

Important Notice: Our Privacy Notice has been updated to give you a better understanding of how we collect, use, and share your information. We have broadened the scope to include the offline collection of information and added more detail regarding automatic collection practices. If you would like a copy of all of the changes, you can request one by contacting us as described in the Contact Us section.



Privacy Notice Porsche Connect and My Porsche

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

If you have any questions or concerns regarding this Privacy Notice, please contact us as described in the below **Contact** section.

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

1. Scope

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

As used herein, "**Personal Information**" means information that can be used to identify a specific individual, such as your name, address,

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

2. Outside the U.S.

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

3. Changes To This Privacy Notice

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

4. Information We Collect

Porsche and its third party service providers collect Information about you from a variety of sources, including Personal Information

you provide directly to us and Information we collect about you when you access and use the Porsche Connect Services. We also collect your Personal Information from independent Porsche dealers. We may combine any of the Information collected about you for the purposes described in this Privacy Notice.

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

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

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

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

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

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

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

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

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

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

Log File/Usage Information: Log file or usage information is automatically reported by your browser or mobile device each time you access the Porsche Connect Services. When you use the Porsche Connect Services, servers may automatically record certain log file information such as your web request, Internet Protocol (IP) address, browser type, referring / exit pages and URL, data and time of access, number of clicks and how you interact with Linked Sites, domain names, landing pages, pages viewed, and other such information.

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

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

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

<http://www.google.com/policies/privacy/partners/>.

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

Porsche Connect Services. Detailed description regarding the Information collected and used in connection with specific Porsche Connect Services is located at https://connect-store.porsche.com/us/en/navigation---infotainment-services/p/bundle_navigation_infotainment via the Privacy link for each specific service description.

5. How We You Use Your Information

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

- providing the My Porsche and Porsche Connect Services to you;
- communicating with you;
- creating and managing your Porsche ID account registration;
- customer service and technical support, which may include responding to your requests, resolving issues, and/or troubleshooting problems;
- responding to your inquiries, comments, or postings;
- administering Events;
- improving and customizing our My Porsche and Porsche Connect Services and communications;
- to personalize your experiences while using the Porsche Services;
- internal operations such as enhancing our products and services, marketing efforts, and to conduct research and analysis;
- processing payments;
- investigating or settling inquires or disputes;

- marketing purposes;
- enforcing our Terms and Conditions of Use and any other applicable terms and conditions and agreements; and/or
- protecting the security and integrity of our business, Porsche Connect Services, brand, customers, and services providers.

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

6. How We Share Your Information

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

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

- in accordance with your consent.

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

7. Your Choices

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

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

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

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

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

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

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

Google Analytics. Google provides users choice on how their data is collected by Google Analytics by developing an Opt-out Browser Add-on which can be located at:

<http://tools.google.com/dlpage/gaoptout?hl=en>. By installing this Add-on, no information is being sent to Google Analytics.

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

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

8. Use of Porsche Connect Services By Unregistered Users

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

9. Third Party Services

By using certain Porsche Connect Services such as the Porsche Connect app in combination with your mobile device, you can view and use the content of certain third party provided multimedia, information, and communication services (e.g., Google Earth®, Apple Car Play®, Gracenote, Rhapsody, Radio.net) in your vehicle's infotainment-system or in the Porsche Connect app. For

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

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

10. California Residents' Privacy Rights

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

11. Do Not Track Notice

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

12. Information Security

We implement reasonable technical, administrative, and physical safeguards to help us protect your Personal Information from unauthorized access, use, and disclosure. For example, when you

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

13. Submissions and User Generated Content

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

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

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

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

15. E-mail Security

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

16. Children's Privacy

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

17. Contact Us

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

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

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