

Privacy policy for surveys via the si-quest.de platform

We, the Dr. Ing. h.c. F. Porsche AG (hereinafter "we" or "Porsche AG"), appreciate your interest in our products and services. Your privacy is an important concern for us. We take the protection of your personal data and its confidential treatment very seriously. Your personal data is processed exclusively within the framework of the legal provisions of the data protection law of the European Union, in particular the General Data Protection Regulation (hereinafter "GDPR"). With this data protection declaration, we inform you about the processing of your personal data and about your data protection rights in the context of this survey via the si-quest.de platform. For information on other services and offers of other companies of the Porsche Group, please refer to the respective privacy policy of these services or companies.

1. Person responsible for data processing and data protection officer; contact

The person responsible for data processing within the meaning of the data protection laws is:

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

If you have any questions or suggestions regarding data protection, please feel free to contact us.

You can reach our data protection officer as follows:

Dr. Ing. h.c. F. Porsche AG
Data protection officer
Porscheplatz 1
70435 Stuttgart
Germany

2. Subject of data protection

The subject of data protection is the protection of personal data. This is any information relating to an identified or identifiable natural person (so-called data subject). This includes, for example, details such as name, postal address, e-mail address or telephone number, but also information that necessarily arises in the context of this survey via the si-quest.de platform, such as order-related or payment transaction data.

3. Purposes and legal bases of data processing

Below you will find an overview of the purposes and legal bases of data processing in the context of this survey via the si-quest.de platform.

Participation in the online survey is generally possible without registration.

Even if you use our online offer without registering, personal data may still be processed, e.g. if you provide corresponding information in free text fields.

3.1 Fulfillment of contractual and pre-contractual obligations (Art. 6 para. 1 lit. b GDPR)

We process personal data if this is necessary for the preparation and execution of the contract with you. The purposes depend on the specific contract and include in particular

- Use of provided customer data for participant recruitment;
- Shipping Incentives;
- Avoiding over-surveying by returning unused contact information;
- Other event-related e-mails such as appointment confirmations/postponements
- Create and send personalized survey invitations and links
- Data collection and analysis: Data analysis is partly anonymized and partly pseudonymized
- Data processing and creation of result reports on usage behavior and content-related questions are aggregated, video recordings/editing are pseudonymized
- Quality assurance purposes: Possibility of contact transmission of complaint cases, receipt of contact requests and forwarding of relevant contact data to PAG and/or Porsche Germany for quality assurance purposes.

The data processing is based on Article 6(1)(b) GDPR. In doing so, you must provide those personal data that are necessary for the preparation and implementation of this survey via the si-quest.de platform. Without this data, we will not be able to process your request or fulfill the contract with you.

3.2 Fulfillment of legal obligations (Art. 6 para. 1 lit. c GDPR) or processing of personal data in the public interest (Art. 6 para. 1 lit. e GDPR)

We also process your personal data in order to comply with legal obligations to which we are subject. The obligations may arise, for example, from commercial, tax, money laundering, financial or criminal law. The purposes of the processing result from the respective legal obligation; the processing usually serves the purpose of complying with governmental control and information obligations. The data processing is based on Article 6(1)(c) or (e) GDPR. If we collect data due to a legal obligation or in the public interest, you must thereby provide those personal data that are necessary for the fulfillment of the legal obligation. Without the provision, we may not be able to process your request or fulfill these obligations.

3.3 Safeguarding legitimate interests (Art. 6 para. 1 lit. f GDPR)

We also process your personal data to protect legitimate interests of us or third parties. We pursue the following interests, which are also the respective purposes:

- Further development of products, services and support offerings as well as other measures to manage business transactions and processes; improvement of product quality, elimination of errors and malfunctions, among other things, with the help of analysis of vehicle data and customer feedback.

The data processing is based on Article 6(1)(f) GDPR. In cases where you have to provide data for this purpose, we expressly point this out. Without the provision of data, we may not be able to process your request or fulfill your request.

3.4 Consent (Art. 6 para. 1 lit. a GDPR)

If you have given your consent for certain purposes, the purposes will be determined by the respective content of this consent. The data processing is based on Article 6(1)(a) GDPR. In cases where you have to provide data for this purpose, we expressly point this out. Without the provision, we would not be able to fulfill your request covered by the consent. You can revoke your consent at any time, without the legality of the processing carried out on the basis of the consent up to the revocation being affected by this revocation.

3.5 Change of purpose

To the extent that we process your personal data beyond a relevant consent or a compelling legal basis for a purpose other than the one for which the data were collected, we take into account, in accordance with Article 6(4) of the GDPR, the compatibility of the original and the now pursued purpose, the nature of the personal data, the possible consequences of the further processing for you and the safeguards for the protection of the personal data.

4. Recipients of personal data

Internal recipients: Within Porsche AG, only those persons have access who require this for the purposes stated above under 3.

External recipients: We only pass on your personal data to external recipients outside Porsche AG if this is necessary to process or handle your inquiry or to fulfill the contract with you, if another legal permission or obligation exists, or if we have your consent to do so.

External recipients can be:

- a) Processors: Group companies of Porsche AG or external service providers that we use to provide services, for example in the areas of technical infrastructure and maintenance for the Porsche AG offering or the provision of content relevant to the contract. These processors (in the case of this survey via the si-quest.de platform, the smart-insights GmbH agency) are carefully selected and regularly checked by us to ensure that the security and confidentiality of your personal data is maintained. The service providers may only use the data for the purposes specified by us.
- b) Public authorities: Authorities and state institutions, such as public prosecutors, courts or tax authorities, to which we must transfer personal data for legally compelling reasons. The transfer is then made on the basis of Article 6(1)(c) GDPR.

- c) Private parties: Dealers, cooperation partners or auxiliary persons to whom data is transferred on the basis of your consent, for the purpose of processing an inquiry or fulfilling a contract with you or for the purpose of safeguarding legitimate interests, for example Porsche centers, financing banks, credit agencies, transport service providers or comparable providers. The transfer is then based on Article 6(1)(a), (b) and/or (f) GDPR.
- d) Porsche subsidiaries (such as Porsche Germany or Porsche Connect GmbH)

5. data processing in third countries

If data is transferred to bodies whose registered office or place of data processing is not located in a member state of the European Union, another state party to the Agreement on the European Economic Area or a state for which an adequate level of data protection has been established by a decision of the European Commission, we will ensure prior to the transfer that the data transfer is either covered by a legal authorization, that guarantees exist for an adequate level of data protection with regard to the data transfer (e.g. by agreement on contractual guarantees or officially recognized regulations or binding internal data protection regulations at the recipient) or that you have given your consent to the data transfer (e.g. through the agreement of contractual guarantees, officially recognized regulations or binding internal data protection regulations at the recipient) or you have given your consent to the data transfer.

Where the data transfer is made on the basis of Article 46, 47 or 49(1), second subparagraph, of the GDPR, you may obtain from us a copy of the safeguards for the existence of an adequate level of data protection in relation to the data transfer or an indication of the availability of a copy of the safeguards. Please use the information under point 1 for this purpose.

5. Automated decision making and profiling

We do not use automated decision-making or profiling to manage our business relationship.

6. Storage period, deletion

We store your personal data only as long as this is necessary for the fulfillment of the purposes stated in this document or in the general contractual documents between you and us or - in the case of consent - as long as you have not revoked your consent. In addition, we store your data within the required scope of the retention obligations under commercial and tax law. We delete your personal data immediately - after the legal basis ceases to apply and unless another legal basis applies. If the latter applies, we delete the data after the other legal basis ceases to apply.

- if they are no longer required for the purposes pursued by us in the preparation and execution of a contract and no other legal basis applies. If the latter applies, we delete the data after the other legal basis ceases to apply.
- in the event of an objection by you, unless further processing is permitted under the relevant legal provisions.
- if we are obliged to do so for other legal reasons.

7. Data subject rights

As a data subject, you have numerous rights available to you. In detail:

Right to information: You have the right to receive information about the data we have stored about you.

Right of correction and deletion: You can demand that we correct incorrect data and - insofar as the legal requirements are met - delete your data.

Restriction of processing: You may request us - provided that the legal requirements are met - to restrict the processing of your data.

Data portability: If you have provided us with data based on a contract or consent, you may, if the legal requirements are met, request that you receive the data you have provided in a structured, common and machine-readable format or that we transfer it to another responsible party.

Objection to data processing on the legal basis of "legitimate interest": You have the right to object to data processing by us at any time for reasons arising from your particular situation, insofar as this is based on the legal basis of "legitimate interest". If

you exercise your right to object, we will stop processing your data unless we can prove - in accordance with the legal requirements - compelling reasons worthy of protection for the further processing, which outweigh your rights.

[Objection to data processing for direct marketing: We also process your personal data on the legal basis of "legitimate interest" in order to carry out direct marketing. You have the right to object to this processing at any time].

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

Right of appeal to the supervisory authority: You can also lodge a complaint with the competent supervisory authority if you believe that the processing of your data violates applicable law. To do so, you can contact the data protection authority responsible for your place of residence or country or the data protection authority responsible for us.

Contacting us and exercising your rights: Furthermore, you can contact us free of charge if you have any questions about the processing of your personal data, your data subject rights and any consent you may have given. To exercise all of your aforementioned rights, please contact us at <https://www.Porsche.com/germany/privacy/contact/> or by post at the address given above in section 1. In doing so, please ensure that we are able to clearly identify you. [When revoking consent, you may also choose the contact method you used when giving consent].

8. Booth

The most current version of this privacy policy applies. Status [09/05/2023]