Privacy policy

for contact with Porsche Sales & Marketplace GmbH via the Porsche Contact Centre

We, Porsche Sales & Marketplace GmbH (referred to below as “we” or “PSM GmbH”), are delighted that you are interested in our products and services. We take the protection of your personal data and the confidential treatment of this data very seriously. Your personal data is processed only within the scope of the legal provisions of data protection law, in particular, the European Union's General Data Protection Regulation (hereafter "GDPR"). This Privacy Policy provides information about the processing of your personal data and your privacy rights as a data subject in connection with the first contact for dealing with your concern. For information on the processing of personal data in other areas, please refer to the relevant specific data protection declaration.

1. Person responsible and data protection officer

Within the meaning of data protection laws, the person responsible for data processing is:

Porsche Sales & Marketplace GmbH
Porscheplatz 1
70435 Stuttgart
Germany
Email: smartmobility@mt.porsche.com

If you have any questions or suggestions relating to data protection, please feel free to contact us. Our data protection officer can be reached at:

Porsche Sales & Marketplace GmbH
Data Protection Officer
Porscheplatz 1
70435 Stuttgart
Germany
Contact: dataprotection.salesandmarketplace@porsche.de

2. Subject Matter of Data Protection

The subject matter of data protection is the protection of personal data. This includes all information relating to an identified or identifiable natural person (data subject). This includes information such as name, postal address, e-mail address or telephone number, as well as other information about you that arises as part of our interaction with you, in particular data that must be provided when you contact us in order to process your particular concern, such as technical support requests relating to the Connect services in your vehicle or on a Porsche app.

3. Purposes of and legal grounds for data processing

Contacting us for processing your respective concern is partly possible without registration. Even if you use the app without registration, personal data may still be processed.

An overview of the purposes of and legal grounds for data processing is given below. We always process personal data in accordance with the legal requirements, even if a legal ground applicable in individual cases is other than specified below.

The provision of personal data by you may be legally or contractually prescribed or may be required to conclude a contract. We remind you separately, if you are obliged to provide personal data and what possible consequences the non-supply would have in this case (e.g. loss of entitlements or our notice, of not providing the requested service without providing certain information).

3.1 Fulfilment of contractual and pre-contractual obligations

We process your personal data, if this is necessary for the contract, of which you are party, or for carrying out pre-contractual measures on your request. Data is processed on the basis of Article 6 (1) (b) GDPR. The purposes of processing include the possibility of using our specific products and services and, in particular

- processing of inquiries from interested parties and dealers in relation to products and services from Porsche Sales & Marketplace GmbH
- Technical support for customers and dealers, in particular through the provision of a service hotline for telephone contact.

In this respect, please also note the descriptions of the products and services in addition to this data protection declaration.

3.2 Fulfilment of legal obligations

We also process your personal data to comply with legal obligations to which we are subject. Data is processed on the basis of Article 6 (1) (c) GDPR. The obligations may result, for example, from the commercial, tax, money laundering, financial or criminal law. The purposes of processing arise from the respective statutory obligation; the processing generally serves the purpose of complying with state obligations with regard to monitoring and duty of disclosure.

3.3 Safeguarding legitimate interests

We process your personal data in addition to this in order to safeguard the legitimate interests of us or of third parties, unless your interests that require the protection of your personal data are overriding. Data is processed on the basis of Article 6 (1) (f) GDPR. Processing to maintain legitimate interests takes place for the following purposes and/or to safeguard the following interests:

- Further development of products, services and support offerings, as well as other measures for control of business transactions and of processes;
- Improvement of product quality, elimination of errors and disruption, by analysing vehicle data and customer feedback, among others;
- Processing of data in a central prospective and customer support platform as well as upstream and downstream systems for customer loyalty and sales purposes;
- Processing of non-contractual prospective and customer enquiries and concerns;
- Processing warranty and goodwill claims;
- Support during the coordination of recall campaigns;
- Ensuring legally compliant actions, prevention of and protection against legal infringements (particularly criminal offences), enforcement of and defence against legal claims, internal and external compliance measures;
- Replying and evaluating contact requests and feedback;
- Mutual data exchange between companies (Porsche AG, importers and dealers) for integrated customer support.

3.4 Consent

We process your personal data on the basis of appropriate consent. Data is processed on the basis of Article 6 (1) (a) GDPR. If you grant your consent, this is always for specific purposes; the purposes of the processing are based on the content of your declaration

of consent. You can withdraw the consent that you gave at any time. This withdrawal will not affect the lawfulness of processing based on consent given before its withdrawal.

On the basis of the consent that you have given, the companies listed in the declaration of consent can use the data for the stipulated purposes, e.g. for individual customer and prospective customer support, and can contact you via the communication channels you request. Your data is used by us within this framework to offer you an inspiring brand and support experience with Porsche and to make our communication and interaction with you as personal and as relevant as possible. Which of your data is specifically used for individual customer and prospective customer support depends in particular on which data was collected on the basis of requests, orders and consultations, (e.g. when purchasing Porsche products) and which data you provided (e.g. in the Porsche Centre) to the relevant points of contact, (e.g. your personal interests).

3.5 Change of purpose

If we process your personal data for a different purpose than for which the data was collected in addition to a corresponding consent or mandatory justification, we will take into account the compatibility of the original purpose and the now pursued purpose, the type of personal data, possible consequences of further processing for you and the guarantees to protect personal data in accordance with Article 6, Section 4.

4. Sources and data categories in the collection of data by third parties

We also process personal data that we receive from third parties or from publicly accessible sources. Below you will find an overview of the relevant sources and the data categories obtained from these sources.

- We receive list data from third parties to comply with legal obligations to prevent criminal acts and to safeguard public interests. This data is processed on the basis of article 6 paragraph 1 c) and/or e), whichever is applicable, of the GDPR.

5. Recipients of Personal Data

Within our company, only those individuals who require your personal data for the specified purposes have access to it. We will only pass on your personal data to external recipients if we have a legal authorisation to do this or if we have your consent. An overview of the corresponding recipients is provided below:

- Processors: Group companies or external service providers, for example in the areas of technical infrastructure and maintenance, which are carefully selected and checked. We may only use the data in accordance with our instructions when carrying out repairs.
- Public bodies: Authorities and public institutions, such as public prosecutors, courts, or tax authorities to which we (must) transfer personal data by law, to fulfil legal obligations or to safeguard legitimate interests, for example.
- Porsche dealers and service providers, 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 safeguarding legitimate interests, such as Porsche Centres and Porsche Service Centres, banks, other service providers or transport service providers. Transfer takes place on the basis of Article 6(1) (a), (b) and/or (f) GDPR.

6. Data processing in third countries

If data is transferred to bodies whose headquarters or place of data processing is not located in a member state of the European Union, another country outside of the European Union that is a signatory to the Agreement on the European Economic Area or a state for which an appropriate level of data protection has been determined through a decision of the European Commission, we will ensure before disclosure that the data transfer is either covered by a legal authorisation, that there are guarantees for an adequate level of data protection with regard to the data transfer (e.g. through the agreement of contractual warranties, officially

recognised regulations or binding internal data protection regulations at the recipient) or that you have given your consent to the data transfer.

Insofar as data is transferred on the basis of GDPR Article 46, 47 or 49, Paragraph 1, Subparagraph 2, you can obtain from us a copy of the guarantees for the existence of an adequate level of data protection with regard to the data transfer or a note on the availability of a copy of the guarantees. For this purpose, please use the information under point 1.

7. Duration of storage, deletion

We will store your personal data if we have legal permission to do this, only for as long as necessary to achieve the pursued purposes and/or provided you have not revoked your consent. In the event of an objection to processing, we will delete your personal data, unless further processing is permitted according to the relevant legal provisions. We will also delete your personal data if we are committed to other legal obligations to do this. Pursuant to these general principles, we will usually delete your personal information immediately

- after the legal basis ceases to apply and if no other legal basis (e.g. retention periods under commercial and tax law) is applicable. If the latter is the case, we will delete the data once that other legal basis ceases to apply;
- if your personal data is no longer required for the purpose we pursued and if no other legal basis (for example, commercial and tax retention periods) impinges. If the latter is the case, we will delete the data once that other legal basis ceases to apply.

8. Rights of Data Subjects

Right of access: You have the right to receive information from us regarding the data we have saved about you.

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

Restriction of processing: You may demand, provided 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, if the statutory requirements are met, obtain from us the data provided by you in a structured, commonly used and machine-readable format, or require us to transmit it to another controller.

Contradiction: You have the right to object at any time, on grounds relating to your particular situation, to our processing of your data, provided this objection is based on the legal grounds of legitimate interests. If you exercise your right to object, we will cease the processing of your data unless we can – pursuant to the legal requirements – prove compelling legitimate reasons for further processing, which override your rights.

Objection to direct advertising: If we process your personal data in order to carry out direct advertising, you have the right to object to the data processing by us at any time for this purpose. If you exercise your right to object, we will stop the processing for this purpose.

Withdrawal of consent: If you have given us your consent to process your personal data, this declaration can be revoked at any time, with future effect. The withdrawal of consent will not affect the lawfulness of processing before its withdrawal.

Right to lodge a complaint with a supervisory authority: You may file an appeal with the supervisory authority if you believe that the processing of your data violates applicable law. You can contact the supervisory authorities responsible for your home or your country or to the supervisory authorities responsible for us.

Contacting us and exercising your rights: Furthermore, you may contact us, free of charge, with any questions regarding the processing of your personal data, your applicable rights and to provide your consent. Please contact https://www.porsche.com/germany/privacy/contact/ or at the postal address specified above in paragraph 1. When doing so, please make sure that we can

clearly identify you. If you wish to withdraw your consent, you can alternatively also use the method of contact that you used when you gave your consent.

9. Status

The most up-to-date version of this Privacy Policy shall apply. Version 3 - Status [30.11.2022].

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