access our website and means that you do not have to repeat settings such as your selected language, for example. Permanent cookies are deleted automatically at the end of a predefined period when you visit the page or domain from which the cookie was set.

Flow cookies: These cookies are used for communication between various internal Porsche servers. They are created at the start of a user interaction and deleted again when it is ended. Flow cookies are assigned a unique identification number during the interaction. However, this does not allow any conclusions to be drawn with respect to the identity of the actual customer or user.

Cookie provider

Third-party cookies: "Third-party cookies" are created and used by other bodies or websites, for example by providers of web analysis tools. Third parties can also use cookies to show advertising or to integrate content from social networks such as social plugins, for example.

Deletion of and objection to the use of cookies

The acceptance of cookies is not obligatory when using our website; if you would prefer not to have cookies saved on your device, you can disable the relevant option in the system settings of your browser. Saved cookies can be deleted at any time in the system settings of your browser. If you choose not to accept any cookies, this can, however, lead to restrictions in the functions offered on our website.

Name of cookie	Technical requirement	Duration of storage	Cookie provider	Purpose and interest	Legal basis
PHPSESSID	Yes	2 days	Third-party providers	Session cookies for shopping basket, login and technical implementation of the purchasing process	Art. 6 (1) (f) GDPR