



**PORSCHE**

**General Data Protection and Privacy Statement  
My Porsche, Porsche Connect Store and Porsche Connect App**

We, Porsche Korea Ltd. (hereinafter "we" or "PKO"), are pleased that you are visiting our My Porsche and Porsche Connect Store websites, and Porsche Connect App (hereinafter collectively "Platforms") and pleased about your interest in our company and our products. Protecting your privacy when processing data is important to us. We take protecting your personal data and handling them confidentially very seriously. The processing of your personal data is takes place within the scope of legal requirements of data protection law in Korea, in particular, the Personal Information Protection Act, the Act on Promotion of Information and Communications Network Utilization and Information Protection, and the Act on the Protection, Use, etc. of Location Information. With this privacy policy, we inform you about the processing of your personal data and your privacy rights in the context of the use of My Porsche, our Porsche Connect Store, and Porsche Connect Services (hereinafter, collectively "Porsche Digital Service Infrastructure"). Please refer to PKO's general privacy policy (available at <https://www.porsche.com/korea/ko/privacy/>) to view information about all other processing of your personal data by PKO. For information on other services and offers from other companies of the Porsche Group, please refer to the respective privacy policy of those services or companies.

**1. Controller and data protection officer; contact information**

The controller within the meaning of data protection and privacy laws is:

Porsche Korea Ltd.  
401, Yeongdong-daero, Gangnam-gu  
06182 Seoul  
Republic of Korea

If you have any questions or suggestions about data protection, you can e-mail us at [connect@porsche.co.kr](mailto:connect@porsche.co.kr), or the data protection officers directly at [information@porsche.co.kr](mailto:information@porsche.co.kr), or write to the postal address below.

Porsche Korea Ltd.

Data Protection Officer  
401, Yeongdong-daero, Gangnam-gu  
06182 Seoul  
Republic of Korea

**2. Subject matter of data protection**

The subject matter of data protection is personal data. This means any information concerning an identified or identifiable individual (the data subject). This includes, for example, information such as name, postal address, e-mail address or telephone number, and also information that necessarily arises during and via the use of Porsche Digital Service Infrastructure, such as details about the start, end and scope of use of our Platforms and your IP address.

**3. Type, scope, purpose and legal basis of data processing when using our Platforms**

**3.1 Website**

Even if you use our website without logging in, data will or may be collected. The text below provides an overview of the different types of collection and processing of data and the respective purposes of processing and legal bases.

**3.1.1 Automated data collection**

When you access our website, your Internet browser automatically transfers data for technical reasons. The following data are stored separately from other data that you may transmit to us:

- date and time of access
- duration of the visit to our website
- type of Web browser / Web browser version

- operating system used
- the pages you visit on our website
- volume of data transmitted
- nature of event
- system crashes and similar events
- IP address
- domain name

This data is processed to provide the service, to ensure technical operation, detect, and eliminate interference. We thereby pursue the interest in enabling the use of our Platforms and their technical functionality. When you visit our website, this data will be processed automatically. Without this provision, you will not be able to use our services. We do not use this data for the purpose of drawing conclusions about you.

We normally delete this data after 13 months, unless by way of exception we need it for the purposes set out above. In such cases, we will delete the data immediately after the purpose ceases to exist.

In addition, this data is also processed without being assigned to a specific person for the purposes of analysis and performance improvements. See paragraphs 3.1.2 and 3.1.3. for more detail.

### **3.1.2 Data processing for improvement of our online offer**

The automated data we collect mentioned in paragraph 3.1.1. is furthermore used to improve the performance of Porsche Digital Service Infrastructure, to ensure the availability of our platforms, to optimise user experience, to further evaluate your use of the website, to compile reports on website activities for us, and to provide other services related to website and internet usage.

We process your data based on our legitimate interest in the performance and availability of our products, as well as in the analysis of the use behaviour of our website visitors. The data will be stored for 13 months and not assigned to any particular person.

In addition, we store cookies as part of the processing described here. See paragraphs 3.1.3 for more detail.

### **3.1.3 Cookies**

When you visit our website, so-called “cookies”, i.e. small files, can be stored on your device in order to offer you a comprehensive range of functions to make your use more convenient and to optimise our offers. If you do not wish to use cookies, you can prevent their storage on your device by means of the corresponding settings on your Internet browser or use separate options for objecting to their processing. Please note that the functionality and functionality of our offer may be limited. For detailed information on the nature, extent, purposes, legal bases and possibilities of contradicting the processing of cookies, please refer to our Cookie Policy.

We process information about our users via cookies to fulfil the contract with our users and for our legitimate interest in the user-friendly and secure provision of our websites.

### **3.2 Porsche Connect App**

If you use the Porsche Connect app, some of your personal data will be processed. The following contains an overview of the different types of data collection and processing and the various reasons and legal bases for this processing.

#### **3.2.1 Automated Data Collection Not Requiring Registration**

Even if you use the Porsche Connect app without signing in, your device may transmit the following data to the operator of your operating system. This occurs for technical reasons.

- Date and time of access
- Functions used by you
- Amount of data transmitted
- Location of the mobile end device
- Search queries
- IP Address
- Crash data
- Metrics about the use of the app

The transmission of this data is dependent upon your device and is the responsibility of the operator of your

operating system. No transmission of the data to us takes place.

### 3.2.2 Automated Data Collection Requiring Registration

If you log into the Porsche Connect app with your Porsche ID, data will automatically be transmitted to us. This occurs for technical reasons. The following data is processed separately from any other information you may transmit to us:

- Date and time of access
- Duration of website visit
- Type of web browser / browser version
- Operating system used
- Pages you have visited
- Amount of data transmitted
- Type of event
- System crashes and similar events
- IP address
- Domain name

This data is processed for the purpose of providing the service, safeguarding its technical operation and identifying and eliminating errors. In doing this, we seek to facilitate the use of our Platforms and their technical functionality. This data is processed automatically when you visit our Platforms. It is not possible to use our services without providing this data. We do not use this data for the purpose of inferring your identity.

We generally delete this data after 13 months, unless it continues to be needed for the purposes mentioned above. This applies only in exceptional cases. In such cases, we will delete the data immediately once it is no longer needed.

In addition, the data is also processed for analysis purposes and for the purpose of carrying out performance improvements. This is done without assigning the data to specific users.

### 3.2.3 Using the Porsche Connect App

If you use the online services booked via My Porsche or the Porsche Connect Store or the services integrated in the

Porsche Connect App in your vehicle or on other end devices, we will process your personal data for the purpose of enabling you to use the online services, for support purposes and for other purposes defined in detail. Unless otherwise noted, we collect, process and use your personal data only to the extent necessary to enable the use of Porsche Digital Service Infrastructure.

When using the Porsche Connect App, we process the following information even without calling specific My Porsche services in the Porsche Connect App

- Time of login and logout processes
- Started and finished loading processes with location, duration and time
- Your contract terms
- Your purchased products
- The settings you have made in the Porsche Connect App
- The vehicles you added
- Pictures of the vehicles
- My Porsche profile data
- Status of booked services
- Addresses of calendar entries
- Addresses of contacts

Furthermore, the following My Porsche services will be executed automatically after login and through this personal data will be processed:

- Trip Control
- Car Control
- Car finder

Information on the processing of personal data when using the individual services can be found in the respective service description (<https://connect-store.porsche.com/kr/ko/>).

In addition, we process personal data if you use the following individual services in the Porsche Connect App.

- Location Alarm
- Speed Alarm
- Valet Alarm
- E-Control
- Climate
- Car Alarm
- Horn & Blinker
- Lock & Unlock
- Pre-heater

- Breakdown Call
- Porsche Vehicle Tracking System
- Navigation Plus with additional processing of: the location of the mobile device and the location of the vehicle
- Finder with additional processing of: the location of the mobile device and the location of the vehicle
- Media Streaming
- Smart Home Service

Information on the processing of personal data when using the individual services can be found in the respective service description (<https://connect-store.porsche.com/kr/ko/>).

We generally delete this data after 13 months, unless it continues to be needed for the purposes mentioned above. This applies only in exceptional cases. In such cases, we will delete the data immediately once it is no longer needed.

#### 4. Registering for your Porsche ID user account

When you register for and use My Porsche, the Porsche Connect store, and the Porsche Digital Service Infrastructure, personal data are collected, processed, and used, and may be transmitted to third parties as described below, in order to provide you with all services with regard to My Porsche, the Porsche Connect store, and the Porsche Digital Service Infrastructure and to fulfil our contractual obligations that exist in this context. We perform all of the data processing described in this section - to the extent indicated - based on your consent or the applicable laws.

##### 4.1 Registration process

To use My Porsche, registration on the Porsche infrastructure is required. Registration can take place in two ways, and you are free to choose the method of registration:

###### 1. Invitation to register from authorized dealer

If you wish, your authorized dealer will enter the data you have communicated to the dealer for you via the dealer's access to our systems. In this case, you will then receive,

for example, a link sent by e-mail via which you are required to confirm your registration. Please note that the authorized dealers are independent companies, and we have no influence over them. A second feature will be used for additional verification. One example is a code sent via text message that you then enter in My Porsche.

###### (a) Required information during registration

When you register on My Porsche, you will be required to enter and/or confirm your e-mail address (Porsche ID), a password, your name and any titles and suffixes, contact and address information, mobile phone number, and, where applicable, the language in which you wish to communicate with us in My Porsche. This information is necessary in order to set up and manage a Porsche ID user account for you so that you can use the full range of services and functions offered by My Porsche and the Porsche Connect store. We also store the time of your last login.

During registration, we will perform a plausibility check of your name and address information.

###### (b) Voluntary information during registration

Within the scope of your registration, you will also have the opportunity to enter additional voluntary information, such as additional name information (e.g. academic titles, etc.), company contact information, date of birth, additional phone numbers, credit card information (this information is stored exclusively by the payment service provider), and your vehicle license plate number and a personal vehicle name. You can also provide information on your interests and preferences and your desired contact channels. Please note that this information is not required in order to register, and that it is entirely up to you to decide whether you wish to communicate this information to us. We may use the foregoing information for purposes such as to improve the performance of services and Platforms, to optimizing user experience and to evaluate your use of the Platforms further, to process payment for paid services, and to request service appointments with Porsche dealers and service companies.

###### 2. Retention Period of Personal Information

If you delete your Porsche ID user account, your My Porsche profile will also be deleted and all personal information that was collected during the registration of your user account will be deleted.

**4.2 Porsche Digital Service Infrastructure: data processing after registration**

If you have registered for a Porsche ID user account, we will exchange basic information about your user account and your vehicles with responsible Porsche dealers in order to be able to serve you via our dealer organisation. In addition to the vehicle identification number, we transfer your user name (Porsche ID), the technical or sales availability of services and product offers for your user account or vehicle, as well as relevant events as part of the creation, modification or deletion of your user account, the linking of vehicles, the selection of traders, or the activation or deactivation of services.

If you have selected an authorised dealer and provided your consent, your personal data stored with My Porsche, in particular contact data, support, contractual and service data, as well as data about your interests, vehicles and services used will also be exchanged with the authorized dealer and with synchronised with any personal data stored about you. If you no longer wish data to be transferred in the future, you can change this accordingly in your user settings. The aforementioned data will no longer be exchanged with the authorised dealer from that date. For technical reasons, both your consent and the termination of data exchange may take up to 24 hours to take effect.

**4.3 Deletion of your Porsche ID user account**

If you delete your Porsche ID user account, your My Porsche profile will also be deleted. As far as data must be stored for legal reasons, these are blocked (so-called processing limitation). The data is for further use, especially for the use of services, and then is no longer available. The functionality of the services may be limited or eliminated. My Porsche will then no longer be available to you. If further responsible individuals within the Porsche Group and its sales organisation process personal data within their own responsibility, the processing of this data remains unaffected. If, on the basis of your consent, data has been

exchanged with a dealer of your choice, we inform the dealer about the deletion of your Porsche ID user account.

**5. Recipients of personal data**

Internal recipients: Within PKO, only those persons who need this for the purposes mentioned in paragraph 3 above have access.

External recipients:

We only pass on your personal data to external recipients outside of PKO, if this is necessary for the provision of the respective Porsche Digital Service offer, if another legal licence exists, or if we have your consent.

External recipients may include:

a) Processors:

Porsche AG group companies or external service providers we use for the provision of services. These processors are carefully selected by us, and regularly checked, to ensure that your privacy is maintained. The service providers may only use data for the purposes specified by us.

b) Public bodies

Authorities and state institutions, such as public prosecutors, courts or financial authorities, to whom we must transfer personal data for legal reasons.

c) Private bodies

Dealers, cooperation partners or support personnel to whom data is transferred on the basis of consent, for the execution of a contract with you, or for the protection of legitimate interests, such as Porsche Centres, financing banks, other service providers or transport service providers.

Third parties to whom processing is outsourced	Details of outsourced tasks
Porsche Dealers in South Korea	Provision of service, Customer support, Customer communication, Reporting

(Porsche Financial Services Korea, Ltd., Stuttgart Sports Cars, Ltd., Autostadt Ltd., Deutsche Auto, Ltd., Yongsan Sports Automobile Ltd.)	
SK Networks (re-outsourced processor of Dr. Ing. h.c. F. Porsche AG)	Porsche assistance service and bCall support
NHN KCP Corp.	Support as payment gateway

Korean Telecom (re-outsourced processor of Dr. Ing. h.c. F. Porsche AG)	Provision of content for point of interest, parking, charging, fuel
Munhwa Broadcasting Corporation (re-outsourced processor of Dr. Ing. h.c. F. Porsche AG)	RTTI

※ Please see Section 6 below to view details on the outsourcing of processing to third parties located abroad.

## 6. Data processing in third countries

Personal information will be transferred abroad as below (the data recipients other than Dr. Ing. h.c. F. Porsche AG are the re-outsourced processors of Dr. Ing. h.c. F. Porsche AG).

#	Data recipient (company name, contact, place of data processing), Time and method of transmission	Processed data category (Items of Information to be Transferred)	Purpose of data transferred	Retention/Use Period of data recipient
1	Dr. Ing. h.c. F. Porsche AG, Porscheplatz 1 D - 70435 Stuttgart  <a href="mailto:dataprivacykr@porsche.de">dataprivacykr@porsche.de</a>  Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)	All items of personal information collected by PKO	To deal with the processing of personal information indicated in this privacy policy as PKO's outsourced processor To improve the performance of Porsche Digital Service Infrastructure Analysis of the use behavior of the Platform visitors - To maintain records as required by law, and the internal policies and business purposes of the Porsche Group	In case of outsourcing, data will be deleted when the purposes of processing have been achieved or upon the expiration/termination of the outsourcing agreement.  In case of provision, data will be deleted when the purposes of processing have been achieved or when you terminate your registration for the My Porsche and Porsche Connect Service.

2	<p>Gracernote Inc. Powell Street 94608 Emeryville USA</p> <p>USA, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>First time registration, Client ID, Device token</p>	<p>Provision of content for the Gracernote service and collection of statistical data.</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>
3	<p>Nielsen 85 Broad Street New York, NY 10004 USA</p> <p>privacy.department@nielsen.com</p> <p>USA, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>First time registration, Client ID, Device token</p>	<p>Provision of content for the Gracernote service and collection of statistical data.</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>
4	<p>MHP Königsallee 49 71638 Ludwigsburg Germany datenschutz@dsb-moers.de</p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Customer, usage and content data in the context of Porsche Connect services (e.g. IT-usage data, contact and identification data, vehicle identification number, vehicle data, vehicle state information, vehicle protocols, technical vehicle data, position and movement data, communication data, SIM and speech data)</p>	<p>Support services - e.g. analysis / research of error cases during operations</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>

5	<p>UDG Hindenburgstraße 45, 71638 Ludwigsburg  info@udg.de</p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Customer, usage and content data in the context of Porsche Connect services (e.g. IT-usage data, contact and identification data, vehicle identification number, vehicle data, vehicle state information, vehicle protocols, technical vehicle data, position and movement data, communication data, SIM and speech data)</p>	<p>Support services - e.g. analysis / research of error cases during operations</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>
6	<p>IC Consult Keltenring 14 82041 Oberhaching  <a href="mailto:datschutz@icconsultgroup.com">datschutz@icconsultgroup.com</a></p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Customer, usage and content data in the context of Porsche Connect services (e.g. IT-usage data, contact and identification data, vehicle identification number, vehicle data, vehicle state information, vehicle protocols, technical vehicle data, position and movement data, communication data, SIM and speech data)</p>	<p>Support services - e.g. analysis / research of error cases during operations</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>
7	<p>Valtech GmbH, Bahnstraße 16, 40212 Düsseldorf, Germany  <a href="mailto:info.de@valtech.com">info.de@valtech.com</a></p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Customer, usage and content data in the context of Porsche Connect services (e.g. IT-usage data, contact and identification data, vehicle identification number, vehicle data, vehicle state information, vehicle protocols, technical vehicle data, position and movement data, communication data, SIM and speech data)</p>	<p>Incident- and problem-handling in the context of customer support</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>



8	<p>Iteratec St.-Martin-Straße 114 81669 München</p> <p>datenschutz@iteratec.com</p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Customer, usage and content data in the context of Porsche Connect services (e.g. IT-usage data, contact and identification data, vehicle identification number, vehicle data, vehicle state information, vehicle protocols, technical vehicle data, position and movement data, communication data, SIM and speech data)</p>	<p>Incident- and problem-handling in the context of customer support</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>
9	<p>MSG-Systems Robert-Bürkle-Straße 1 85737 Ismaning</p> <p>info@msg.group</p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Customer, usage and content data in the context of Porsche Connect services (e.g. IT-usage data, contact and identification data, vehicle identification number, vehicle data, vehicle state information, vehicle protocols, technical vehicle data, position and movement data, communication data, SIM and speech data)</p>	<p>Incident- and problem-handling in the context of customer support</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>
10	<p>Sulzer GmbH Eichwiesenring 9 70567 Stuttgart</p> <p><a href="mailto:datenschutz@sulzer.de">datenschutz@sulzer.de</a></p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Log data and trace data</p>	<p>System testing</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>

11	<p>Audi AG Auto-Union-Straße 1 85057 Ingolstadt</p> <p><a href="mailto:datenschutz@audi.de">datenschutz@audi.de</a></p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Customer, usage and content data in the context of Porsche Connect services (e.g. IT-usage data, contact and identification data, vehicle identification number, vehicle data, vehicle state information, vehicle protocols, technical vehicle data, position and movement data, communication data, SIM and speech data)</p>	<p>Technical set up and operation of backend services</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>
12	<p>Bertrandt AG Birkensee 1 71139 Ehningen</p> <p><a href="mailto:datenschutz@de.bertrandt.com">datenschutz@de.bertrandt.com</a></p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Log data and trace data</p>	<p>Technical support</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>
13	<p>Cubic Telecom Limited Corrig Court, Corrig Road, Sandyford Industrial Estate, Dublin, D18 Ireland</p> <p><a href="mailto:info@cubictelecom.com">info@cubictelecom.com</a></p> <p>Ireland, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Customer and usage data in the context of Porsche Connect services (e.g. IT-usage data, contact and identification data, vehicle identification number, vehicle data, communication data, SIM and speech data)</p>	<p>Providing connectivity</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>

14	<p>AW Europe Avenue de L'Industrie 19, Braine L'Alleud, 1420 Belgium</p> <p>info@aweurope.be</p> <p>Belgium, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	Position data and location information, search request	Provision of content for navigation services	Data will be deleted upon the expiration/termination of the outsourcing agreement
15	<p>Cerence Inc. 15 Wayside Road Burlington MA 01803 USA</p> <p><a href="mailto:privacy@cerence.com">privacy@cerence.com</a></p> <p>USA, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	phone number, vehicle position, vehicle identification number, IT-usage data, contact and identification information, speech data	Providing Connected Speech services	Data will be deleted upon the expiration/termination of the outsourcing agreement
16	<p>Adyen N.V. German Branch Friedrichstraße 63 Eingang Mohrenstraße 17 10117 Berlin</p> <p>dpo@adyen.com</p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	Payment data	Payment	Data will be deleted upon the expiration/termination of the outsourcing agreement

17	<p>AXA Colonia Allee 10 – 20, 51067 Köln Germany</p> <p><a href="mailto:Datenschutz@Axa.de">Datenschutz@Axa.de</a></p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Phone number, vehicle position, technical vehicle information, vehicle identification number, contact and identification information, speech data</p>	<p>Breakdown call</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>
18	<p>radio.de GmbH Mühlenkamp 22303 Hamburg</p> <p><a href="mailto:dsb@radio.de">dsb@radio.de</a></p> <p>Germany, at the time of the user's consent to the cross-border transfer of personal information, via network (processed with security protocol)</p>	<p>Usage information; login times;</p>	<p>Access to internet radio stations, information's on current radio station list</p>	<p>Data will be deleted upon the expiration/termination of the outsourcing agreement</p>

\* The addresses indicated above represent the work location of the Data Protection Officer for each outsourced processor. As such, please direct your inquiries to one of the foregoing addresses or e-mail addresses to get in touch with the Data Protection Officer of the relevant outsourced processor.

## 7. Further services for My Porsche

### 7.1 Handling payment information

To process payments for paid offers within the framework of My Porsche and Porsche Connect, we use the payment service provider NHN KCP Corp. Management of your credit card information as well as the processing of payments is carried out exclusively via systems of the payment service provider. If you enter your credit card information, this is done directly via an input field of the payment service provider, who stores this information independently, and uses it for your payments. We do not collect and store any credit card information from you. Please inform the payment service provider about the type, scope and purpose of the collection and use of your credit card information.

Exclusively for the purpose of debtor management (including compliance checks, where legally required) and to carry out credit checks, the payment service provider processes your customer and contact information (name, address, e-mail address, Porsche Connect customer number, and if applicable, company and affiliates) on our behalf, and your vehicle identification number.

### 7.2 Provision of service and warranty information

In order to provide you with information about your vehicle, ongoing warranties and recall campaigns in My Porsche, we process equipment and vehicle master data, such as the vehicle identification number, ongoing warranties, the model year and a model image. The processing of your

personal data takes place for fulfilment of our contract with you. The aforementioned data is provided to us for this purpose for the duration of the existence of your vehicle relationship.

### 7.3 Service appointment request

To request service appointments with Porsche dealers and service companies via My Porsche, we may provide customer and vehicle data to companies of your choice at your request. If you provide us with your consent to do so as part of a service request via My Porsche, we will provide your name, address, telephone number, e-mail address, Porsche ID, vehicle identification number, vehicle model, the service dates you have selected, the scope of service you desire, and a supplementary message to your inquiry from you, as well as the desired contact channels for the dealer or service company chosen by you for the relevant inquiry.

We store your respective service request for fulfilment of our contract with you for the duration of the existence of your user account.

## 8. Destruction of Personal Information

### 8.1 Rule of Destruction of Personal Information

We strictly destroy personal information upon the expiration of the abovementioned periods of use and retention. However, personal information may be stored safely for a designated period afterward, if we obtain separate consent from the user to store the personal information for a certain period, or if we are required by law to store the information for a specified period.

### 8.2 Retention

Relevant statutes, including the Act on the Consumer Protection in Electronic Commerce, etc., the Electronic Financial Transactions Act, and the Protection of Communications Secrets Act, require us to store the information for a certain period of time. Accordingly, we may retain your personal information for the abovementioned periods of use and retention in order to

comply with such relevant statutes. Furthermore, if we need to retain your personal information for longer periods than those prescribed by relevant statutes in order to maintain ledgers and other internal records as required by our internal policy or business purposes, then we will do so after obtaining your separate consent for such retention. The specific retention periods based on the relevant statutes or your consent have been indicated below.

- Records on contents of the contracts and execution thereof in connection with electronic commerce transactions Under the Act on the Consumer Protection in Electronic Commerce, etc.
  - 1) Records related to cancellation of contracts or subscriptions, etc.: Ten (10) years
  - 2) Records related to payment for and supply of goods, etc.: Fifteen (15) years
  - 3) Records related to resolution of consumer complaints or disputes: Ten (10) years
- Trade books, other important documents relating to business and slips under the Electronic Financial Transactions Act
  - 1) Trade books, other important documents relating to business: Ten (10) years
  - 2) Slips or documents similar thereto: Five (5) years
- Account books and documentary evidence related to all transactions under Framework Act on National Taxes and Corporate Tax Act : Ten 10 years
- Account Books, tax invoices and receipts under Value-Added Tax Act: Ten (10) years
- Records on collection, processing, use of credit information under Credit Information Use and Protection Act: Ten (10) years

### 8.3 How to destruct Personal Information

Personal information is immediately destroyed to an un-restorable state once the purpose of collecting and storing personal information is fully served, which includes the user's membership cancellation, service termination, and/or expiration of the personal information storage period that was approved by the user.

Personal information stored under the law is immediately destroyed to an un-restorable state once the storage period

is expired. Personal information stored in electronic form is safely deleted using a technical approach to prevent it from being restored or regenerated while written information is shredded or incinerated.

## 9. Rights of data subjects

As the subject of data processing, you have numerous rights. Specifically:

**Right to information:** You have the right to receive information regarding the data we store regarding you personally.

**Right of rectification and cancellation:** You may demand the correction of incorrect data, and insofar as the legal requirements are met, the deletion of your data.

**Limitation of processing:** You may demand, insofar as the legal requirements are met, that we limit processing of your data.

**Data portability:** If you have provided us with data based on a contract or consent, you may, subject to legal requirements, require that you receive the data you provide in a structured, common and machine-readable format, or that we transfer it to another person in charge.

**Objection to data processing in the case of the "legitimate interest" legal basis:** You have the right, for reasons arising from your particular situation, to object at any time to the processing of data by us, insofar as this is based on the legal basis "legitimate interest". If you make use of your right of objection, we will stop processing your data, unless we can prove, in accordance with the legal requirements, compelling legitimate reasons for further processing that outweigh your rights.

**Opposition to cookies:** You may also object to the use of cookies at any time. Details can be found in our cookie policy.

**Revocation of consent:** To the extent that you have issued a statement of consent to the processing of your data to us, you can revoke it at any time, with effect for the future. The legality of the processing of your data up until the time of revocation will be unaffected by this.

**Right to complain to the supervisory authority:** You can also file a complaint with the relevant supervisory authority if you believe the processing of your data violates applicable law. To do this, you can contact the data protection authority with jurisdiction over your place of residence or country or the data protection authority that has jurisdiction over us.

**Your contact with us:** In addition, you can contact us free of charge if you have any questions regarding the collection and/or processing of your personal data, your rights as a data subject, and/or any consent that may have been granted. To exercise any of the rights mentioned above, please contact [connect@porsche.co.kr](mailto:connect@porsche.co.kr) or use the mailing address specified in Sec. 1 above. When contacting us, please make sure we are able to clearly identify you personally.

## 10. Data security

We provide for all necessary technical and organizational measures, in accordance with the state of the art, in order to ensure a level of protection appropriate to the risk in compliance with the applicable statutory requirements.

The company takes the following measures to ensure the safety of personal information.

- a) Administrative measures: internal management plan establishment, regular employee training, etc.
- b) Technical measures: management of access authority to the personal information processing system, installation of access control system, encryption of unique identification information, security program installation
- c) Physical measures: Access control in computer room, data storage room, etc.

## 11. Links to offers from third parties

Websites of other providers that are linked to from our Platforms were and are designed and provided by third parties. We have no influence over the design, content, or functionality of these linked websites. We expressly distance ourselves from all content of all linked websites. Please note that the third-party websites linked to from our

Platforms may install cookies of their own on your end device and/or collect personal data. We have no influence over this. Please contact the providers of these linked

websites directly as appropriate for information in this regard. **Last updated: 23.12.2020**

## **Specific Data Protection and Privacy Statement My Porsche Services and Porsche Connect Services**

In My Porsche or the Porsche Connect store, you can request My Porsche services or Porsche Connect services and activate service licenses. To do this, you must be registered with My Porsche and have a Porsche ID user account. Depending on the service, you can use and manage My Porsche services and Porsche Connect Services via various Porsche apps and My Porsche, and if available for your vehicle, in your vehicle via wireless network connection.

### **1. Requesting and activating services**

You can request individual or multiple My Porsche services and Porsche Connect services and activate service licenses. When you select the respective service or service package, you can also view the specific information on the collection, processing, and use of data within the scope of the service in question under the product descriptions for the individual services. To perform and fulfil a request and the contractual relationship with you that is associated with it, we process and use not only the relevant request information, but also your personal data that were collected upon registration. You can change your billing address before the request process is complete. In this case, we will use this address information that you have provided for billing and invoice processing purposes.

To process payments for paid services within the scope of My Porsche and Porsche Connect, we use the payment service provider NHN KCP Corp. (see Sec. 7 of the General Data Protection and Privacy Statement for My Porsche and the Porsche Connect Store). The management of your credit card information and processing of payments are performed exclusively via systems of the payment service provider. When paid services are requested, we transmit to the payment service provider the amount invoiced and a one-time transaction key that can be used to allocate your payment for purposes of processing the payment. To the extent that you enter your credit card information within the scope of requesting services, this takes place directly via an entry field of the payment service provider, which stores this information independently and uses it for your payments. We do not collect or store any of your credit card information whatsoever. Therefore, please consult the payment service provider for information on the nature,

scope, and purpose of the collection and use of your credit card information. For further information regarding the handling of credit card information and processing of payments, please see the General Data Protection and Privacy Statement for My Porsche and the Porsche Connect Store.

After the request process is complete, you can activate the services. When you do this, the authorization for use will be stored by the system, and the list of available services will be updated accordingly.

In order to use certain Smart Mobility Services (e.g. charging station offers), a personalised card (Porsche ID Card) containing RFID chips is sent by post in many countries when purchasing a product. After delivery, the card needs to be activated on the My Porsche portal and can then be used for authentication with the supported infrastructure (e.g. public charging station). An identification number is stored on the card, which can be used to assign you to your user account. No personal data, in particular your name or address, is stored digitally on the card itself, beyond the identification number.

If lost, the card can be blocked on the My Porsche portal by the user.

### **2. Use of the My Porsche services and Porsche Connect services**

You can use the My Porsche services and Porsche Connect services that have been requested, depending on the service, in your vehicle (to the extent available for your vehicle) via wireless network connection or via further end devices in My Porsche, your Porsche Connect app, and the Porsche Car Connect app and, where applicable, also from multiple or all access points. To this end, your vehicle or the respective end device will connect to the Porsche Digital Service Infrastructure.

If you use the online services requested via My Porsche or the Porsche Connect store in your vehicle or on further end devices, we will process personal data of yours for purposes of enabling the use of the online services, for support purposes, and for further specifically defined purposes.



Unless otherwise noted, we collect, process, and use your personal data only within the scope necessary to enable the use of the respective My Porsche service or Porsche Connect service.

During use of the individual My Porsche services or Porsche Connect services, the following categories of personal data are processed, depending on how the specific service works, in order to provide you with the services in this context and to implement and fulfil the associated contractual relationship with you.

a) Identification information, such as the vehicle identification number, your Porsche ID, and device and system IDs of your end devices and mobile radio modules that are needed in order to identify you personally or to identify your end device or vehicle to establish connections, for the use of services, or for access to content.

b) Authorization information that includes the fact that the vehicle or the relevant end device has been activated for the respective Porsche Connect service and that can be associated with your registration data from the Porsche Digital Service Infrastructure.

c) Login information that is needed when you wish to use services of other providers that require a login in your vehicle or on further end devices.

d) Communication information that is necessary in order to establish a connection between your vehicle and/or other end devices and our servers or with the servers of third-party providers of content for Porsche Connect services.

e) Location and movement information that is necessary in order to display location-related content in the vehicle.

f) Voice data that enable voice control and voice entries in certain Porsche Connect services. Voice data are transferred to us from the vehicle or an end device in recording form for the purpose of conversion to text. The text that is then generated by a service provider is transferred back to the vehicle, and the recording is subsequently deleted at our end.

g) Contact information that is used in communication services, for example to send an e-mail or text message.

h) Billing data such as an itemised bill from charging operations: If necessary, we will combine this information

with your address and payment information for individual billing purposes.

i) Further content that must be exchanged with us or with service providers in order to be able to perform a service for you.

For detailed information on which data are collected and processed within the scope of which online service, please see the relevant online service descriptions at <https://connect-store.porsche.com/kr/ko/>

We store the service call in connection with your vehicle identification number and a time stamp for a period of 12 months as a database for creating anonymised use statistics.

### **3. Use of services of a third-party provider**

If you use services of third-party providers that you cannot request via My Porsche or the Porsche Connect store, content from these services may be displayed in your vehicle or on your end device, and information may be exchanged between your vehicle or end device and the service provider. By linking a mobile end device with your vehicle, content will only be reflected in your vehicle's built-in infotainment system (Porsche Communication Management, or PCM). We do not access these services of third-party providers, nor do we take note of any content. Therefore, please note the relevant data protection and privacy information provided by the third-party provider.

When you use such third-party services, it is possible that personal data will also be used beyond the scope necessary to perform the service and for the proper functioning of the service.

We have no influence over the processing of data by these third-party providers or over the location of data processing. Therefore, please consult the relevant third-party providers for information on the nature, scope, and purpose of the collection and use of personal data with regard to the respective online service.

We perform all of the data processing described in this section, namely the transfer to the third-party provider, in order to fulfil our contract with you.

#### **4. Special notes on using the Porsche Connect services in the vehicle**

The PCM built into your vehicle and the mobile interface for vehicle-related services ("Connected Gateway," or cBox) may, to the extent available for your vehicle, be connected with the Porsche Digital Service Infrastructure via wireless network connections. They enable you to use Porsche Connect services that you have requested via our Porsche Connect store, along with using third-party services that you have requested elsewhere, independent of our offerings, in your vehicle.

##### **4.1. Connectivity**

Depending on the features of your vehicle, connectivity can be established by dialling into the vehicle interfaces via a Wi-Fi connection provided by an external device or via the wireless network module of your vehicle's PCM. Depending on the features of your vehicle, the wireless network module of your vehicle's PCM may have an installed or pre-installed insertable SIM card or a permanently installed SIM card.

Unless expressly noted otherwise, we perform all of the data processing described in this section to fulfil our contract with you.

##### **4.1.1 Definitions**

###### **a) Installed insertable SIM card**

Depending on the features of your vehicle, you can establish connectivity in your vehicle yourself by way of a SIM card that you install in the vehicle and that you have received from your respective wireless network provider ("installed insertable SIM card"). Your respective wireless network provider is responsible for your own installed insertable SIM card and the data-processing processes associated with it. Please contact your respective wireless network provider for information on the nature, scope, and purpose of the collection, processing, and use of data and on data security during signal transmission.

###### **b) Pre-installed insertable SIM card**

Depending on the features of your vehicle, connectivity can be provided by an insertable SIM card that the manufacturer has already pre-installed for you ("pre-installed insertable SIM card"). For more information on country availability, please see <https://connect-store.porsche.com/kr/ko/>.

###### **c) Permanently installed SIM card**

Depending on the features of your vehicle, connectivity can be established by a SIM card that has already been installed directly in your vehicle by the manufacturer and that is not replaceable ("permanently installed SIM card"). A permanently installed SIM card cannot be removed manually to stop connectivity. For information on responsibilities for the data-processing processes in connection with the permanently installed SIM card, please see Sec. 4.1.3 below.

###### **d) Network operator and virtual network operator**

The (telecommunication) "network operator" operates a telecommunication network and provides the respective participants with access to this network. The "virtual network operator" puts together individual network solutions based on the infrastructures and technologies of various network operators without possessing a network infrastructure of its own.

##### **4.1.2 Data storage during vehicle production**

If your Porsche vehicle is equipped with a pre-installed insertable SIM card or a permanently installed SIM card, we store the SIM card numbers (ICCID, IMSI, MSISDN), in conjunction with the respective device and vehicle identification number, during the vehicle production process. This data storage takes place for the purpose of managing SIM card numbers and to match the vehicle with a SIM card number in the event that government agencies request information from PKO, for example.

##### **4.1.3 Data exchange in the case of permanently installed SIM cards**

Wireless network modules in Porsche vehicles with permanently installed SIM cards that are active dial in, where available, to wireless networks of the respective

network operator – regardless of whether you are registered for Porsche Connect or have requested Porsche Connect services. Telecommunication data (data collected, processed, and used based on the provision of the telecommunication service or to establish connectivity) may be exchanged for the purpose of the wireless network connection or to establish connectivity and, where applicable, to perform the relevant online functions of the Porsche Connect services you have requested in your vehicle via the wireless networks of the respective network operator, e.g. with wireless cells.

Within the scope of the wireless network connection, it is not impossible that when signals are transmitted via public telecommunication networks outside your vehicle, third parties, especially network operators, can access certain information and potentially determine your location. In addition to the respective network operator, virtual network operators may also have access to this information in the process.

Provision of connectivity via permanently installed SIM cards takes place through the following virtual network operator:

- CUBIC Telecom, Cubic Telecom Limited, Corrig Court, Corrig Rd, Sandyford Industrial Estate, Dublin 18, Ireland.
- AGMS Deutschland GmbH ("AT&T"), Hanns-Klemm-Str. 5, 71034 Böblingen, Germany .

Please contact the virtual network operator for information on the nature, scope, and purpose of the collection, processing, and use of data and on data security during signal transmission.

#### **4.1.4 Data processing within the scope of telecommunication services**

We collect, process, and use your inventory data (such as your name, address, and date of birth) that are collected during registration for My Porsche or the Porsche Connect store or indicated when you request a telecommunication service in My Porsche or the Porsche Connect store to establish, amend, or terminate a contractual relationship regarding telecommunication services or to design the content thereof. The aforementioned data are stored for these purposes until the end of the calendar year following termination of the contractual relationship at the latest.

Traffic data generated within the scope of the activity of the wireless network connections (such as the start and end of the respective connection), location data on the mobile connection, the end points of the connection and dynamic IP addresses, are not collected, processed, or used within the Porsche Digital Service Infrastructure, with the exception of SIM card and device numbers and the volume of data used. Please contact the respective network operator for information on the nature, scope, and purpose of its collection, processing, and use of data.

#### **4.1.5 Data processing within the scope of further connectivity services**

If you request or have requested expanded connectivity services, such as Wi-Fi packages, activation and deactivation information is exchanged between our system, your vehicle's wireless network interface, and the virtual network operator for the purpose of activating and deactivating the data packages of the permanently installed SIM card in Porsche vehicles.

To manage the pre-installed insertable SIM cards and permanently installed SIM cards in Porsche vehicles and to calculate the volume of data available to you and the volume of data used within the scope of any data package you may have requested, the vehicle identification number, your SIM card numbers, the associated SIM card status and, where applicable, the volume of data used and remaining in the respective period are additionally exchanged between our system, your vehicle's wireless network interface, and the virtual network operator and stored by us for the duration of the respective contractual relationship. We also store the aforementioned data for a period of 12 months as a basis for generating anonymized use reports.

#### **4.1.6 Further data processing due to legal obligations**

Beyond the data processing described in Sec. 4.1.3 through 4.1.5 above, we collect, process, and use telecommunication data (data that are collected, processed, and used based on the provision of the telecommunication service and/or to establish connectivity) only based on and in compliance with applicable legal obligations that apply to us – for example, to fulfil our statutory obligations to store personal data for,

and release personal data to, security and law enforcement agencies.

The legal basis for the processing of your data is the fulfilment of a legal obligation that applies to us and/or our legitimate interest in complying with statutory requirements.

#### **4.1.7 Identity checks**

Identity checks are conducted by us through our authorized dealers who verify identification documents provided by customers and through mobile phone user authentication and/or other authentication methods.

The legal basis for the processing of your data is the fulfilment of a legal obligation that applies to us or our legitimate interest in complying with statutory requirements.

#### **4.2. Setting up a vehicle and establishing a vehicle connection**

To be able to use services in your vehicle, your vehicle must be stored in your Porsche ID user account. To this end, you need to enter the vehicle identification number in My Porsche or have this done by your authorized dealer. We will process your vehicle identification number for purposes of verification, to establish a vehicle connection and to match it up within the scope of use of the services, to activate and provide services, and for further purposes defined and explained in detail in the relevant locations. To ensure that you can connect your vehicle to the Porsche Digital Service Infrastructure, our system creates and stores a "pairing code" that is displayed to you in My Porsche.

For verification purposes, you will also have to provide an identification document and proof of ownership and – if you are not the owner of the vehicle – a power of attorney from the vehicle owner after entering your vehicle identification number or presenting these items to us or your authorized dealer. These documents will be reviewed based on our verification criteria. As proof of successful verification, we will also store the names, dates of birth, places of birth, addresses, and validity information of the documents shown in the respective identification documents and the vehicle identification numbers, owner

names, and addresses shown in the ownership documentation. After the verification process is complete, the copies of the documents will be deleted.

After your vehicle has been matched with your Porsche ID for the first time or a subsequent time, the vehicle must be connected to the Porsche Digital Service Infrastructure. To do this, enter the "pairing code" shown in My Porsche in your vehicle's PCM. In response, your vehicle's PCM will first use the pairing code and vehicle identification number to log into our system. We need this information to be able to associate your vehicle with your Porsche ID user account during use, meaning, for example, when a service is accessed, and check whether it is authorized to use services. Once a successful match has been made, our system will transfer a list of currently available services to your vehicle's PCM.

To use services that are especially critical to safety and security, you will have to enter a separate four-digit PIN. You can set up your personal PIN in My Porsche and change it there at any time. The PIN is stored with encryption. When you enter the PIN in your vehicle, it is also encrypted and transmitted to our system for the purpose of checking authorization.

We process your data to fulfil our contract with you.

#### **4.3 Retrieving the list of available services and accessing services**

Each time you start or end a trip, and when you select certain services, your vehicle's PCM will first use the vehicle identification number to log into the Porsche Digital Service Infrastructure. We need this information to be able to associate your vehicle with your Porsche ID user account and check whether it is authorized to use services. When you log in to start and end a trip, a current list of available services will also be transmitted to your vehicle's PCM. We process your data to fulfil our contract with you.

As a data basis for generating anonymized usage statistics, we store and use the retrieval of the list of available services and the respective service access in connection with your vehicle identification number and a time stamp for a period of 30 days.

#### **4.4 Deactivating services and data exchange**

Depending on the type of wireless network connection, the features of your vehicle, and the services that have been activated, and the vehicle's exchange of data can 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 accordingly in the options menu of your vehicle's PCM. Individual services may not function in full or at all if this is done.

By deactivating the PCM wireless module in the system settings, vehicle occupants can deactivate the data exchange performed by your vehicle's PCM via the wireless network connection.

By activating "private mode," vehicle occupants can deactivate the data exchange of the Connected Gateway and the associated processing of your personal data. This prevents the use of vehicle-related services and access to the vehicle and vehicle-related information (such as the vehicle's location, for example). Deactivation does not apply, in particular, to functions and services that are required by law, such as the traffic emergency call system "Emergency Call" and other emergency call systems.

To be able to provide these services in the individual case, it may be necessary, to the extent that your vehicle has these services, for the Connected Gateway to maintain a wireless network connection with wireless cells of the respective wireless network operator despite the activation of private mode (with regard to the exchange of data within the scope of connectivity, please see Sec. 4.1) and, in individual cases, to exchange data via the wireless network connection as specified in the relevant service description at [www.porsche.com/connect](http://www.porsche.com/connect). Services that cannot be deactivated are marked as such in the options menu under "private mode."

#### **4.5 Use of the online services by unregistered drivers**

If other people use your vehicle [or] your vehicle's PCM, the data mentioned in Sec. 2 a) through h) hereof may be collected, processed, and used. To the extent that the other

person does not have a Porsche ID user account of his/her own, this information will be collected and stored under your Porsche ID user account. In this case, it is not possible for us to identify this other driver, as we lack identification information.

#### **4.6 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, your vehicle identification number, 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), 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 data by deactivating the function in My Porsche.

#### **4.7. Product analysis, improvement and processing of swarm data**

Depending on your vehicle's equipment, your vehicle may transfer infotainment system usage data, technical vehicle data and related environmental data, along with a temporary identification key, to our systems, providing you agree to transfer data as part of the vehicle installation in the PCM of your vehicle, or activate the function in the PCM of your vehicle. We use the data transferred for the purpose of analysing and improving our products and 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, as well as data from other vehicles, in order to obtain new and more accurate information, such as current traffic and road conditions (swarm 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.

The processing of this data for product analysis and improvement, as well as the processing of swarm data is based on our legitimate interest in the analysis and improvement of our products and services, as well as the provision of more precise content in the context of swarm services.

You can deactivate the transfer of data for these purposes at any time in the settings of the PCM of your vehicle under "Porsche Connect". 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 setting "Privacy mode" into operation in accordance with paragraph 4.4.

## **5. Rights of data subjects**

As the subject of data processing, you have numerous rights. Please see Sec. 9 of the General Data Protection and Privacy Statement for My Porsche and the Porsche Connect Store for information on this.

## **6. Amendments to this data protection and privacy statement**

We reserve the right to amend this data protection and privacy statement. The current version of the data protection and privacy statement can always be accessed at <https://connect-store.porsche.com/kr/ko/>.

Last updated: 23.12.2020

# Porsche Connect Cookie Policy

## Scope

This cookie policy applies in addition to the general and specific Porsche Connect declaration of data protection and describes the nature, scope, purposes and legal basis, as well as the options for objecting to the processing of cookies.

## What are cookies?

To offer you a full range of functions when you visit our website, recognize your preferences, and make the use of our Web pages more comfortable and convenient, we use "cookies." Cookies are small files that are stored on your device using your Internet browser.

## Your options

By using our website, you agree to the use of cookies and to cookies being stored on your computer (including your mobile end device, the same to apply hereinafter). You can also view our website without cookies, of course. If you do not wish cookies to be stored on your computer, you can deactivate the relevant option in your browser's system settings. You can delete stored cookies in your browser's system settings at any time. If you do not accept any cookies, however, this may restrict the functionality of our offerings.

## Categories of cookies

We use cookies for different purposes and with different functions. We distinguish in this regard according to whether the cookie is absolutely necessary in technical terms (technical necessity), how long it is stored and used (storage duration), and whether it has been stored by our website itself or by third parties, and which provider has placed the cookie on your computer (cookie provider).

## Technical necessity

Cookies that are absolutely necessary in technical terms: We use certain cookies because they are absolutely necessary in order for the website and its functions to work properly. These cookies are automatically placed on your computer when you access the website or a certain function, unless you have set your browser to reject cookies.

Cookies that are not absolutely necessary in technical terms: By contrast, cookies that are not absolutely necessary are placed on your computer to do things like improve the convenience and performance of our website or save certain settings that you have made. We also use cookies that are not absolutely necessary in technical terms to determine information [on the] frequency of use of certain areas of our website so that we can gear it toward your needs and requirements on a more targeted basis in the future. We do not store any cookies that are not absolutely necessary in technical terms unless and until you have confirmed, by clicking the relevant field, that you have taken note of our cookie notice and will continue to use our website.

## Storage duration

Session cookies: Most cookies are only needed for the duration of your current website and My Porsche visit or your session, and they are erased or become invalid as soon as you leave our website or your current session expires (termed "session cookies"). Session cookies are used, for example, to retain certain information, such as your Porsche login or shopping cart, during your session.

Permanent cookies: Only in isolated cases are cookies stored for a longer period. This is done, for example, to recognize you when you access our site again at a later time and to be able to access saved settings. This allows you to do things like access our pages faster or with greater convenience, or it eliminates the need for you to set certain options, such as your chosen language, over again. Permanent cookies are automatically deleted after a predefined period when you visit the page or domain from which the cookie was placed on your computer.

Flow cookies: These cookies are used for communication among various internal Porsche servers. They are placed on your computer at the start of a user interaction and deleted after the end of the interaction. Flow cookies are given a unique identification number during the interaction, but this number does not permit any conclusions to be drawn regarding the actual customer or user.

### **Cookie providers**

Provider cookies: Cookies are typically placed by the operator of our website, which is commissioned by us, itself when a person visits our website.

Third-party cookies: So-called "third-party cookies", on the other hand, are placed and used by other places or websites, for example, by providers of web analytics tools. For further information on Web analytics tools and measurement of reach, please see the rest of this cookie policy. External providers may also use cookies to display advertising or to integrate content from social networks, such as social plugins.

### **Use of cookies for web analysis and range measurement**

We use Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses third-party cookies to identify the frequency of use of certain areas of our website and preferences. The information about your use of our web offer (including your shortened IP address) generated by the cookie is transferred to a server operated by Google in the USA and stored there. Google will use this information on our behalf and on the basis of a contract for processing to evaluate your use of our website, to compile reports on the activities of our website and to provide other

services related to the use of the website and Internet usage.

### **Deletion and opposition to the use of cookies**

Acceptance of cookies when using our website is not mandatory; if you do not want cookies to be stored on your device, you can deactivate the corresponding option in the system settings of your browser. Saved cookies can be deleted at any time in the Internet options of your browser. If you choose not to accept any cookies, however, this can lead to restrictions in the functions offered on our website.

In addition, you can deactivate the use of Google Analytics cookies by means of a browser add-on if you do not want website analysis. You can download this here: <http://tools.google.com/dlpage/gaoptout?hl=ko>.

Here, a so-called "opt-out" information is stored on your device, which serves to assign your deactivation of Google Analytics. Please note that such opt-out information will only disable Google Analytics for the device and the browser from which it was placed. You may also need to reset it if you delete cookies from your device. . As an alternative to the browser add-on, such as on mobile devices, you can also prevent collection by Google Analytics by clicking on the following <http://optout.networkadvertising.org/>. An "opt-out cookie" will be set to prevent the future collection of your data. The opt-out cookie is only valid for the browser used and only for our website offer, and is stored on your end device. If you delete cookies from the browser, you must set the opt-out cookie again.

You can also activate the "Do Not Track Function" on your end device. If this function is activated, your end device informs the respective service that they do not want to be tracked.



**Specifically, the following cookies may be stored when you visit our website:**

<b>Cookie name</b>	<b>Technically necessary?</b>	<b>Storage duration</b>	<b>Cookie provider</b>	<b>Purpose</b>
CIAM.s	Yes	Flow cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary in order to check whether the user's browser supports cookies.
CIAM.m	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary for user authentication.
CIAM.h	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary to store the user's session and login in My Porsche.
CIAM.status	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary to monitor the status of the user's session in My Porsche.
pcc.cookieAcceptance	Yes	Permanent cookie (storage duration: one year)	Dr. Ing. h.c. F. Porsche AG	This cookie stores the user's decision whether cookies can be stored in his/her browser on the browser side.
nonce.*	Yes	Flow cookie	Dr. Ing. h.c. F. Porsche AG	This cookie stores the user's decision whether cookies can be stored in his/her browser temporarily on the server side.
PF	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary for internal user authentication between different Porsche servers.
CIAM.pcc	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary to store the user session and login in My Porsche.
f5_cspm	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary to redirect the user to a proxy server through the load balancer.
_utma	No	Permanent cookie (storage duration: two years)	Google	This cookie stores the number of visits by a user for Google Analytics.
_utmt	No	Session cookie	Google	This cookie stores the query type of the user's access for Google Analytics. A distinction is made between events, transactions, and items.
_utmb	No	Session cookie	Google	This cookie stores the duration of a user session for Google Analytics.
_utmz	No	Session cookie	Google	This cookie stores the referring page from which the user reached My Porsche for Google Analytics.
_utmv	No	Session cookie	Google	This cookie aggregates stored data for Google Analytics so that they can be displayed by Porsche AG in individual, anonymized reports.

NREUM	No	Session cookie, which is deleted on closing the browser.	New Relic Inc.	This cookie is only created in browsers that do not support the Navigation Timing API. If a browser supports the Navigation Timing API, a native interface may be used to determine the start time of navigation.
NRAGENT	No	Session cookie, which is deleted on closing the browser.	New Relic Inc.	This cookie is used to communicate between the end user metrics of the New Relic Collector and the agents running in its web application. A token identifies and correlates application-layer transaction tracks with corresponding browser tracks.
JSESSIONID	No	Session cookie, which is deleted on closing the browser.	New Relic Inc.	This cookie is used to store a session identifier so that New Relic can monitor the session count for an application. The cookie value is generated by Jetty.