



PORSCHE

Porsche (China) Motors Ltd.

General Privacy Policy

My Porsche and Porsche Connect Services / Porsche Digital Service Infrastructure

We, Porsche (China) Motors Ltd. (hereinafter “we”, “our”, “us” or “Porsche”), are delighted at your use of My Porsche, our Porsche Connect services and other digital offerings from us (hereinafter individually “Service” and collectively “Services” or “Porsche Digital Service Infrastructure”) and at your interest in our company and our products. Your privacy is important to us. We take protecting your personal data and handling this data confidentially very seriously. The collection, use, storage, sharing and transfer (collectively “processing”, with variations of “process” and “processed”) of your personal data will take place in accordance with the applicable data protection law of the People’s Republic of China (which for the purpose of this General Privacy Policy does not include Hong Kong and Macau Special Administrative Regions and Taiwan). **Please read through this General Privacy Policy carefully and acknowledge that you fully understand the contents herein before your use of our Porsche Digital Service Infrastructure. By using the Porsche Digital Service Infrastructure, you signify your acceptance of this General Privacy Policy (and the updated versions, if any) and declare your consent to our processing of your data in accordance with this General Privacy Policy.** This General Privacy Policy provides you with information on the processing of your personal data and your rights as a data subject within the scope of your use of our Services. For information on the individual Services, please see the Specific Privacy Policy and, where applicable, the further specific privacy notices pertaining to the relevant Service.

Where we link to this General Privacy Policy from external social media sites, the terms and conditions that follow apply only to the extent that the data processing operations within the scope of such social media sites do in fact lie within our sphere of responsibility and no information that is more specific – and thus takes precedence – regarding data protection and privacy is provided within the scope of such social media sites. Please note that the external social media sites may install cookies on your device and/or collect your personal data. We have no influence over this. Please contact the providers of these external social media sites as required for the relevant information. We recommend that you review the privacy policies of each external social media site you visit.

### 1. Subject-matter of data protection

The subject-matter of data protection is the protection of personal data. This means all information concerning an identified or identifiable natural person (known as the “data subject”). This includes information such as name, postal address, email address or phone number, as well as information that necessarily arises during the use of our Porsche Digital Service Infrastructure.

### 2. Nature, scope and purposes of data processing in the case of the Porsche Digital Service Infrastructure

This General Privacy Policy provides you with an overview of the nature, scope and purposes of the data processing within the scope of the registration, creation and use of your Porsche ID user

account as well as the booking and use of our Services on the basis of your Porsche ID user account. You will also find in the text that follows information on data protection and privacy, such as on the recipients of personal data, transfer of data to overseas for processing and your rights as a data subject, which applies in general within the scope of the use of the Porsche Digital Service Infrastructure. For more detailed information on the processing of personal data in relation to the use of individual Services and specific rights of data subjects with regard to the relevant Service, please also see the relevant Specific Privacy Policy and, where applicable, the further specific privacy notices pertaining to the relevant Service.

### 3. Porsche ID user account

To use the Porsche Digital Service Infrastructure and the Services offered within it in full, it is necessary to register and create a Porsche ID user account in My Porsche. After completing the registration process and creating your Porsche ID user account, you will also receive your Porsche ID (username for the Porsche ID user account). During registration and when creating and using your Porsche ID user account, your personal data will be processed and may be transferred to third parties as depicted hereinafter in order to fulfil our contractual obligations in this context. Except where indicated otherwise, we carry out all processing operations described in this section in order to perform the contract existing between you and us.

#### 3.1 The registration process and creating your Porsche ID user account

You can choose one of two ways to register and create your Porsche ID user account, i.e. invitation by an authorised dealer or self-registration:

##### 3.1.1 Invitation by an authorised dealer

If you wish, your authorised dealer will enter the personal data you have provided for you via the dealer’s access to our systems. You will then receive a link by email, for example, that you will have to use to confirm your registration and the creation of your Porsche ID user account. Please note that the authorised dealers are independent companies and we have no influence over them. A second factor will be used for additional verification, for example a code sent via text message that you then enter as part of the process of registering and creating your Porsche ID user account.

##### 3.1.2 Self-registration

If you have not registered and created your Porsche ID user account via an authorised dealer, you can register and create your Porsche ID user account yourself and enter your personal data independently. In selected countries you can also add a vehicle and use further digital Services for such vehicle provided that the ownership is verified. To do so you will also have 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. These documents will be reviewed based on our verification criteria. As proof of successful verification, we also store the names, dates of birth, places of birth, addresses and validity dates for the relevant identification documents as shown therein and the vehicle identification numbers, owner names and addresses shown in the proof of ownership. Once the verification is complete, the copies of the documents will be deleted. If you add a vehicle and a specific vehicle is assigned to you under your Porsche ID user account, as a result, there is what is known as a vehicle link (hereinafter "Vehicle Link"). After a successful review and verification, you will receive a link by email, for example, that you will have to use to confirm your registration and the creation of your Porsche ID user account. A second factor will be used for additional verification, for example a code sent via text message that you then enter as part of the process of registering and creating your Porsche ID user account.

Self-registration requires that you upload pictures from your device. This means you will be asked for authorisation to access your device's camera or photo library. The authorisation is granted by you on a voluntary basis, and if you do so, you will be deemed to voluntarily provide the pictures and information contained therein. If you do not grant the relevant authorisation, however, you may not be able to use the self-registration feature and may not fully utilize our Services. The authorisation remains active until you reset it in your device and/or internet browser by deactivating the relevant setting.

#### **(a) Required information when registering and creating your Porsche ID user account**

When registering and creating your Porsche ID user account you are required (in the case of self-registration) to enter your email address, a password, your name and any suffixes, contact and address information, mobile phone number, email address and, where applicable, the language in which you wish to communicate with us, or (in the case of registration and creation of your Porsche ID user account via an authorised dealer) to confirm this personal data during the process of registering and creating your Porsche ID user account. This personal data is required in order to set up and manage your Porsche ID user account for you so that you can use the full range of our Services offered within the scope of the Porsche Digital Service Infrastructure. In selected countries, you can also use our offerings as a prospective customer. In this case all you are required to provide is your name and email address and a password. We also need this and, where applicable, further personal data not least in order to be able to respond to requests, questions and criticism. In addition, we store the time of your most recent log-in. During registration and creation of your Porsche ID user account we perform a plausibility check of your name and address information.

#### **(b) Voluntary information when registering and creating your Porsche ID user account**

When registering and creating your Porsche ID user account, you also have the option to voluntarily enter further information, such as additional name information (academic titles, etc.), company contact information, other phone numbers, credit card information (which is stored exclusively with the payment service provider) and your vehicle registration number and a personal vehicle name. In addition, you can 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 create your Porsche ID user account, and it is entirely up to you whether you wish to communicate this personal data to us.

### **3.2 Porsche Digital Service Infrastructure: Data processing after registration and creation of your Porsche ID user account**

If you have registered and created your Porsche ID user account, we will share fundamental information regarding your Porsche ID

user account and your vehicles with Porsche dealers that provide service in order to be able to provide you with service via our dealer organisation as well, as needed in order to perform the contract with you. To this end, we will transfer not only your vehicle identification number, but also your username (Porsche ID), the technical and/or sales-related availability of Services and product offerings for your Porsche ID user account or vehicle and relevant events within the scope of the creation, modification or deletion of your Porsche ID user account, links to vehicles, the selection of dealers or the activation or deactivation of Services.

If you have selected an authorised dealer and granted your consent, the personal data stored in your Porsche ID user account, particularly contact information, customer service, contract and Service information and information on your interests, vehicles and Services used, will also be shared with the authorised dealer and synchronised with any personal data concerning you that may be stored by the authorised dealer. If you no longer wish this sharing of data to take place in the future, you can adjust the user settings for your Porsche ID user account accordingly. The aforementioned personal data will no longer be shared with the authorised dealer from then on (without affecting the lawfulness of sharing that has taken place prior to your adjustment of user setting). By accepting and consenting to this General Privacy Policy, you have agreed to our transfer of your aforementioned personal data to the authorised dealer of your choice based on your consent.

### **3.3 Deleting your Porsche ID user account**

If you delete your Porsche ID user account, the personal data stored in your Porsche ID user account will also be erased upon termination of the contractual relationship, but not before the end of the term of your existing Service licences. To the extent that personal data must be stored for legal reasons, this data will be blocked (this is known as "restriction of processing"). The personal data is then no longer available for further use, particularly for the use of Services. The Services may no longer function in full or at all as a result. You will then no longer be able to use the Porsche Digital Service Infrastructure in full either. Despite the aforementioned restriction of processing, we, other Porsche group companies or the sales organisations may process this personal data on our own responsibility as stipulated by the applicable laws and/or regulatory requirements. To the extent that personal data has been shared with a dealer of your choice based on your consent, we will notify the dealer of the deletion of your Porsche ID user account.

## **4. Central Services**

### **4.1 Booking and activation of Services; handling of payment information**

You can book individual or multiple My Porsche Services and Porsche Connect Services and activate Service licences. When selecting the relevant Service or Service package you can also view the relevant information included in the offer details on the processing of personal data within the scope of the Services in question. To perform and fulfil a booking and the contractual relationship associated with it, we process not only the relevant booking information, but also your personal data that has been collected during the process of registering and creating your Porsche ID user account. You can change your billing address before the booking process is concluded. In this case we will use this address information that you provide for purposes of billing and settling the account.

We contract with a payment service provider to handle payments for paid Services within the scope of My Porsche, Porsche Connect and Porsche Drive. To this end, we process your credit card information as well as the relevant payment information and your IP address. For example, during the process of booking paid Services, we transfer the invoiced amount, your IP address and a unique transaction key that can be used to allocate your payment for the purposes of handling payment. The management of your credit card information and the handling of payment are carried out via

systems of the payment service provider on behalf of Porsche (China) Motors Ltd.. When you enter your credit card information, this takes place directly via an entry field of the payment service provider, which encrypts this information independently on your device. The encrypted information is subsequently transferred by us to the payment service provider, where it is stored and used for your payment.

Exclusively for the purpose of accounts receivable management and compliance with legal requirements (including conducting the compliance checks, to the extent required by law) and to perform credit checks, the payment service provider used processes your customer and contact information (name, address, email address, Porsche Connect customer number; if applicable, company name and affiliated companies) and the vehicle identification number shown in the proof of ownership on our behalf.

After the booking is complete, you can activate the Services. This will store your use authorisation in the system and cause the list of available Services to be updated accordingly.

To use certain Services (such as charging station offers), a personalised card containing RFID chips (Porsche ID Card and/or Porsche Charging Card) will be sent out by mail in numerous countries where the Services are offered when a product is purchased. An identification number is stored on this card; this number can be used to associate the card with your Porsche ID user account. No personal data other than the identification number, particularly not your name or address, is stored digitally on the card itself. If the card is lost, you can block it within your Porsche ID user account.

Once delivered, the Porsche ID Card can be used directly in dealings with supported infrastructure (such as public charging stations).

Unless otherwise indicated, we carry out the processing operations described in this section in order to perform our contract with you.

#### **4.2 Use of the My Porsche Services and Porsche Connect Services**

You can use the My Porsche Services and Porsche Connect Services that have been booked, depending on the Service, in your vehicle (to the extent available for your vehicle) via mobile radio connection or via further devices in My Porsche or your Porsche Connect app and, where applicable, also from multiple or all access points. To this end, your vehicle or the relevant device will connect to the Porsche Digital Service Infrastructure.

When you use the Services booked via My Porsche or the Porsche Connect Store in your vehicle or on other devices, we process personal data concerning you for the purposes of enabling the use of the Services, for support purposes and for other purposes prescribed in the Specific Privacy Policy. Unless otherwise indicated, we process your personal data only within the scope necessary to enable the use of the relevant My Porsche Service or Porsche Connect Service.

When you use the individual My Porsche Services or Porsche Connect Services, the following (without limitation) categories of personal data may be processed depending on how the specific Service works:

- a) identification information, such as the vehicle identification number, your Porsche ID and the device and system IDs for your devices and mobile radio modules, which is needed to identify you personally, your device or your vehicle in order to establish connections, use Services or access content;
- b) authorisation information, including that the vehicle or the relevant device has been activated for the relevant Porsche Connect Service, which can be linked to your

- c) personal data that you entered during the process of registering and creating your Porsche ID user account; login information that is needed if you wish to use services from other providers that require a login in your vehicle or on other devices;
- d) communication information that is required in order to establish a connection between your vehicle and/or other devices and our servers or the servers of third-party providers of content for Porsche Connect Services;
- e) location and movement information, such as GPS or speed data, that is needed in order to use location-based content;
- f) language information that enables voice control and voice entries in certain Porsche Connect Services. Voice data is transferred to us from the vehicle or a device as recordings 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 then deleted at our end;
- g) contact information that is used in communication services, for example to send email or text messages;
- h) billing data, such as individual connection records regarding charging processes. We may combine this information with your address and payment information for individual billing purposes; and
- i) further content that must be shared with us or with service providers in order to be able to provide a Service for you.

For detailed information on which personal data is processed within the scope of which Service, please see the relevant Service descriptions at <https://connect-store.porsche.com/cn/zh/>.

Unless otherwise mentioned here, in one of the Specific Privacy Policies or, where applicable, in the further specific privacy notices pertaining to the relevant Service, we process your personal data in each case in order to provide you with the Services in this context and perform the contract associated therewith.

#### **4.3 Use of services of a third-party provider**

If you use services provided by a third-party provider with which you have a contractual relationship of your own, content of these services may be displayed in your vehicle or on your device and information may be shared between your vehicle or device and the service provider in question.

We have no influence over the processing of data by this third-party provider or the location of the data processing. Therefore, please see the relevant third-party provider's separate privacy notices for information on the nature, scope and purpose of the processing of personal data with regard to the relevant service.

#### **4.4 Vehicle and personal data processed for statutory purposes**

##### **4.4.1 General categories of Statutory Information**

If you are the owner of the vehicle linked to your Porsche ID user account, we will collect and process the regulated vehicle information and personal data in connection with the Porsche vehicle that you own in accordance with the applicable laws and regulatory requirements and/or Porsche technical requirements (hereinafter "Statutory Information"). You are obligated to cooperate with Porsche in the collection of such Statutory Information to comply with applicable laws and regulatory requirements. The categories of such Statutory Information include but not limited to the following, which may be subsequently updated in accordance with the amendments to applicable laws and/or regulatory requirements from time to time:

- a) vehicle data;

- b) vehicle identification data and vehicle identification number, including VIN, SIM ICCID, and other identifiers bound to the vehicle;
- c) vehicle status, condition, and analysis data;
- d) vehicle location and movement data;
- e) vehicle motor, battery, engine data;
- f) vehicle warning and fault code data;
- g) vehicle production information;
- h) vehicle sales information;
- i) vehicle repair replacement information;
- j) vehicle exchange stock information;
- k) vehicle change information;
- l) battery recycling information;
- m) battery decommissioning information;
- n) citizen ID card number;
- o) vehicle plate number;
- p) enterprise name (applicable to purchase by enterprises);
- q) enterprise uniform social credit code (applicable to purchase by enterprises);
- r) enterprise address (applicable to purchase by enterprises);
- s) vehicle use;
- t) sales date; and/or
- u) sales area;

If you are not the owner of the vehicle linked to your Porsche ID user account, you have the obligation to inform the owner of and obtain the owner's consent to our collection and processing of the aforementioned Statutory Information. By using our Porsche Digital Service Infrastructure, you will be deemed as having obtained the owner's consent to our collection and processing of the Statutory Information in accordance with this General Privacy Policy.

When you or the owner resell the Porsche vehicle to a third party, you have the obligation to inform or procure the owner to inform such third party that it should reach out to and provide Porsche the Statutory Information within 30 working days after the completion of the amendment of vehicle registration.

#### 4.4.2 Specific categories of Statutory Information for certain vehicle models

For certain vehicle models (such as new energy car models), for us to fulfil the statutory requirements stipulated by the applicable laws and regulations, the Statutory Information (such as static and dynamic vehicle data as stipulated below) will be transmitted by these vehicle models via us and our affiliated companies to the responsible authorities.

The dynamic vehicle data required by the responsible authorities is collected directly in the vehicle and provides information about the condition of the vehicle. When the vehicle is in operation, such dynamic data is transmitted automatically and at regular intervals to the IT systems of us and our affiliated companies. Such dynamic data is converted into the data format required by the responsible authorities and passed on to them. The collected data includes, but are not limited to the following information:

- a) general information about the journey (e.g. the current direction of travel and speed of the vehicle, etc.); and
- b) technical parameters and threshold values of the vehicle (e.g. the current charge status of the high-voltage battery, min/max temperature of the battery, etc.).

The static vehicle data required by the responsible authorities is an unchanging data set about the vehicle, such as the vehicle identification number and model information. Such static vehicle data will be transferred from us and our affiliated companies to the responsible authorities.

The static and dynamic vehicle data is processed by us and our affiliated companies in order to fulfil the applicable laws and/or

regulatory requirements and for the purpose of product improvements.

#### 5. Safeguarding legitimate interests

To the extent that we process your personal data to safeguard our legitimate interests, this takes place in addition to the data processing operations and purposes described in this General Privacy Policy, the Specific Privacy Policies or, where applicable, the further specific privacy notices pertaining to the relevant Service within the scope of the specific Service particularly against the background of the following interests:

1. further development of products, services and customer service offerings as well as other measures to manage business transactions and processes;
2. improvement of product quality, elimination of errors and disruptions, including by means of analysis of vehicle data and customer feedback;
3. processing of data in a central prospective customer and customer care platform as well as upstream and downstream systems for customer loyalty and sales purposes to provide individual care to customers and prospective customers;
4. handling of warranty and service cases, processing of inquiries and other requests submitted by prospective customers and customers outside of contracts;
5. analysis of demand and customer segmentation, e.g. calculation and evaluation of affinities, preferences and customer potential;
6. risk management and coordination of recall campaigns;
7. credit checks, by means of sharing data with credit bureaus;
8. ensuring legal compliance, preventing and protecting against legal violations (especially criminal acts), assertion of and defending against legal claims; and
9. ensuring the availability, operation and security of technical systems and technical data management.

#### 6. Consent

Should you grant us consent to certain data processing operations, this consent is always associated with a specific purpose; the purposes arise in each case from the content of the specific declaration of consent. If you do not consent, we are not able to comply with your request that is covered by the consent. You can withdraw consent, once granted, at any time without this affecting the lawfulness of processing that has taken place based on consent before its withdrawal.

On the basis of any consent that may have been granted by you and to the extent that permitted by applicable laws, the companies listed in the declaration of consent may use the data for specific purposes, e.g. to provide individual care for customers and prospective customers, and may contact you via your desired communication channels.

If we use your data to provide individual care for customers and prospective customers within this scope, this takes place in order to provide you with an exciting brand and customer care experience with Porsche and to make our communications and interactions with you as personal and relevant as possible. Which of your data is specifically used to provide individual care for customers and prospective customers depends in particular on which data has been collected on the basis of inquiries, orders and advising (e.g. when purchasing Porsche products) and which data (e.g. your personal interests) you have provided at the relevant contact points (e.g. via this website or at the Porsche centre).

In these cases, the specific scope and intended purpose of the consent granted by you arise from the wording of the declaration of consent at the point of contact.

#### 7. Recipients of personal data

Internal recipients: Within Porsche (China) Motors Ltd., access to your personal data is restricted to those persons who require it for the specific purposes mentioned.

External recipients: We do not disclose your personal data to external recipients outside Porsche (China) Motors Ltd. except where necessary in order to provide and carry out the relevant Service, where we have your consent to do so or we are obligated to do so pursuant to applicable laws and/or regulatory requirements.

External recipients may be the following:

a) Processors:

Dr. Ing. h.c. F. Porsche AG or its affiliates or external service providers with which we contract for the provision of services, for example in the areas of technical infrastructure and service/maintenance for the offerings of Porsche (China) Motors Ltd. or the provision of content. We select these processors carefully and subject them to regular reviews to ensure that your privacy is safeguarded. The service providers are not permitted to use the personal data other than for the purposes specified by us and according to our instructions. These processors may be located within China or outside of China.

b) Government authorities:

Government authorities, such as tax authorities, public prosecutors' offices or courts, to which we transfer (and/or are required to transfer) personal data for mandatory legal reasons or to safeguard legitimate interests.

c) Private bodies

Porsche dealers and service businesses, cooperation partners, service providers or persons to which or whom personal data is transferred on the basis of your consent to this General Privacy Policy, to perform a contract with you or to safeguard legitimate interests. Examples of such private bodies may include Porsche centres and Porsche service centres, financing banks, providers of further services or transportation service providers. These private bodies may be located within China or outside of China.

## 8. Transfer of data to overseas for processing

We may transfer your personal data to certain external recipients located outside of China for processing for the purpose of (a) providing the Services, and (b) carrying out analysis and development of services or fulfilling the legitimate interest as stipulated in section 5 above. We always ensure, before transfer, that the receipt is equipped with an adequate level of data protection to our satisfaction.

You can obtain an overview of the recipients located outside of China and a copy of the specific provisions that have been agreed in order to ensure an adequate level of data protection from us. To do so, please use the contacting us information in section 12 below.

By accepting and consenting to this General Privacy Policy, you have consented to our transfer of your personal data to the relevant recipients located outside of China for the purposes described in this General Privacy Policy.

## 9. Collection of data by third parties

We do not only process personal data that we receive from you directly. We also receive some personal data from third parties to the extent that we have a legal basis for this.

For details regarding collection of data by third parties, please see the Specific Privacy Policies and, where applicable, the further specific privacy notices pertaining to the relevant Service.

## 10. Automated decision-making and profiling

We do not use any automated decision-making to prepare for, establish and/or carry out business relationships. To the extent that profiling is performed, this takes place only for the purposes mentioned within the scope of the General Privacy Policy, the Specific Privacy Policies and, where applicable, the further specific privacy notices pertaining to the relevant Service and on the basis of the legal bases mentioned.

## 11. Duration of storage and erasure

Except where information on the specific duration of the storage and/or erasure of personal data is provided in the description of the specific Services, the following applies:

We store your personal data only as long as is necessary to fulfil the applicable intended purposes or – in the case of consent – unless and until you withdraw consent. In the event of an objection to processing, we will erase your personal data unless the continued processing thereof is permitted pursuant to the applicable laws and/or regulatory requirements. We also erase your personal data if we are obligated to do so for other statutory reasons.

Applying these general principles, we generally erase your personal data without delay

- after the legal basis ceases to apply, provided that there is no other legal basis that applies.
- if it is no longer needed for our purposes of preparing for and performing a contract or pursuing legitimate interests and there is no other legal basis that applies.
- if the purpose for which we have collected it ceases to apply and there is no other legal basis that applies.

You fully understand that under the following circumstances, our collection and processing of your personal data is NOT subject to your consent:

- pertinent to state security and national defence security;
- pertinent to public security, public hygiene and material public interest;
- pertinent to criminal investigation and criminal proceedings;
- provision of your personal data to government authorities pursuant to their requests or orders for compelling legal reasons;
- personal data that you have voluntarily disclose to the general public or is available from publicly available and legitimate sources and channels; and
- other circumstances explicitly permitted by applicable laws and regulations.

## 12. Rights of data subjects

As the data subject affected by data processing, you have numerous rights at your disposal. Specifically:

**Right of access:** You have the right to obtain information regarding the personal data concerning you that is collected and processed by us.

**Right of rectification and erasure:** You can request that we rectify incorrect data and erase your data where (a) we process your personal data in a manner not compliant with applicable data protection law or not in line with the consent that you have granted to us; or (b) you request to cancel your Porsche ID user account

and your contractual relationship with us is terminated (you will erase your data upon the end of the term of your existing Service licences).

**Restriction of processing:** You can request that we restrict the processing of your data to the extent not in contravention with legal obligations and/or regulatory compliance requirements that are applicable to Porsche. You should beware that by restricting our processing of your personal data, certain Services would not be available for your reach.

**Objection to data processing:** You have the right to object, on grounds relating to your particular situation, at any time to the processing of data by us, provided that you inform us of your “legitimate interest” for such objection. If you exercise your right to object, we will discontinue the processing of your data unless we can demonstrate – in accordance with the statutory specifications – compelling legitimate grounds for continued processing which override your rights.

**Withdrawal of consent:** To the extent that you have granted us consent to the processing of your data, you can withdraw it at any time with effect for the future. This does not affect the lawfulness of the processing of your data prior to the withdrawal of consent. You should beware that by withdrawing your consent, you may not be able to have access to the Porsche Digital Service Infrastructure.

**Contacting us:** If you have any questions regarding your rights as a data subject, and/or if you wish to exercise any of the rights of data subjects as stated under this section, please contact us via: Porsche Connect Support Hotline: 4006 - 910 – 911.

If you have any questions or suggestions regarding this General Privacy Policy, the relevant Specific Privacy Policy and, where

applicable, the further specific privacy notices pertaining to the relevant Service, you are welcomed to contact us free of charge via email at [compliance@porsche.cn](mailto:compliance@porsche.cn) or write to us using the following postal address or the email address above.

Porsche (China) Motors Ltd.  
17/F, No. 826 Century Avenue, China (Shanghai)  
Pilot Free Trade Zone  
P.R. China 200120

When contacting us, please ensure that we can identify you clearly.

### 13. Data security

We utilise all the necessary technical and organisational measures in keeping with the state of the art in order to ensure a level of security appropriate to the risk, in accordance with the applicable statutory requirements.

### 14. Third-party offerings

Services of other providers linked to by our Services have been and are designed and provided by third parties. We have no influence over the design, content and/or functioning of these services. We expressly distance ourselves from all content of all services linked to. Please note that these services, such as third-party websites, may install cookies on your device or collect personal data. We have no influence over this. In this regard, please obtain information directly from the providers of these services linked to as necessary. We recommend that you review the privacy policies of each link you visit.

### 15. Version

The most current version of this General Privacy Policy applies.

Last updated: 1<sup>st</sup> Mar. 2020

## Specific Privacy Policy

### My Porsche and Porsche Connect Store / My Porsche and Porsche Connect Store website

In the My Porsche or Porsche Connect store on our My Porsche and Porsche Connect Store website (hereinafter also referred to as the "website"), you can book My Porsche services, Porsche Connect services, Porsche Drive services and Function on Demand (FoD) and activate the relevant licences. This requires you to be registered with My Porsche and to have a Porsche ID user account. Depending on the service, you can use and manage the above services through our website, various Porsche apps, and, if available for your vehicle, in your car via a wireless network connection. **Please read through this Specific Privacy Policy carefully and acknowledge that you fully understand the contents herein before your use of our website and services set forth above. By using the website or services, you signify your acceptance of this Specific Privacy Policy (and the updated versions, if any) and declare your consent to our processing of your data in accordance with this Specific Privacy Policy.**

#### 1. Special notes on the use of our website

##### 1.1 Provision of our website

Parts of our website can be used without registration. Even if you use the website without registering, some of your personal data may be collected, used, stored, shared and transferred (collectively "processed", with variations of "process" and "processing").

##### 1.1.1 Automated data collection

When you access our website through your device, the following data will be processed by us:

- Date and time of access,
- Duration of the visit,
- Type of device,
- Operating system used,
- Functions used,
- Amount of data sent,
- Type of event,
- IP address,
- Referrer URL, and
- Domain name.

We process the aforementioned data in order to provide the website, to safeguard its technical operation and for the purpose of identifying and rectifying faults. In so doing, our aim is to enable use of our website and to permanently ensure its technical functionality. When you access our website this data will be processed automatically. Without providing such data you cannot use our website. We do not use this information to identify you.

##### 1.1.2 Data processing to improve our online products and services

The automatically collected data referred to in section 1.1.1 is also processed to improve the performance of our services, ensure their availability and to optimise the user experience as well as to evaluate your use of the website, compile reports on website activity for us and provide other services associated with use of the website.

We process your data in order to safeguard our legitimate interest in the performance and availability of our products and in the

analysis of the user behaviour of visitors to our website. We do not use this information to identify you.

As part of the processing described here, we also store cookies. For more details on our use of cookies, please refer to section 1.1.3 below.

##### 1.1.3 Cookies

When you visit our website, so-called "cookies" or "cookie-like technologies" – usually small files – may be stored on your device so we can offer you an extensive range of functions, make using the website more convenient and optimise our products and services. If you do not want cookies and/or cookie-like technologies to be used, you can prevent storage on your device using the relevant settings on your device and/or Internet browser or use other methods of objecting. Please note that this may restrict the operability and functionality of our products and services.

##### 1.2 Device access permissions

To use certain functions, you may be required to grant access to your location.

The permissions are granted by you on a voluntary basis. However, if you want to use the functions in question, granting the relevant permissions is necessary, as otherwise you cannot use these functions.

Permissions will remain active unless they are reset by deactivation of the relevant setting in your device and/or internet browser.

##### 1.3 Special services and functions

When using our website, you may voluntarily provide personal data or register for services or functions. When you register for and use the services and functions described below, personal data will be processed by us as set out below.

Prior registration and the creation of a Porsche ID user account are required for use of the services and functions of our website set out in section 1.3.2. Use of the services and functions set out in section 1.3.3 does not require prior registration.

##### 1.3.1 Registration process and creation of a Porsche ID user account

For information on the registration process and creating your Porsche ID user account, please see section 3.1 of the General Privacy Policy of My Porsche and Porsche Connect Services / Porsche Digital Service Infrastructure.

##### 1.3.2 Use of the individual functions with registration/log-in

The functions that form part of our products and services on our website as well as the personal data processed in each case together with the underlying purposes are set out below.

##### 1.3.2.1 Booking and activation of services; handling payment information

Information on booking services through our website and the associated handling of payment information can be found in section

4.1 of the General Privacy Policy of My Porsche and Porsche Connect Services / Porsche Digital Service Infrastructure.

Where necessary, we provide additional information on the processing of personal data for our bookable services in the additional specific privacy notices for the relevant service.

### **1.3.2.2 Use of My Porsche services and Porsche Connect services**

Information on the use of the My Porsche services and Porsche Connect services through our website can be found in section 4.2 of the General Privacy Policy of My Porsche and Porsche Connect Services / Porsche Digital Service Infrastructure.

### **1.3.2.3 Provision of service and warranty information**

Prior registration and creation of a Porsche ID user account are required to use this function.

In order to be able to provide information about your vehicle, current warranties and recalls in the My Porsche section of our website, we process equipment and vehicle master data, such as the vehicle identification number, current warranties, model year and model image that appear on the vehicle registration certificate. We process the aforementioned data in order to perform the existing contract with you.

### **1.3.2.4 Requesting service appointments**

Prior registration and creation of a Porsche ID user account are required to use this function.

To request service appointments with Porsche dealers and service companies through the My Porsche section of our website, we can at your request provide customer and vehicle data to the relevant companies selected by you. If you give us your consent as part of a service request, we will transmit your name, address, telephone number, email address, Porsche ID, the vehicle identification number as it appears on the vehicle registration certificate, your vehicle model, the service appointments that you have chosen, your chosen service and your additional message relating to your request, as well as the methods of contact requested by you to the dealer or service company selected by you for the relevant request.

Transmission of your personal data occurs once in connection with the relevant service request made by you. We store your service request to perform the existing contract between you and us.

### **1.3.3 Use of the individual functions without registration/log-in**

The functions on our website as well as the personal data processed in each case together with the underlying purposes and legal basis are set out below.

### **1.3.3.1 Contact via live chat**

Prior registration and creation of a Porsche ID user account are not required to use this function.

In certain areas of our website, we offer live chat as a method to make contact and receive advice. By using live chat, you can communicate with one of our consultants via text messages. When you open and use live chat, for technical reasons your browser automatically transmits the following data at the start, which is stored by us separately from other data that you may provide to us in other circumstances:

- Date and time of access,
- Duration of the visit to our website,
- Type of internet browser including version,
- Operating system used,
- Amount of data sent,
- Type of event, and
- IP address,

We process the aforementioned data for our legitimate interest to safeguard and maintain the operation and the safety of our products and services and to rectify faults. In this context the data is also processed by us – without identifying a specific person – for analytical purposes.

If you then disclose further personal data to us via the live chat, you will be deemed to provide this personal data on a voluntary basis. Where personal data is required to solve your issue, we will inform you of this and ask you for it. The texts entered by you into the input screen during live chats are stored on our behalf on the server of an external service provider.

## **2. Your rights as a data subject**

As a person affected by data processing, you have rights available to you. In particular, you may object at any time to the use of cookies or cookie-like technologies. For details on how to make such objection, please refer to section 1.1.3 above.

With regard to the additional rights available to you, we also refer to the relevant details contained in section 12 of our General Privacy Policy for My Porsche and Porsche Connect Services / Porsche Digital Service Infrastructure, which can be viewed at <https://connect-store.porsche.com/cn/zh/t/privacy>.

## **3. Changes to this privacy policy and version**

We reserve the right to make changes to this Specific Privacy Policy. The current version of the Specific Privacy Policy is always available at <https://connect-store.porsche.com/cn/zh/t/privacy>.

Version: 01/03/2020