



Privacy Notice

Porsche Connect and My Porsche

This Privacy Notice describes the information privacy practices of Porsche Cars North America, Inc. and its subsidiary Porsche Smart Mobility, Inc. (collectively referred to herein as "Porsche", "we", "us", or "our"), when you use your Porsche ID and My Porsche portal (collectively, "My Porsche") and/or the Porsche Connect system ("Porsche Connect") and its app (the "App"), website, store, features and services (collectively the "Porsche Connect Services"). The purpose of this Privacy Notice is to inform you what information we collect from you when you use the Porsche Connect Services, how we use and share your information, and your choices regarding our collection and use. Please note that other additional and or different privacy terms may apply in respect of some of the specific services accessible through My Porsche. In such case such terms will be posted for your review where those services are located within My Porsche. Please review any such terms before accessing these specific services. This Privacy Notice does not apply to any other Porsche companies or Porsche dealers, which are independent third parties.

Porsche Cars North America, Inc. has adopted the Alliance of Automobile Manufacturers, Inc. and Association of Global Automakers Consumer Privacy Protection Principles: Privacy Principles for Vehicle Technologies and Services. For additional information please see https://autoalliance.org/wp-content/uploads/2017/01/Consumer_Privacy_Principles_for_VehicleTechnologies_Services.pdf.

Please see the additional information set out at the end of this Notice regarding Porsche Connect Services in the vehicle. If you are a consumer residing in the State of California, please see our Additional Notice for California Consumers below. If you have any questions or concerns regarding this Privacy Notice, please contact us as described in the below Contact section.

By utilizing our My Porsche and Porsche Connect Services, you acknowledge that you have read, understood, and agree to our collection, use, and disclosure of your Information (defined below) as described in this Privacy Notice.

1 Scope

This Privacy Notice applies to information collected about you by Porsche and our third party service providers when you use My Porsche or the Porsche Connect Services. It does not apply to Porsche dealers or third party services that you may utilize in connection with the Porsche Connect Services.

As used herein, "Personal Information" means information that can be used to identify a specific individual, such as your name, address, e-mail address, phone number, birth date, Porsche ID, vehicle identification number, driver's license number, license's plate number, credit card number or information related to your log-ons and use of My Porsche and the Porsche Connect Services, and "Non-Personal Information" means information that relates to you but does not directly identify you. "Information" is collectively used herein to refer to both Personal Information and Non-Personal Information.

2. Outside the U.S.

My Porsche and the Porsche Connect Services are for users located exclusively in the United States of America. If you are located outside the United States, please return to www.porsche.com and use the drop down box to find the website for users in your location, but please do not use our Porsche Connect Services, as the information practices and the terms of this Privacy Notice may or may not comply with foreign law. By using our Porsche Connect Services, you consent to the use and disclosure of your information in accordance with this Privacy Notice and subject to the applicable state and federal laws of the United States.

3. Changes To This Privacy Notice

Porsche may update this Privacy Notice from time to time effective upon posting the revised Privacy Notice, along with the date on which it was most recently updated, on our Porsche Connect Services page. Please periodically review this Privacy Notice for updates. If a change to this Privacy Notice materially affects the use or disclosure of your Personal Information, we will notify you via email or by placing a more prominent notice on our home page located at <http://www.porsche.com/usa/connect>. By continuing to use the Porsche Connect Services thereafter, you agree to accept such changes to this Privacy Notice. Please contact us as described in the below Contact Us section if you would like information regarding any changes.

4. Information We Collect

Porsche and its third party service providers collect Information about you from a variety of sources, including Personal Information you provide directly to us and Information we collect about you when you access and use the Porsche Connect Services. We also collect your Personal Information from independent Porsche dealers. We may combine any of the Information collected about you for the purposes described in this Privacy Notice.

Information You Provide Us. We collect Information you provide to us when you:

- Create your My Porsche account;
- register for any of the Porsche Connect Services which can be done by using My Porsche;
- use any of the My Porsche or Porsche Connect Services;
- participate in any event, program, contest, surveys, or other promotion that we may offer from time to time in connection with My Porsche or the Porsche Connect Services (collectively, "Events");
- contact or communicate with us;
- request information from us;
- provide or submit comments, suggestions, experiences, or other content to us; and/or
- otherwise interact with us and our My Porsche or Porsche Connect Services.

As part of your interactions with us and our Porsche Connect Services, the information we collect includes, without limitation, the following:

Vehicle Information: To be able to use Porsche Connect Services in your vehicle, your vehicle must be connected to your user account. To that end, you will need to identify the vehicle identification number, and in some circumstances, for verification purposes, you may need to upload a copy of an identification document and proof of ownership, or, if you are not the owner of the vehicle, a power of attorney from the vehicle owner after entering your vehicle identification number. You have the option of using an authorized dealer to submit this vehicle information. After the verification process is complete, the copies of the documents will be deleted.

Registration Data: To register for Porsche Connect Services, you must create a My Porsche account and provide your Porsche ID, login credentials, name, address, mobile phone number, e-mail address. You may also provide other optional information, such as additional profile information (e.g., academic titles), business contact data, date of birth, other telephone numbers, credit card information (which is stored exclusively with the payment service provider), and your vehicle license number and a personal vehicle name. You do not have to provide us with this optional information to use the Porsche Connect Services.

Voice Data: Voice data is collected to enable voice control and voice inputs in certain Porsche Connect Services. Voice data is transmitted as recordings from the vehicle to us for the purpose of conversion into text. The text, which is created by a service provider, will be transferred back to the vehicle.

Mobile Device Contents: Certain Porsche Connect Services such as the Porsche Connect app can access the address book, calendar, email, SMS, camera function, and images stored on your mobile device to provide certain features including communication services such as hands free dialing services, facilitating your sending of e-mail or SMS text messages, and displaying and announcing incoming calls, texts and emails, and providing alerts.

Wireless Communications: Some Porsche Connect Services are delivered via a wireless connection, and information about your use of the Porsche Connect Services may be communicated to Porsche through the wireless network. Please note that when signals are transmitted via public telecommunication networks outside your vehicle, third parties, especially network operators, may have access to certain information and potentially determine your location. In addition to the respective network operator, virtual network operators may also have access to this information.

Information Collected Automatically. Our Porsche Connect Services, email messages, and advertisements use various tracking technologies that may include cookies, log file information, and web beacons (collectively, "Data Collection Tools") to automatically collect Information from you. We, along with our third party service providers, use Data Collection Tools for a variety of purposes, including enhancing your experience with our Porsche Connect Services. Please see below for more information regarding the Data Collection Tools that we may use.

Cookies: Cookies are small text files stored by your Internet browser that allow us to learn more information about your visit or use of our Porsche Connect Services. We may use cookies to remember your Personal Information, including your registration information, and to track your usage of our Porsche Connect Services over time. You can visit <http://www.allaboutcookies.org> for more information regarding cookies.

Log File/Usage Information: Log file or usage information is automatically reported by your browser or mobile device each time you access the Porsche Connect Services. When you use

the Porsche Connect Services, servers may automatically record certain log file information such as your web request, Internet Protocol (IP) address, browser type, device operating system, referring / exit pages and URL, data and time of access, number of clicks and how you interact with Linked Sites, domain names, landing pages, pages viewed, and other such information.

Clear Gifs/Web Beacons: When you use the Porsche Connect Services, we may employ clear gifs (also known as web beacons) which are used to anonymously track your online usage patterns. In addition, we may also use clear gifs in HTML-based emails sent to our users to track which emails are opened and which links are clicked by recipients. This information facilitates more accurate reporting and improvement of our Porsche Connect Services.

Location Data: When you use our Porsche Connect Services, it may access, collect, monitor, and/or remotely store real-time "location data," which may include GPS coordinates, to provide certain location-related features of the Porsche Connect Services.

Analytics Information: We use third-party analytics tools, such as Google Analytics, to help us measure traffic and usage trends for our Porsche Connect Services. Google collects Information sent by your browser or mobile device, including the pages you visit and other Information that assists us in improving our Porsche Connect Services. For more information regarding how Google collects, uses, and shares your information please visit <http://www.google.com/policies/privacy/partners/>.

Information We Receive From Third Parties. We may receive Information about you from third parties. For example, if you access our Porsche Connect Services through a third-party connection, such third party may pass certain information about your use of its service to us, such as in the case of the Porsche Charging Service. We also receive Information you have provided to Porsche dealers.

Porsche Connect Services.

Booking / Purchasing of Porsche Connect Services. If you book (purchase) Porsche Connect Services, we will collect the login and logout time, commenced and completed credit card charging processes, with location, duration and time, your contract terms, the products you have purchased, the settings you have made in the App, the vehicles you have added, photos of the vehicles, user data stored in the Porsche ID, the status of the booked services, addresses for calendar entries, and addresses for contacts.

Services Information. When you use the following individual services in the app or in the vehicle, we will process Personal Information: Risk Radar, Apple Music, Weather, Radio Plus, Calendar, News, Voice Pilot, Location Alarm, Speed Alarm, Valet Alarm, E-Control, Climate, Car Alarm, Horn and Flash, Lock & Unlock, Pre-heater, Breakdown Call, Porsche Vehicle Tracking System, Navigation Plus, Media Streaming, and Smart Home service. Detailed description regarding the Information collected and used in connection with specific Porsche Connect Services is located at <https://connect-store.porsche.com/us/en/> via the Privacy link for each specific service description.

5. How We Use Your Information

We use your Information, including Personal Information, for a variety of business purposes, including:

- providing the My Porsche and Porsche Connect Services to you;
- communicating with you;
- creating and managing your Porsche ID account registration;
- customer service and technical support, which may include responding to your requests, resolving issues, and/or troubleshooting problems;
- responding to your inquiries, comments, or postings;

- administering Events;
- improving and customizing our My Porsche and Porsche Connect Services and communications;
- to personalize your experiences while using the Porsche Services;
- internal operations such as enhancing our products and services, marketing efforts, and to conduct research and analysis;
- processing payments;
- investigating or settling inquiries or disputes;
- marketing purposes;
- enforcing our Terms and Conditions of Use and any other applicable terms and conditions and agreements; and/or
- protecting the security and integrity of our business, Porsche Connect Services, brand, customers, and services providers.

We may combine all the Information we collect or receive about you for any of the foregoing purposes.

6. How We Share Your Information

We share and disclose your Information, including Personal Information, under the following circumstances:

- with third parties that provide a variety of services on our behalf, including the development, hosting, maintenance, and support of our My Porsche and Porsche Connect Services; payment processing; data management, storage, and analysis; customer service; communications; and marketing;
- with independent, authorized Porsche dealers in connection with the Porsche Connect Services;
- with third party business partners in connection with the Porsche Connect Services;
- with members of the Porsche affiliated group of companies for promotional or other purposes;
- to manage and administer Events;
- to comply with law, a court order, or other legal process, or in connection with a legal investigation;
- as may be necessary to protect the rights and interests of Porsche, our affiliates, authorized Porsche dealers, third party business partners and service providers, and our and their respective employees, customers, visitors, users, or any other person or entity;
- to enforce our Terms and Conditions of Use, and any other applicable terms and conditions and other agreements;
- in the event of a corporate transaction, including a merger, acquisition, financing, dissolution, transaction or proceeding involving the sale, transfer, divestiture, or disclosure of all or a portion of Porsche's business or assets. In the event of an insolvency, bankruptcy, or receivership, Personal Information may also be transferred as a business asset of Porsche. If another third party acquires Porsche or any of its business operations, whether through stock or asset purchase, such third party will possess the Information, including Personal Information, collected by us and will assume the rights and obligations with respect thereto as described in this Privacy Notice;
- in aggregated or other non-personally identifiable form; and/or
- in accordance with your consent.

If you wish to opt out of any of the data sharing practices described in this section, please contact us as described in the below Contact section.

7. Your Choices

We provide you with the opportunity to provide, update and/or delete certain Personal Information and to opt-out of having your Personal Information used or disclosed for certain purposes. For example, you may

- choose whether to provide certain optional Personal Information when registering for the Porsche Connect Services;

- update your Porsche ID;
- delete your Porsche ID;
- change your preferences for certain communications;
- choose whether to receive promotions and offers from us;
- request that we do not share your Personal Information with third parties for their marketing purposes; and/or
- request access to your Personal Information.

You may exercise your choices by contacting us as described in the below Contact Us section, through our Contact Center, via your Porsche Connect account, or following the instructions provided in communications sent to you. If you contact us, you may be required to provide account information so that we may access your user account and make any changes or perform any actions you request. We may contact you by phone, text message or e-mail as needed, provided that you have consented to be contacted via the relevant channel(s), in order to assist you with registration and with activating and using the Porsche Connect Services.

Because we plan our communications in advance, it may take several weeks for your request to become effective. If you continue to receive our communications after expressing an opt-out preference, please let us know so that we can investigate the situation. We will, however, continue to send transaction-based communications.

In some cases, if you choose not to provide us with the requested Information, you may not be able to utilize certain features of the Porsche Connect Services.

Mobile Device Contents: For Porsche Connect Services such as the Porsche Connect app that can access your address book, calendar, camera function, and images stored on your mobile device, you have the option to allow or not allow such access within the Porsche Connect app. You can use the configuration in the Porsche Connect app and the settings in your mobile device to allow or prevent such access.

Data Collection Tools. You may be able to opt-out of the automatic collection of some Information by referring to your web browser's or mobile device's options or settings menu. However, doing so may disable many of the portions, features, or functionality of the Porsche Connect Services. For example, most web browsers automatically accept cookies, but you have the choice to set your browser to accept or reject cookies. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences or visit <http://www.allaboutcookies.org> for more information.

Google Analytics. Google provides users choice on how their data is collected by Google Analytics by developing an Opt-out Browser Add-on which can be located at: <http://tools.google.com/dlpage/gaoptout?hl=en>. By installing this Add-on, no information is being sent to Google Analytics.

Location Data: You may opt-out from allowing us to have access to your location data by adjusting the permissions in your mobile device and/or the Porsche Connect Services, though some features of our Porsche Connect Services may not function properly if use or availability of location data is impaired or disabled.

Wireless Communications: Depending on your wireless network connection, the features of your vehicle, and the Porsche Connect Services that have been activated, the vehicle's exchange of data may be deactivated in whole or in part by (a) removing the SIM card or disconnecting your end device, if the wireless network connection is established via an installed or pre-installed insertable SIM card or a Wi-Fi connection; or (b) adjusting the settings and permissions accordingly in the options menu of your vehicle. Some features of our Porsche Connect Services may not function

properly if use or availability of wireless communications is impaired or disabled.

8. Use of Porsche Connect Services By Unregistered Users

If other persons use your vehicle and the navigation and infotainment system, certain Information as specified in Section 4 is collected and stored under your user account if such person does not have their own Porsche Connect account. In this case, it is not possible for us to identify the other user due to the lack of identifying information. If you or the other person do not wish for such information to be collected and/or stored under your account, please do not allow such person to use the navigation and infotainment system.

9. Third Party Services

By using certain Porsche Connect Services such as the Porsche Connect app in combination with your mobile device, you can view and use the content of certain third party provided multimedia, information, and communication services (e.g., Google Earth®, Apple Car Play®, Gracenote, Rhapsody, Radio.net) in your vehicle's infotainment-system or in the Porsche Connect app. For personalized contents (e.g., playlists or favorites) you can use the Porsche Connect app to log in at service providers – with whom you may be registered – using your personal login information, and access the content of these third party services. When utilizing such third party services in connection with the Porsche Connect Services, your Information will be transmitted to and collected and used by such third party service provider and your vehicle's infotainment system. If you switch on the location function of your mobile device, third party service providers may be able to access your location data during your use of the Porsche Connect app and the vehicle's infotainment system. Third party services are not subject to this Privacy Notice. Please refer to the respective third service providers' privacy policies for details on their privacy practices.

To process payments for paid services within the scope of My Porsche and the Porsche Connect Services, we use a third party payment service provider to manage your credit card information and process payments. When you enter your credit card information, you are interacting with the payment service provider and entering your information directly into an entry field of the payment service provider. We do not collect or store any of your credit card information.

10. California Residents' Privacy Rights

This part of our Privacy Notice applies to consumers who reside in the State of California.

10.1 Personal Information We Collect about California Consumers

We describe the Personal Information we have collected from consumers in the twelve (12) months preceding the effective date of this Privacy Notice in the part of our Privacy Notice titled, "Information We Collect" and in the Notice for Users of Porsche Connect Services in the Vehicle at the end of this Notice. The information we collect includes the following:

- Identifiers such as name, address, e-mail address, phone number, driver's license number, Internet Protocol address, MAC address, logical IDs and device IDs, and Porsche IDs.
- The following categories of Personal Information described in California Civil Code § 1798.80(e): (1) the Personal Information listed in the preceding bullet point as "identifiers," (2) vehicle identification numbers (VINs) (when linked to identified persons), vehicle information such as model and year, vehicle registration information, and license plate numbers, (3) vehicle usage and operating data, including vehicle status data, vehicle analysis data, location-based environmental and traffic data, location data and movement data, (technical) vehicle data, and vehicle interior and vehicle environment information, (4) payment information such as payment card number or portion thereof,

bank information, and payment amounts, (5) information you provide or that we record in connection with customer support calls or complaints, (6) demographic information such as birthdate, gender, language preference, and occupation, and (7) the other information that identifies, relates to, describes, or is capable of being associated with, a particular individual that we describe in "Information We Collect" and the Notice for Users of Porsche Connect Services in the Vehicle at the end of this Notice. In addition, certain Porsche Connect Services such as the Porsche Connect app can access the address book, calendar, email, SMS, camera function, and images stored on your mobile device to provide certain features including communication services such as hands free dialing services, facilitating your sending of e-mail or SMS text messages, and displaying and announcing incoming calls, texts and emails, and providing alerts.

- Characteristics of protected classifications under California or federal law, such as language preference.
 - Commercial information, including information about orders, purchases, or usage of services in connection with the Porsche Connect Services.
 - Internet or other electronic network activity information, including, but not limited to, browsing history, search history, usage of, and information regarding your interaction with the Porsche Connect Services including the Porsche Connect Web site, the App, or our in-vehicle technologies. In addition, some Porsche Connect Services are delivered via a wireless connection, and information about your use of the Porsche Connect Services may be communicated to Porsche through the wireless network. Please note that when signals are transmitted via public telecommunication networks outside your vehicle, third parties, especially network operators, may have access to certain information and potentially determine your location. In addition to the respective network operator, virtual network operators may also have access to this information.
 - Geolocation data. When you use our Porsche Connect Services, it may access, collect, monitor, and/or remotely store real-time "location data," which may include GPS coordinates, to provide certain location-related features of the Porsche Connect Services. We also may collect geolocation data relating to your computer or device when you interact with the Porsche Connect Services.
 - Audio information collected to enable voice control and voice inputs in certain Porsche Connect Services. Voice data is transmitted as recordings from the vehicle to us for the purpose of conversion into text. The text, which is created by a service provider, will be transferred back to the vehicle.
 - Inferences drawn from (1) the information we collect when you use the Porsche Connect Services, and (2) information about Porsche Connect Services user preferences and behavior, which we use for product and service enhancement and optimization purposes.
- For information regarding the purposes for which we collect and use the Personal Information we collect, please see "How We Use Your Information."

10.2 Disclosures of Personal Information for Monetary or Other Valuable Consideration or for Business Purposes

We have disclosed the following categories of Personal Information to other businesses or third parties for monetary or other valuable consideration within the twelve (12) months preceding the effective date of this Privacy Notice:

- Identifiers and Inferences. Pseudonymous identifiers for individuals who visit our Web sites and mobile apps and the devices such individuals use to visit our Web sites and mobile apps, data relating to usage of our Web sites and apps and inferences drawn from such usage data, and data acquired from third party marketing and digital advertising providers. We share this information with third party vendors that provide consumer behavioral analytics and digital advertising service to Porsche, and where applicable these vendors may use the information for use for their own purposes.

We have disclosed Personal Information in all or substantially all of the categories identified in this Additional Notice for California Consumers for various business purposes. For more information about the categories of Personal Information we have disclosed, the categories of entities with which we have disclosed this information and the purposes for which we have disclosed the information, please see "How We Share Your Information."

10.3 Your California Privacy Rights

If you are a California consumer, you have the following rights. We will honor requests received to the extent required by applicable law and within the time provided by law.

(a) Right to Access and Information regarding Personal Information. You have the right to request that we disclose to you the categories and specific pieces of Personal Information we have collected about you. Specifically, you have the right to request that we disclose the following to you, in each case in the twelve-month period preceding your request:

- the categories of Personal Information we have collected about you;
- the categories of sources from which the Personal Information is collected;
- our business or commercial purpose for collecting or selling Personal Information;
- the categories of third parties with whom we share Personal Information;
- the specific pieces of information we have collected about you;
- the categories of Personal Information about you, if any, that we have disclosed for monetary or other valuable consideration and the categories of third parties to which we have disclosed the information, by category or categories of Personal Information for each third party to which we disclosed the Personal Information; and
- the categories of Personal Information about you that we disclosed for a business purpose.

We will deliver Personal Information that we are required by law to disclose to you in the manner required by law within 45 days after receipt of a verifiable request, unless we notify you that we require additional time to respond, in which case we will respond within such additional period of time required by law. We may deliver the Personal Information to you through your account, if you maintain an account with Porsche, or, if not, electronically or by mail at your option. If electronically, then we will deliver the information in a portable and, to the extent technically feasible, in a readily useable format that allows you to transmit the information from one entity to another without hindrance.

(b) Right to Deletion of Personal Information. You have the right to request that we delete Personal Information about you that we have collected from you.

(c) Right to Opt Out. You have the right to opt out of the disclosure of Personal Information about you to third parties for monetary or other valuable consideration. To opt-out, visit www.porscheusa.com and click Do Not Sell My Personal Information.

(d) Right to Non-Discrimination. We may not discriminate against you because of your exercise of any of the foregoing rights, or any other rights under the California Consumer Privacy Act, including by:

- Denying you goods or services;
- Charging different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties;
- Providing you a different level or quality of goods or services; or
- Suggesting that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

We may, however, charge different prices or rates, or provide a different level or quality of goods or services, if that difference is reasonably related to the value provided to Porsche by your Personal Information.

10.4 Requests to Exercise Your Rights

You may request to exercise the foregoing rights by:

- Logging in to your account (if you have an account) at https://login.porsche.com/auth/us/en_US and submitting a request, or
- Submitting a request through <https://contact.porsche.com/usa/dialogue/contactandinformation/contactus/>, or
- Calling us toll-free at 1-800-Porsche.

Please note that we may take steps to verify your identity before granting you access to information or acting on your request to exercise your rights, as required or permitted by law. We may limit our response to your exercise of the above rights as permitted by law.

10.5 Data Sharing for Direct Marketing Purposes

Residents of the State of California may request a list of all third parties to which we have disclosed certain personal information (as defined by California law) during the preceding year for those third parties' direct marketing purposes. If you are a California resident and want such a list, please contact us via the Contact Us information provided below. For all requests, you must put the statement "Your California Privacy Rights" in the body of your request, as well as your name, street address, city, state, and zip code. Please note that we will not accept requests via the telephone, and we are not responsible for notices that are not labeled or sent properly, or that do not have complete information. Please allow 30 days for a response.

10.6 Do Not Track Notice

At this time, there is no worldwide uniform or consistent industry standard or definition for responding to, processing, or communicating Do Not Track signals. Thus, like many other websites and online services, Porsche Connect Services are currently unable to respond to Do Not Track Signals. To find out more about "Do Not Track", you may wish to visit <http://www.allaboutdnt.com>.

11. Information Security

We implement reasonable technical, administrative, and physical safeguards to help us protect your Personal Information from unauthorized access, use, and disclosure. For example, when you submit sensitive Personal Information through our My Porsche or Porsche Connect Services, we utilize secure sockets layer (SSL) encryption technology. We also request that our third-party service providers use commercially reasonable security measures to protect your information from unauthorized access or use. However, no method of electronically transmitting or storing data is ever completely secure, and therefore, we cannot guarantee that your Personal Information will never be accessed, used, or disclosed in a manner that is inconsistent with this Privacy Notice.

12. Submissions and User Generated Content

Unless governed by separate terms identified at the time of submission, all suggestions, materials, remarks, or other intellectual property (e.g., ideas, experiences, and photos) you communicate or submit to us in connection with the Porsche Connect Services ("Submissions") will be considered non-confidential and non-proprietary. Porsche shall have no obligation of any kind with respect to such Submissions and shall be free to use and distribute Submissions for any purposes, without limitation of any kind.

Our My Porsche and Porsche Connect Services and social media pages may allow you to post messages and submit content (e.g., comments, photos, blogs, postings, etc.), including your Personal Information. You are responsible for all actions resulting from any information, including Personal Information, which you post on our Porsche Connect Services or social media pages. Please remember that any Information you post becomes public information, is not subject to this Privacy Notice, and Porsche is not responsible for the results of such postings.

13. Submissions and User Generated Content

Our Porsche Connect Services may contain links to third party websites such as other Porsche companies, Porsche dealers, or other third parties, as well as to social media platforms such as Facebook or Twitter (collectively "Linked Sites"). Porsche is not responsible for the privacy practices, policies, or content of any Linked Sites, even if you link to them from our Porsche Connect Services or communications. This Privacy Notice does not apply to any Linked Sites. We have no control over the collection or use of Information, including Personal Information, on any Linked Site. We encourage you to read and understand the privacy practices of any Linked Sites that you visit.

14. Links, Third-Party Websites, and Social Media Platforms

Our Porsche Connect Services may contain links to third party websites such as other Porsche companies, Porsche dealers, or other third parties, as well as to social media platforms such as Facebook or Twitter (collectively "Linked Sites"). Porsche is not responsible for the privacy practices, policies, or content of any Linked Sites, even if you link to them from our Porsche Connect Services or communications. This Privacy Notice does not apply to any Linked Sites. We have no control over the collection or use of Information, including Personal Information, on any Linked Site. We encourage you to read and understand the privacy practices of any Linked Sites that you visit.

15. E-mail Security

"Phishing" is a scam designed to steal your Personal Information. If you receive an e-mail that looks like it is from us asking you for your Personal Information, please notify us as provided below in the Contact Us section.

16. Children's Privacy

Our Porsche Connect Services are not intended for use by children under 13. We do not knowingly collect Personal Information from children under the age of 13 without parental or guardian consent. Please contact us as described in the below Contact Us section if you believe we may have collected such information without parental or guardian consent or other than in a manner authorized by law, and we will work to delete it.

17. Contact Us

If you have any questions or comments about this Privacy Notice or our privacy practices for the Porsche Connect Services, you may contact us as follows:

Phone: 1-800-PORSCHE,
E-mail: privacy@porsche.us
Mail: Porsche Cars North America, Inc.
One Porsche Drive
Atlanta, Georgia 30354
Attn: Privacy/Legal Department.

Effective Date: November 4, 2019

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Notice for Users of Porsche Connect Services in the Vehicle

You can use Porsche Connect services you have booked through our Porsche Connect Store in your vehicle, as well as any third-party services you may have booked elsewhere, separately from our offering. Depending on the model, your vehicle can be connected to the Porsche Digital Service Infrastructure via a mobile phone connection, e.g. by means of the infotainment system (Porsche Communication Management or PCM) integrated in your vehicle, or via the wireless interface for vehicle-related services. This enables you to use Porsche Connect services booked through our Porsche Connect Store in your vehicle, as well as any third-party services you may have booked elsewhere, separately from our offering. In some cases it is possible to use individual functions in the vehicle without registering/logging in with the Porsche ID user account.

1. Special notes on the use of Porsche Connect Services in the vehicle

In some cases it is possible to use individual functions in the vehicle without registering/logging in with the Porsche ID user account. Even if you use the services in your vehicle without registration, Personal Information may still be processed.

1.1 Access authorizations

Some functions or services support the uploading of images and videos from the device. You will therefore be asked to grant permission for the App to access your device's camera or photo library.

In addition, before using a service or function, you may be asked to grant further access authorizations (e.g. access to your location).

Granting permissions is voluntary. However, if you wish to use the relevant functions or services, you must grant the relevant permissions, otherwise you will not be able to use these functions or services.

Permissions remain active unless you revoke them in your device and/or Internet browser by deactivating the relevant setting. Deactivation is possible at any time.

1.2 Special services and functions

You can voluntarily provide Personal Information or register for services or functions when using the functions in the vehicle. When registering and using the services and functions described below, Personal Information will be collected, processed and used by us as shown below.

It is necessary to register in advance and to create a Porsche ID user account in order to use the services and functions described in paragraph 1.2.2. It is not possible to use the services and functions described in paragraph 1.2.3 without registering in advance and creating a Porsche ID user account.

1.2.1 Using the individual functions with registration / login

The functions within the framework of our offering on our website and the relevant processed Personal Information, purposes and legal bases are described below.

(a) Connectivity

Depending on the equipment installed in your vehicle, connectivity may be established by dialing into the vehicle interfaces using a WiFi connection provided by an external terminal or by means of one or more wireless modules in your vehicle. Depending on your vehicle equipment, the wireless network modules in your vehicle may have a pre-installed or pre-assigned plug-in SIM card, or a permanently installed SIM card.

(i) Definitions

- a) Installed plug-in SIM card

Depending on your vehicle's equipment, you can establish the connectivity of your vehicle for yourself with a SIM card that you

install in the vehicle and that you have been given by your network service provider ("pre-installed plug-in SIM card"). Your respective network service provider is responsible for your pre-installed plug-in SIM card and associated data processing. Please refer to your network service provider for information regarding the type, scope and purpose of data processing and data security while the signal is being transferred.

- b) Pre-assigned plug-in SIM card

Depending on your vehicle equipment, connectivity may be provided by a plug-in SIM card that the manufacturer has already assigned for you ("pre-assigned plug-in SIM card"). Further country availability information can be found at <https://connect-store.porsche.com/us/en/>.

- c) Permanently installed SIM card

The connectivity of your vehicle may be established by a SIM card which has already been installed directly in your vehicle by the manufacturer and which cannot be exchanged ("permanently installed SIM card"). The permanently installed SIM card cannot be removed manually to prevent connectivity. Details of who is responsible for the data processing processes in connection with the permanently installed SIM card can be found in subsection (iii) below.

- d) Service provider and/or virtual service provider

The telecommunications network operator ("network operator") operates a telecommunications network and provides the respective subscribers with access to this network. The "virtual network operator" creates individual network solutions from the infrastructures and technologies of different network operators without having its own network infrastructure.

(ii) Data storage during vehicle production:

In the context of vehicle production, we link the SIM card numbers (ICCID, IMSI, MSISDN) with the relevant device number and the vehicle identification number shown on the proof of ownership. The data is stored for the purpose of managing the SIM card numbers and assigning the vehicle to a SIM card number in order to implement the contract between you and us and so that we can disclose information if required to do so by law.

(iii) Exchange of data with permanently installed SIM cards

Active wireless modules in Porsche vehicles with permanently installed SIM cards tune into the mobile service networks of the respective network operator, if available - regardless of whether you are registered for Porsche Connect or have booked Porsche Connect services. In this case, telecommunications data (data processed in order to provide telecommunications services or to establish connectivity) for the purpose of wireless connections or establishing connectivity and, where appropriate, for the purpose of implementing the corresponding online functions of the Porsche Connect services you booked for your vehicle can be exchanged via the wireless networks of the respective network operator, e.g. with wireless cells.

Within the context of the wireless network connection, during signal transmission using public telecommunications networks outside your vehicle, it is not possible to prevent third parties, in particular network operators, from accessing certain information and, possibly, from identifying your location. In addition to the relevant network operator, virtual network operators may also have access to this information.

Connectivity is provided by network operators and virtual network operators via permanently installed SIM cards. Please refer to your service provider and/or virtual service provider for information regarding their privacy practices.

(iv) Data processing in the context of infotainment services

We shall process your registration data (such as your name, address and date of birth) when you register for My Porsche or

Porsche Connect Store or when you book a service in My Porsche or in the Porsche Connect Store in order to establish, organize, modify or terminate a contract for infotainment services.

With the exception of SIM card and device numbers and the volume of data consumed, traffic data (such as the beginning and end of each connection) generated by the activity of the radio network connections, location data of the mobile connection, the end points of the connection, as well as dynamic IP addresses, are not processed within the Porsche Digital Service Infrastructure. Please check with your network service provider for information regarding its privacy practices.

(v) Data processing in the context of other connectivity services

When you book or have booked advanced connectivity services, such as vehicle hotspot data packages, then activation and/or deactivation information (such as the vehicle identification number shown in the proof of ownership) will be exchanged between our system, the wireless network interface of your vehicle, and the respective network operators and/or virtual network operators for the purpose of activating and deactivating the data packets of the permanently installed SIM card in your Porsche vehicle. In order to manage the SIM card permanently installed in your Porsche vehicle and in order to bill the data volume provided and used in the context of a data packet you may have booked, the vehicle identification number shown in the proof of ownership, your SIM card numbers, the associated SIM card status and, where appropriate, the data volume used and remaining in the relevant period will be exchanged between our system, the wireless network interface of your vehicle, and the respective network operators and stored by us for the duration of the contractual relationship.

(vi) Compliance with Law

In addition to the data processing described in the previous paragraphs 1.2.2.1.2 to 1.2.2.1.5, we shall only process telecommunications data (Personal Information processed for the purpose of providing the telecommunication service or for establishing connectivity) on the basis of and in accordance with our obligations under applicable law - for example to fulfil our statutory obligations to store personal information and to disclose this to security and judicial authorities and/or on the basis of security regulations.

(vii) Identity Verification

The applicable telecommunications carrier may require you to provide certain information in order to verify identity or to run a credit or background check. Please contact the telecommunications carrier for more information.

(b) In-car system and establishing a vehicle connection

In order to be able to use services in your vehicle, it is first necessary to create a Porsche ID user account and then to register your vehicle in your Porsche ID user account. For this it is necessary for you to enter the vehicle identification number shown in your proof of ownership in My Porsche and to create a Porsche ID user account, or to have this done for you by your authorized dealer.

We will process your vehicle identification number for the purpose of verification, to establish a vehicle connection and to identify the vehicle in the context of the use of services, and also to activate and provide such services and for the purposes defined and explained in detail in the respective place.

Depending on your vehicle and the connection of your vehicle to the Porsche Digital Service Infrastructure, a pairing code will be generated in our system, saved and displayed in My Porsche. In addition, for verification purposes, you may need to upload a copy of an identification document and proof of ownership and, if you are not the owner of the vehicle, authorisation from the vehicle owner after entering your vehicle identification number or submit it

to your authorised dealer. These documents will be checked against our verification criteria. As proof of successful verification, we also save the names, birth dates, birthplaces, addresses and validity dates of the documents, as well as the vehicle identification numbers, owner names and addresses shown in the relevant identification documents. After verification is complete, the copies of the documents will be deleted.

Depending on your vehicle, your vehicle can also log in to our Porsche Digital Service Infrastructure to establish a vehicle connection with the vehicle identification number. We require this information in order to be able to identify your vehicle during use, for example when it calls up a service, so that we can check your Porsche ID user account and its entitlement to use services. A separate 4-digit pin code must be entered in order to use particularly safety-critical services. You can also access your personal PIN code in My Porsche and change it at any time. The PIN code is stored in encrypted form. When the PIN code is entered in the vehicle, it will also be encrypted and transmitted to our system for the purposes of authorisation checks. Personal settings for the Porsche Connect services or vehicle functions (for example, favourite radio stations, navigation destinations, favourite weather stations) will also be saved after you log onto My Porsche. After the user has been identified by means of the Porsche ID, these personal settings are called up at the start of the journey and set in the PCM. Settings made during the trip are also saved and can be recalled the next time a vehicle is used (also available in other vehicles).

(c) Use of third-party services

You can access a number of third-party services that you have installed on your device by pairing the device with the vehicle. In this case, the third-party content displayed on your device will simply be mirrored on the PCM. We do not access these services from third parties and do not record any of the contents. Please review the corresponding notes on data protection from the third-party provider.

We shall process the Personal Information necessary for linking your terminal with the vehicle for the use of the respective third-party services in this context.

(d) Deactivation of services and data exchange

Depending on the type of wireless network connection, the equipment in your vehicle and the activated services, the data exchange of the vehicle may be fully or partially deactivated:

a) by removing the SIM card or decoupling your terminal if the mobile service connection is provided via an installed plug-in SIM card or WiFi connection

or

b) by making the corresponding privacy settings in the Options menu of the PCM of your vehicle in "private mode". The functionality of the individual services may be limited or eliminated.

Depending on the vehicle model and the equipment installed, vehicle occupants can deactivate data exchange by the PCM via the wireless connection in the system settings, e.g. by switching off the PCM wireless module or by activating "private mode".

Depending on the vehicle model and equipment, services and functions can also be deactivated individually or in groups.

Any legally required functions and services present and in operation, such as emergency call systems, as well as the basic functions required for this purpose, shall be excluded from deactivation.

In order for us to provide these services and functions on a case-by-case basis, if your vehicle has these services, it may be necessary for the vehicle to maintain a wireless network connection to wireless cells of the relevant mobile operator and in individual cases, to exchange data via a wireless connection, as described in the relevant service descriptions at <https://connect-store.porsche.com/gb/en/emergency-call/p/notruf>. Services that

cannot be deactivated are marked as such in the vehicle's Options menu under "Private Mode".

(e) Use of the online services by unregistered drivers

If other persons use your vehicle, then, depending on the vehicle model and equipment, as well as activated services, the information we collect will be gathered and stored under your Porsche ID user account for technical reasons.

(f) Online software update

If you have activated Online Software Updates in My Porsche, data may be exchanged between our systems and your vehicle for the purpose of updating the software of your vehicle systems and for troubleshooting software failures as part of service activities. For this purpose, the vehicle identification number shown in the proof of ownership, device identifications and their current software version, your Porsche ID and authorisation information are exchanged with our systems at regular intervals. In individual cases (e.g. update actions, as when updating the battery management system), information about the vehicle equipment as well as information about the technical condition of your vehicle are transferred to our systems. You can terminate Online Software Update and the associated processing of Personal Information by deactivating the function in My Porsche.

(g) Provision of crowd-sourced services

Individual services, such as real-time traffic or safety radar, rely on providing information about, for example, the location, the environment and the movement of your vehicle, together with the data from other vehicles, in order to obtain new and more accurate information, such as current traffic and road conditions as well as dangerous situations (so-called crowd-sourced services). For this purpose, as part of vehicle use, the location, vehicle and environmental data and movement information from your vehicle may be transferred. We provide the aforementioned data to third parties in aggregated form only, and without reference to you or your vehicle.

You can deactivate the transfer of data for these purposes at any time in the settings of the PCM of your vehicle under the "Porsche Connect" menu item. You can deactivate the various services or service groups for this purpose. In addition, it is also possible to deactivate all data transfers. Please note that this may limit the functionality of individual services when deactivated, in particular swarm services such as real-time traffic or safety radar. The exchange of data can also be prevented by using "Privacy mode" in accordance with paragraph 1.2.2.5.

(h) Data transmission for product and service optimisation

Depending on your vehicle's equipment, it may transfer infotainment system usage data, technical vehicle data and related environmental data to our systems, providing you active data transfer in order to optimise products as part of vehicle installation or in the context of private mode settings in the PCM of your vehicle. This can relate to the following categories of Personal Information:

- Logical IDs and device IDs,
- Local IT usage data,
- Service usage data,
- Vehicle ID and identification data,
- Basic vehicle data
- Vehicle usage and operating data,
- Vehicle status data,
- Vehicle analysis data,
- Location-based environmental and traffic data,
- General time-related data,
- Location data and movement data.

As a rule, additional data is also transferred for assignment and authorisation purposes during transfer:

- Other logical IDs and device IDs,
- Authentication and authorisation data,
- Connection and transaction data.

We process such personal vehicle, service and product data for the purpose of enabling further data use, such as product and service optimisation.

We also transfer Personal Information to other Porsche companies, in particular Dr. Ing. h.c. f. Porsche AG (hereinafter "Porsche AG"), for the aforementioned purposes in this Privacy Notice, and for other purposes to which you may consent. In addition, subject to your respective, voluntarily granted consent pursuant to Article 6 (1) (a) GDPR, we may transfer this Personal Information for the stated purposes to Dr. Ing. h.c. F. Porsche AG ("Porsche AG") for other purposes in accordance with the information provided in the declaration of consent.

1.2.2 Using the individual functions without registration / login

The functions in the vehicle and the relevant processed Personal Information, purposes and legal bases are described below.

(a) Emergency Call

It is not necessary to register in advance and create a Porsche ID user account in order to use this function.

The "Emergency Call" is an emergency call service that can be triggered automatically, e.g. by Airbag or Emergency Assist, as well as manually.

When using this function, the following categories of Personal Information are processed:

- Vehicle identification number,
- (technical) vehicle data,
- vehicle interior and vehicle environment information,
- Vehicle status and vehicle analysis data,
- Location data (such as GPS position, position from radio network location, movement information, vehicle direction).