

Porsche Drive - Privacy Policy

Your privacy is important to us. This Privacy Policy describes how Porsche Drive Canada, Ltd. ("Porsche" or "we" or "us") collect, use, and disclose personal information we obtain about you when you use the Porsche Drive - Subscription/Porsche Drive - Rental website, download the Porsche Drive - Subscription/Porsche Drive - Rental mobile application to your phone or other internet-connected device (your "Device"), and when you use the services available through the Porsche Drive - Subscription/Porsche Drive - Rental mobile application (collectively, the "Porsche Drive - Subscription/Porsche Drive - Rental Services"). For the purposes of this Policy, "personal information" means information about an identifiable individual, or that on its own or combined with other pieces of data, can identify someone as an individual.

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Information We Collect

When you use the Porsche Drive - Subscription/Porsche Drive - Rental Services, we may collect certain information about you or the Vehicle you reserve ("Vehicle") as further described below.

When you register for the Porsche Drive - Subscription/Porsche Drive - Rental Services or otherwise use the Porsche Drive - Subscription/Porsche Drive - Rental website or mobile application, we may collect:

- Contact Information, such as name, address, city, province and postal code, email address, and telephone number;
- Driver's licence Information, such as driver's licence number, the driver's licence expiration date, date of birth, and the province and date of issuance;
- Payment Information, such as credit card number, credit card type, expiration date and CVV number; and
- Aggregate Data, based on your interaction with the Porsche Drive - Subscription/Porsche Drive - Rental website; see Cookies/Tracking Technologies section below for additional detail.

When you install and use the Porsche Drive - Subscription/Porsche Drive - Rental mobile application, we also collect:

- Location Information, if you permit the Porsche Drive - Subscription/Porsche Drive - Rental mobile application to access location-sharing services. For example, we will collect your precise location when you reserve an available Vehicle. We may also collect the precise location of your Device when the Porsche Drive - Subscription/Porsche Drive - Rental mobile application is running in the foreground or background. We may also derive your approximate location from your Internet Protocol (IP) address when you use the Porsche Drive - Subscription/Porsche Drive - Rental website;
- Device information, such as Device type, Device operating system, IP address, unique identifier, type of browser, Internet service provider, and phone number;
- Information about your use of the Porsche Drive - Subscription/Porsche Drive - Rental application, including screen view time, scrolling, specific actions to activate features and/or otherwise navigate the application, reactions to alerts, searches, and your interactions with in-application marketing offers;
- Information about your use of Porsche Drive - Subscription/Porsche Drive - Rental Services, such as information about Vehicle reservation requests, date and time services

were provided, amount charged, distance traveled, Vehicle-related information (discussed further under the Vehicle-Related Information section below); and

- Aggregate data on your use of the Porsche Drive - Subscription/Porsche Drive - Rental mobile application; see Cookies/Tracking Technologies section below for additional detail

Restricting the Collection of Location and Other Information

You can restrict our access to, as well as the collection and sharing of, the location of your Device by disabling location-sharing on your Device, if that feature is available on your Device. You should ensure that you have deleted all personal information from the Vehicle's systems before returning the Vehicle. Please be aware, some of the Porsche Drive - Subscription/Porsche Drive - Rental Services require access to and collection of the location of the Vehicle.

Vehicle-Related Information

Porsche Drive - Subscription/Porsche Drive – Rental vehicles may be equipped with vehicle tracking and other technology. We use the Global Positioning System (GPS), a network of satellites that allows us to determine the location of our vehicles. This information is transmitted to us and can be stored for extended periods. We use this information for a variety of important purposes. For example, we use GPS data to help you find our vehicles, to provide roadside assistance, to ensure that a vehicle is available at the place and time you have reserved, to ensure that the vehicle is not driven to unauthorized locations and to locate a lost or stolen vehicle. We also maintain in-vehicle and in-equipment technologies to track and monitor performance of our vehicles and to assist us with ensuring that our vehicles are used only in accordance with applicable laws and our rules and policies. Disabling, disconnecting or destroying any such technology device or equipment is strictly prohibited. Please note that, while using the Porsche Drive - Subscription/Porsche Drive - Rental Services, we will always track your vehicle's location

Use of Your Personal Information

When you use the Porsche Drive - Subscription/Porsche Drive - Rental Services, we use the information we collect to:

- Provide Porsche Drive - Subscription/Porsche Drive - Rental Services, including to facilitate reservation services, payments, and send receipts for services you request;
- Communicate with you about your account or the Porsche Drive - Subscription/Porsche Drive - Rental;
- Provide you with marketing offers that may interest you; if you would like to limit the marketing and promotional communications we send you, see the Limiting Marketing and Promotional Communications section below;

- Improve, troubleshoot, and evaluate the use of our products and services (including the Porsche Drive - Subscription/Porsche Drive - Rental mobile application);
- To create De-identified Information such as aggregate statistics relating to the use of the Service;
- Provide Vehicle support and service;
- Evaluate Vehicle performance and safety;
- Comply with legal requirements; and
- Conduct research regarding the Porsche Drive program and vehicle sales.

Protective and Legal Uses

We may collect, use and disclose your personal information for legal reasons as we believe necessary or appropriate, including:

- under applicable law, including laws outside your province or country of residence;
- to process, handle or otherwise respond to claims for damages, including claims or demands for bodily injury or property damage;
- to enforce our policies and rules and the terms and conditions of your subscription;
- to recover our vehicles, equipment or any monies due, such as through debt collection agencies;
- to comply with legal process and to respond to requests from public and government authorities;
- to protect our operations, rights, privacy, safety or property, and/or that of our subsidiaries, you or others; and
- to allow us to pursue available remedies or limit the damages that we may sustain.

Sharing of Information

We will only disclose your Payment Information with our service providers to provide Porsche Drive - Subscription/Porsche Drive - Rental.

We may disclose your other personal information as follows:

- As required by law, such as in conjunction with a subpoena, government inquiry, litigation, dispute resolution, or similar legal process;
- When we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a law enforcement request;
- With our services providers who work on our behalf and who do not have an independent right to use the information to which they have access or that we disclose to them;
- With emergency service providers;

- With third parties for research and development purposes (such as university research institutes for improving highway safety);
- In connection with the sale, transfer, or financing of a significant part of a Porsche business or its assets, including any of those activities associated with a bankruptcy proceeding;
- Within Porsche Drive Canada and its affiliates, including Porsche Cars Canada, Ltd. (which shall be subject to its Privacy Policy located at <https://www.porsche.com/canada/en/privacy-policy/>) and its authorized Porsche dealers, for providing the Porsche Drive - Subscription/Porsche Drive - Rental Services and for their own marketing purposes;
- In connection with a Vehicle repossession to facilitate Vehicle recovery; and
- Those you ask us to share this information with.

De-identified Information

"De-Identified Information" herein means information that cannot, on its own or combined with other pieces of data, identify someone as an individual, including aggregate information (such as anonymous usage data, referring/exit pages and URLs, platform types, number of clicks, etc.). We may use De-Identified Information created by us without restriction. After we delete personal information, we may retain and continue to use De-Identified Information as permitted under this Privacy Policy. We may also share De-Identified Information for other business purposes. For instance, we may share aggregate reports with interested third parties to help them understand the usage patterns for the Porsche Drive - Subscription/Porsche Drive - Rental Services or website.

Cookies/Tracking Technologies

Tracking on the Porsche Drive - Subscription/Porsche Drive - Rental Website and Emails

The Porsche Drive - Subscription/Porsche Drive - Rental website may use cookies to remember your preferences and to maximize the performance of our website and services. Using cookies on our websites provides benefits to you, such as allowing you to maintain your account login information.

Similarly, we may also place web beacons in our emails to measure the effectiveness of our email campaigns by identifying the individuals who open or act upon an email message, when an email message is opened, how many times an email message is forwarded, the type of software, device, operating system, and browser used to deliver the email and any URL accessed through our email message. This information may also be used to evaluate our online advertising campaigns or to tailor promotions and other marketing messages to you.

To measure site activity and provide a better user experience, we may allow our service providers or business partners to compile information from the cookies, web beacons, or other technologies on our websites which may include information about your visit (such as demographic data, browser type, IP address, pages visited, activities conducted on the page and the day and time of your visit). We may also allow third-party advertising and personalization partners to use this information to develop personalized content and appropriate advertising based on your visits over time on the Porsche Drive - Subscription/Porsche Drive - Rental website and other non-Porsche affiliated websites.

At this time, we do not honor "do not track" signals from a website browser when accessing our Website on a laptop or desktop computer. However, you may refuse or delete cookies. Please refer to your browser Help instructions to learn more about cookies and other technologies and how to manage their use. If you elect to refuse or delete cookies, you will need to repeat this process if you use another computer, or change browsers. If you choose to decline cookies, some of the functionality of a website may be impaired.

Tracking on the Porsche Drive - Subscription/Porsche Drive - Rental Mobile Application

To help us understand how the Porsche Drive - Subscription/Porsche Drive - Rental mobile application is being used, we use a third-party tracking service that uses cookies and similar technologies to obtain information other than personal information. This may include information related to the Porsche Drive - Subscription/Porsche Drive - Rental mobile application's crashes, and your use of the Porsche Drive - Subscription/Porsche Drive - Rental mobile application, including the functionality you use within the Porsche Drive - Subscription/Porsche Drive - Rental mobile application, and how frequently and how long you use the Porsche Drive - Subscription/Porsche Drive - Rental mobile application.

We do not track, or allow third parties to track your behavior over time and across third-party applications or websites via the Porsche Drive - Subscription/Porsche Drive - Rental mobile application.

Social Media Sharing

The Porsche Drive - Subscription/Porsche Drive - Rental Services may also include functionality that will allow you to share on social media platforms such as Facebook and Twitter. Depending on your privacy settings on these social media platforms, you understand and agree that when you post content or information, you may be allowing: a) access to that content and information; b) use of that content or information; and c) the ability for others to associate that content or information with you. In addition, these social media platforms may collect information about you in connection with the content you post. All content you post on these social media platforms is subject to their

specific terms and conditions and privacy statement. Porsche is not responsible for that information collection. We recommend that you check the terms and conditions and privacy statement of these social media platforms prior to using this functionality.

Data Retention

We will retain personal information collected as long as necessary for the purposes for which it was collected (including for the duration of your use of the Porsche Drive - Subscription/Porsche Drive - Rental Services) or as otherwise required or permitted by applicable law. If you'd like us to delete the information you have provided, please contact us using the contact information listed under How to Contact Us below. Please note we may be required or permitted to retain certain information by law.

Limiting Marketing and Promotional Communications

You may choose to limit the marketing and promotional communications we send you. You can do this by contacting us using the contact information listed under How to Contact Us below.

Security Measures

As you may be aware, there is no completely secure method of transmitting or storing information and data. Although their physical characteristics are different, postal mail, telephone calls, text messages, faxes and transmissions over the Internet or wireless networks all present possibilities of loss, misrouting, interception and misuse of the information and data that is transmitted.

We try to strike a balance between the security of your information and your convenience. As a result, we may sometimes use a method of communication that is less secure than a less convenient alternative. For example, but not limitation, we may send you an e-mail or a text message in unencrypted form (i.e., instantly readable) because many of our customers are unable to access encrypted (i.e., coded) e-mail or messages. This means that our message, if misrouted or intercepted, could be read more easily than encrypted messages. For this reason, please do not include confidential information, such as your credit card number, in any e-mail or text you send to us or on any posting you make to a public area of a third party social network page, especially since any such posting immediately becomes public.

We take reasonable measures to protect against the loss, misuse and unauthorized access or disclosure, alteration and destruction of your personal information by aiming to maintain appropriate physical, organizational and technological safeguards to protect your personal information, including:

- Restricting access to personal information to our employees on a "need to know" basis;

- Enforcing policies and procedures for our employees in their handling of personal information;
- Using technologies designed to safeguard data during its transmission, such as SSL encryption for the data you provide on our websites and apps. In particular, we adhere to the appropriate standards for PCI compliance;
- Contractual measures in place with service providers to protect personal information while in those service providers' custody; further, we require our service providers to restrict any use of such personal information to the purposes for which we have engaged the service provider; and
- Destroying personal information after it is no longer needed.

We have established safeguards to help prevent unauthorized access to or misuse of your personal information, but cannot guarantee that your personal information will never be disclosed in a manner inconsistent with this policy (for example, as a result of unauthorized acts by third parties that violate applicable law or our policies and those of our affiliated providers). We may use a password to help verify your identity before granting access or making corrections to any of your personal information. It is your responsibility to safeguard your password, which you should never disclose to a third party. If you contact us by phone, we will ask you to verify certain information related to your account before providing any access to personal information.

Changes to This Privacy Policy

We reserve the right to update this Privacy Policy from time to time for any reason. We will notify you of a material change to this Privacy Policy by placing a notice on the Porsche Drive - Subscription/Porsche Drive - Rental website or the Porsche Drive - Subscription/Porsche Drive - Rental mobile application, or by notifying you via email or postal mail.

Access

If you would like to access, delete, correct or ensure the accuracy of your personal information for Porsche Drive - Subscription/Porsche Drive - Rental Services, please contact us using the contact information listed under How to Contact Us below.

Your Consent

By using the Porsche Drive - Subscription/Porsche Drive - Rental Services and the Vehicles, you are consenting to the collection, storage, deletion, use, combination and disclosure of your personal information as set forth in this Privacy Policy now and as amended by us, including transfer or disclosure of your personal information to our service providers for processing, both within and outside of Canada.

We utilize servers in various locations in Canada and the United States of America. Please note that the laws governing the processing of personal information in the United States of America may not be as rigorous as they are in Canada or other nations, and in some jurisdictions your personal information may be accessed by law enforcement authorities or the courts. If you have any questions regarding our policies and practices relating to storage and processing of personal information outside of Canada, please contact us using the contact information listed under How to Contact Us below.

In connection with your use of the Porsche Drive - Subscription/Porsche Drive - Rental Services, we may wish to call you or send text messages to your mobile telephone/device. We may also wish to use auto-dialers and pre-recorded messages in connection with any such telephone call or text message, including calls or texts to mobile telephone numbers. We will do so with your consent in accordance with applicable law. We will not charge you for such calls or texts, although you may be charged by your mobile service provider to which you subscribe.

You may withdraw your consent at any time, subject to legal and contractual restrictions and reasonable notice. Please note, however, that withdrawing consent may affect our ability to provide products and services and maintain our relationship.

How to Contact Us

If you have any questions or concerns or wish to obtain further information about our personal information policies and procedures, or if you wish to access your personal information or change any consent regarding our use or disclosure of your personal information, please contact our privacy officer at privacy@porsche.ca or 1-888-490-9077. We will respond within thirty days after receipt of your request, subject to extension under applicable law.