



PORSCHE

## Privacy Notice

### Porsche's Digital Infrastructure (including the Marketplace, Porsche Connect and My Porsche)

This Privacy Notice describes the information privacy practices of Porsche Cars North America, Inc. and its subsidiary Porsche Sales & Marketplace, Inc. (collectively referred to herein as "**Porsche**", "**we**", "**us**", or "**our**"), when you use the Porsche Digital Infrastructure and other of our digital offerings where this Notice is posted or referenced (hereinafter individually or jointly also referred to as "**Services**" and jointly "**Porsche Digital Infrastructure**"), including your Porsche ID, the My Porsche portal or app (collectively, "**My Porsche**"), the Porsche Connect website, store, app, features and services (collectively the "**Porsche Connect Services**"), and/or various online marketplace functionalities, including the online marketplace website for the sale of Porsche parts, equipment and other vehicle-related and vehicle-independent products and services (the "**Marketplace**"). The purpose of this Privacy Notice is to inform you what information we collect from you when you use the Services, how we use and share your information, and your choices regarding our collection and use. Please note that additional or different privacy terms may apply in respect of some of the specific services accessible through the Porsche Digital Infrastructure. In such case such terms will be posted for your review where those services are located and/or purchased. Please review any such terms before accessing these specific services. This Privacy Notice does not describe the privacy practices of any other Porsche companies or of Porsche Centers, which are independent third parties.

Porsche Cars North America, Inc. has adopted the Alliance of Automobile Manufacturers, Inc. and Association of Global Automakers Consumer Privacy Protection Principles: Privacy Principles for Vehicle Technologies and Services. For additional information please see [https://www.autosinnovate.org/innovation/Automotive%20Privacy/Consumer Privacy Principlesfor VehicleTechnologies Services-03-21-19.pdf](https://www.autosinnovate.org/innovation/Automotive%20Privacy/Consumer%20Privacy%20Principlesfor%20VehicleTechnologies%20Services-03-21-19.pdf).

Please see the additional information set out at the end of this Notice regarding Porsche Connect Services in the vehicle and Porsche Charging Services. If you are a consumer residing in a state that has enacted comprehensive consumer data privacy laws, please see our Additional Notice of State-Specific Privacy Information and Rights below. If you have any questions or concerns regarding this Privacy Notice, please contact us as described in the below Contact Us section.

**By utilizing the 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 the Services. It does not describe the privacy practices of Porsche Centers or third party services that you may utilize in connection with the Services.

As used herein, "Personal Information" means information that is identifiable to can be used to identify a specific individual, such as your name and, if they are identifiable to you, your address, e-mail address, phone number, birth date, Porsche

ID, vehicle identification number, driver's license number, license plate number, or credit card number, or information related to your log-ons and use of the Services. "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.

The 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](http://www.porsche.com) and use the drop down box to find the website for users in your location, but please do not use the Services, as the information practices and the terms of this Privacy Notice may or may not comply with foreign law.

#### 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 website, store, or other platforms where the Services may be accessed. 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 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 Services. We also collect your Personal Information from independent Porsche Centers. 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/Porsche ID;
- register for any of the Porsche Connect Services which can be done by using My Porsche;
- reserve and purchase services and products through the Marketplace;
- use any of the Services;
- participate in any event, program, contest, surveys, or other promotion that we may offer from time to time in connection with the Services (collectively, "Events");
- contact or communicate with us;
- request information from us;

- access or use Porsche pages or accounts on any third-party social media platforms such as Facebook or Twitter;
- provide or submit comments, suggestions, experiences, or other content to us; and/or
- otherwise interact with us and the platforms that we offer to provide you with access to any of the Services.

As part of your interactions with us and your use of the Services, the information we may collect includes, without limitation, the following:

**Vehicle Information:** We may collect information that your vehicle or elements of the Porsche Digital Infrastructure installed or embedded in our vehicle generate about your vehicle's performance and operation such as vehicle speed, door lock and window status, tire pressure, oil level, mileage, fuel consumption, vehicle position and direction, ignition and engine status, battery voltage, air conditioning status, temperature and charging data (for electric vehicles). We may collect video, still images, and traffic- and road-related data derived from images captured by outward-facing cameras integrated in your vehicle to create enhanced maps and other data that Porsche uses to enhance its advanced driver-assistance system. We may also collect information from your vehicle about current warranties, your vehicle's service history and information to identify your vehicle such as the vehicle identification number, the model year, and a model picture.

**Registration Data:** To register for and use the Services, including the Porsche Connect Services in your vehicle, you must create a My Porsche account and provide your vehicle identification number, Porsche ID, login credentials, name, address, mobile phone number, e-mail address, password and, if applicable, the language in which you wish to communicate with us. Depending on the service for which you register, you may be asked to provide other information such as additional profile information including 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. In addition, you can provide information about your interests, preferences and the contact channels you would like to use. If you use a Porsche Connect Service that requires vehicle ownership, you or your Porsche Center must provide information and documents to verify that you are the vehicle owner (or if you are not the owner a power of attorney from the vehicle owner). Such information may include your vehicle identification number, date of birth and birthplace. After the verification process is complete we may retain your identification information but the copies of the documents will be deleted. If you add a vehicle in your Porsche ID user account, a specific vehicle is assigned to you and a so-called vehicle relationship will be created. We also may enable our third-party partners to offer a registration and login procedure involving the Porsche ID. This means that you do not have to remember any new login data for the third-party offer. If you decide to use the registration and login procedure involving the Porsche ID as part of the third-party offer, you will be redirected to a registration login with your credentials. We will then send a message to our third-party partner that you have successfully registered. As part of the registration and login process, you can confirm to us that the third-party partner may access the profile data of your Porsche ID user account. This then also applies to the payment data stored there, if applicable. This means that you do not have to re-enter or maintain your profile data and, if applicable, payment data (e.g. if your address changes) in order to create your user profile for the third-party offer. Conversely, changes to the profile data in the user account of the third-party offer are then also

synchronized accordingly in your user account for the Porsche ID.

**Voice Data:** Voice data, including language preference, 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. Granting permission is voluntary. Permission remains active unless you revoke it by deactivating the relevant setting. For more information about how you may opt-out from allowing us to have access to your mobile device please see Section 7 "Your Choices."

**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.

**Image/Video Data of your Vehicle or its Components:** If you use a Porsche Connect Service to receive information related to services or repairs performed on your vehicle, images and videos of your vehicle or its components may be provided to you through the Porsche Connect Services.

**Information Collected Automatically.** Our 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 Services. 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 the Services. Other tracking technologies such as clear gifs and web beacons work similarly to cookies and place small files on your devices or monitor Site activity and allow us to collect information about how you use our Sites. For information regarding the use of cookies and certain other tracking technologies in connection with certain of the Services, please see our Cookie Policy for Websites below.

**Device and Browsing Information:** Each time you access the Services information is automatically reported by your browser or mobile device such as your web request, Internet Protocol (IP) address, browser type, device type, and the device and system IDs for your devices and mobile radio modules, device operating system, referring / exit pages and URL, date and time of access, duration of visit, 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 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 Services, and enables us to attempt to make emails more relevant and send them in a more targeted manner.

Location Data: Certain features of our Porsche Connect and Porsche Charging Services may access, collect, monitor, and/or remotely store real-time “location data,” traffic, and movement information which may include GPS coordinates needed to provide certain location-related features of the Services. Granting permission is voluntary. Permission remains active unless you revoke it by deactivating the relevant setting. For more information about how you may opt-out from allowing us to have access to your location data please see Section 7 “Your Choices.”

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

Analytics Information – Porsche Connect Mobile App: We use third-party analytics tools, such as Microsoft Visual Studio App Center Analytics and the Software Development Kit (SDK) within the Porsche Connect App. Microsoft Visual Studio App Center Analytics collects anonymized data on usage of the software for the purposes of improving the Porsche Connect App. The frequency of usage of the software, individual functions, software malfunctions, model, version and status information, the operating system, the language and the country of the device are recorded. The Software Development Kit (SDK) generates an installation ID and a session ID. In addition, information about the device, such as the model or the operating system, is sent to a Microsoft server and stored there. Microsoft will use this information on our behalf to evaluate your usage of our App, to compile reports on the activities of our App and to provide other services related to the usage of the App and Internet usage.

Further information about the data protection and security of Microsoft Visual Studio App Center Analytics can be found here:

Privacy Statement: <https://privacy.microsoft.com/en-us/privacystatement>

Legal Information: <https://azure.microsoft.com/en-us/support/legal/>

Terms of Use: <https://www.microsoft.com/en-us/legal/terms-of-use>

Objection to app tracking: Using our App does not require you to accept activation of the analytics function within Microsoft Visual Studio App Center Analytics. After successful login, a dialog with the title “App Analytics” is displayed, in which you can grant or revoke the rights for the sending of data. If you do not want to activate the sending of analysis data, select “Deny” in the dialog.

You can also subsequently withdraw your consent in the Settings menu within the Connect App. To do this, select “Settings” and clear the checkbox “App Analytics” under the menu item “Access authorizations”. Please note that withdrawing consent will not affect data that has been collected previously.

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

#### My Porsche:

To use many of the applications offered within the Services in full, it is necessary to register and create a Porsche ID user account in My Porsche. You may elect to have a Porsche Center facilitate registration in which case the Porsche Center will provide Porsche with your Information at your direction. You will then receive, for example, an email with a link which you must use to confirm your registration and creation of your Porsche ID user account. A second feature allows you to additionally verify your identity, for example via an SMS code, which you then enter during the process of registering and creating your Porsche ID user account. If you have a Porsche Center associated with your Porsche ID user account, the information stored in your Porsche ID user account, in particular contact data, support, contractual and service data, as well as data about your interests, vehicles and services used will also be exchanged with the Porsche Center and will be synchronized with other information about you. If you no longer wish information to be transferred in the future, you can change this in the user settings of your Porsche ID user account accordingly. You may also register and create your Porsche ID user account yourself by entering your Information independently. After successful verification, you may receive an e-mail with a link to confirm your My Porsche registration and create your Porsche ID user account. A second feature may be used for additional verification, for example via an SMS code, which you then enter during the process of registering and creating your Porsche ID user account. For more information about the information that we collect when you register the Services or create a Porsche ID, please see the “Registration Data” section above. If you delete your Porsche ID user account, the functionality of the Services may be limited or eliminated and the full use of the Porsche Digital Service Infrastructure will no longer be available to you.

#### Porsche Connect Services:

Purchasing of Porsche Connect Services. If you purchase Porsche Connect Services, we will collect the login and logout time, commenced and completed credit card charging processes, with location, duration and time, your contract terms, the products you have purchased, the settings you have made in the App, the vehicles you have added, photos of the vehicles, user data stored in the Porsche ID, the status of the booked services, addresses for calendar entries, and addresses for contacts.

Services Information. We will process Personal Information when you use individual services available in the App or in the vehicle such as Weather, Radio Plus, Calendar, News, Voice Pilot, Wifi, Location Alarm, Speed Alarm, Valet Alarm, E-Control, Climate, Car Alarm, Horn & Flash, Remote Lock & Unlock, Breakdown Call, Porsche Vehicle Tracking System, Navigation Plus, Media Streaming, and Smart Home service. For detailed descriptions about what information Porsche collects and additional information about how we use this information when you use these individual Porsche Connect Services, please review the “Further information on data protection” link provided in the pages that describe the Porsche Connect offerings and packages available for each Porsche model found in the Porsche Connect Store website. The information is available after selecting the respective model and Porsche Connect Service offering at

<https://connect-store2.porsche.com/us/en?vs=1> on the bottom of each offerings page under Offer Details.

#### Porsche Contact Center and Live Chat:

You can use various communication channels to contact us regarding the Porsche Connect Services, including by telephone, e-mail or live chat, for technical support needs, assistance with purchasing services or products or with general questions. When you contact our Porsche Contact Center, we will use your Personal Information insofar as this is necessary in order to provide service to you. It is possible that we may ask you to provide additional information in order to process your specific request. Without this data, we will not be able to process your inquiry or respond to your request.

Through the live chat, you can communicate with one of our consultants through your web browser via text messages. If you call up and use the live chat, your browser automatically transmits the following data for technical reasons at the beginning of use, which we store separately from other data that you may transmit to us: date and time of access, duration of the visit our online offer, type of web browser including version, operating system used, amount of data sent, type of event, and IP address. If you provide us with additional personal data via live chat, this is carried out on a voluntary basis.

Additionally, if you engage with live chat tools on our sites, your chat conversations may be monitored and retained by us and our service providers for our business purposes. This can include any interaction between you and our chat technologies and information you provide via a chat feature.

If you use support services at your Porsche Center, your Porsche Center can also retrieve this data. To facilitate this service, we also transmit the aforementioned data to the relevant Porsche Center.

### **5. How We Use Your Information**

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

- providing the Services to you;
- communicating with you;
- creating and managing your Porsche ID account registration;
- facilitating your request for services provided by a third party, such as through the Porsche Connect Store or the Marketplace;
- 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 the Services, and our communications;
- to personalize your experiences while using the Services;
- internal operations such as enhancing our products and services and the quality or safety of the services or devices which we may own, control or provide;
- to conduct research and analysis including to develop and demonstrate technology;
- verifying your identity and 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;
- compliance with law;

- protecting the security and integrity of our business, the Services, brand, customers, and services providers while using Personal Information as may be reasonably necessary and proportionate for these purposes;
- short-term, transient use including non-personalized advertising shown as part of a consumer's current interaction with us;
- auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with state privacy laws and other standards; and
- debugging to identify and repair errors in our systems.

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

### **6. How We Disclose Your Information**

We 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 the Services; payment processing; identification verification, fraud prevention, data management, storage, and analysis; customer service; communications; and marketing;
- with independent Porsche Centers in connection with the Porsche Connect Services, the booking of service appointments, or the operation of Online Services published by or on behalf of Porsche Centers;
- to facilitate your request for services provided by third parties, such as through My Porsche, the Porsche Connect Store and/or the Marketplace;
- with third party business partners in connection with My Porsche, the Porsche Connect Services and/or the Marketplace;
- 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, Porsche Centers, 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.

## 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. 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. However, if access is disabled you may not be able to use certain features of the Porsche Connect Services.

**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. See our Cookie Policy for Websites below 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>.

**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. Please note that even if you do not provide Porsche with access to location data through the Porsche Connect Services, your vehicle may collect and transmit location information if you use features of the Porsche Connect Services designed to respond to emergencies, collisions and for other services for which you've registered.

**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. Permission remains active unless you revoke it by deactivating the relevant setting. 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, Google Maps) 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. You may also book or purchase services and products from us, our group companies and third party service providers who present and offer their products and services through the Porsche Connect Store. When utilizing such third party services in connection with the Porsche Connect Services, at your direction and with your consent, your Information will be transmitted to and collected and used by such third party service providers 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.

The Marketplace offers a central platform where you can book or purchase services and products from us, our group companies and third parties. The Marketplace may be accessed with a Porsche ID or through the guest access feature for users who do not have a Porsche ID. When you access the Marketplace your Information will be collected and

used by us in accordance with this Privacy Notice and by third parties who offer their products and services.

Third party services provided through the Porsche Connect Services and the Marketplace are not subject to this Privacy Notice. Please refer to the respective third parties' privacy policies for details on their privacy practices.

To process payments for products or services within the scope of the Services we use third party service providers to verify your identity, 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 which encrypts, stores and uses this information independently for your payments. The encrypted information is then transferred from us to the payment service provider where it is stored and used for your payment. We do not collect or store any of your credit card information. Payment service providers may also determine the fraud risk associated with your transaction using customer information (e.g. name and identifier, sales history, etc.). The transaction data is checked and examined for abnormalities (e.g. frequency of password changes, delivery address differing from invoicing address) by the payment service provider.

## **10. Additional Notice of State-Specific Privacy Information and Rights**

This part of our Privacy Notice applies to consumers who reside in states that have enacted comprehensive consumer data privacy laws.

### **10.1 Personal Information We Collect about Consumers**

We describe the Personal Information we have collected about consumers in the twelve (12) months preceding the effective date of this Privacy Notice in the part of our Privacy Notice titled, "Information We Collect" and in the Notice for Users of Porsche Connect Services in the Vehicle at the end of this Notice. The information we collect and process includes the following:

- Identifiers such as name, address, e-mail address, phone number, driver's license number, Internet Protocol address, MAC address, logical IDs and device IDs, and Porsche IDs and PCID (Provisioning Certificate Identification)
- The following categories of Personal Information described in California Civil Code § 1798.80(e): (1) the Personal Information listed in the preceding bullet point as "identifiers," (2) vehicle identification numbers (VINs) (when linked to identified or identifiable persons), vehicle information such as model and year, vehicle registration information, and license plate numbers, (3) vehicle usage and operating data, including vehicle status data, vehicle analysis data, location-based environmental and traffic data, location data and movement data, (technical) vehicle data, and vehicle interior and vehicle environment information, (4) payment information such as payment card number or portion thereof, bank information, and payment amounts, (5) information you provide or that we record in connection with customer support calls or complaints, (6) demographic information such as birthdate, gender, language preference, and occupation, and (7) the other information that identifies, relates to, describes, or is capable of being associated with, a particular individual that we describe in "Information We Collect" and the Notice

for Users of Porsche Connect Services in the Vehicle and Notice for Users of Charging Services via the Porsche Connect App at the end of this Notice.

- Characteristics of protected classifications under California or federal law, such as language preference.
- Commercial information, including information about your orders, purchases, or usage of the Services.
- Internet or other electronic network activity information, including, but not limited to, browsing history, search history, usage of, and information regarding your interaction with the Services including the Porsche Connect Web site, the App, our in-vehicle technologies, the Marketplace or advertisements that we display on our websites, mobile apps or on third party sites and apps, or on any third-party social media platforms. In addition, 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.
- Geolocation 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. We also may collect geolocation data relating to your computer or device when you interact with any of the Services.
- Audio information 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.
- Inferences drawn from (1) the information we collect when you use the Services, and (2) information about the Services user preferences and behavior, which we use for product and service enhancement and optimization purposes.
- Sensitive Personal Information, such as account login credentials when combined with passwords, driver's license number, precise geolocation data, national origin, credit or debit card number in combination with any required security or access code, password, or credentials allowing access to an account, and email, text messages and contents of other communications not directed to Porsche when you use certain Porsche Connect Services with your mobile device.

We collect this Personal Information from a variety of sources, including Personal Information you provide directly to us, Personal Information from publicly available sources, and Information we collect about you when you access and use the Services. We also collect your Personal Information from independent Porsche Centers. For more information, please see "Information We Collect" and "Information Collected Automatically".

We retain Personal Information for the length of time needed to carry out the purposes outlined in this Privacy Notice and to adhere to our policies on keeping records (unless a longer

period is needed by law). Our records policies reflect applicable laws. We retain Personal Information to the extent necessary to manage our relationships with our customers, personalize and improve your overall customer experience, comply with our legal obligations (for example, if we are required to retain Personal Information to comply with applicable tax laws), resolve disputes, enforce our agreements, and as otherwise described in this Privacy Notice.

We collect and use each category of the Personal Information above for the purposes described in "How We Use Your Information." We do not process sensitive Personal Information for the purpose of inferring characteristics.

## 10.2 Disclosures of Personal Information for Monetary or Other Valuable Consideration or for Business Purposes

We disclose and have disclosed within the twelve (12) months preceding the effective date of this Privacy Notice the following categories of Personal Information to other businesses or third parties for monetary or other valuable consideration:

- Identifiers and Inferences. Pseudonymous identifiers for individuals who visit our Web sites and mobile apps and the devices such individuals use to visit our Web sites and mobile apps, data relating to usage of our Web sites and apps and inferences drawn from such usage data, and data acquired from third party marketing and digital advertising providers. We disclose this information with third party vendors that provide consumer behavioral analytics, digital advertising, and social media services to Porsche, and where applicable these vendors may use the information for use for their own purposes.
- Identifiers and Commercial Information. Name, address, VIN, employer (if known), current vehicle information, if known, and phone number. We disclose this information with independent Porsche Centers for marketing purposes.

We disclose and have disclosed within the twelve (12) months preceding the effective date of this Privacy Notice Personal Information in all or substantially all of the categories identified in this Additional Notice of State-Specific Privacy Information and Rights for various business purposes. For more information about the categories of Personal Information we have disclosed, the categories of entities with which we have disclosed this information and the purposes for which we have disclosed the information, please see "How We Disclose Your Information."

Like many companies, Porsche processes Personal Information for targeted advertising. When you use our online services, we (and our vendors) may collect information about your activities so that we can provide you with advertising tailored to your interests.

We do not disclose and have not disclosed within the twelve (12) months preceding the effective date of this Privacy Notice Personal Information of individuals we know to be under the age of 16 to other businesses or third parties for monetary or other valuable consideration or for cross-context behavioral advertising.

## 10.3 Your State-Specific Privacy Rights

If you are a resident of a state that has enacted comprehensive consumer data privacy laws, you may have one or more of the

following rights. We will honor requests received to the extent required by applicable law and within the time provided by law.

- (a) Right to Access and Right to Know Information regarding Personal Information. You have the right to request that we disclose to you the categories and specific pieces of Personal Information we have collected about you. Specifically, you have the right to request that we disclose the following to you, in each case subject to applicable law:
  - whether we are processing Personal Information about you;
  - the categories of Personal Information we have collected about you;
  - the categories of sources from which the Personal Information is collected;
  - our business or commercial purpose for collecting, sharing or selling Personal Information;
  - the categories of third parties with whom we disclose Personal Information;
  - the specific pieces of information we have collected about you;
  - the categories of Personal Information about you, if any, that we have sold or shared and the categories of third parties to whom we have sold or shared the information, by category or categories of Personal Information for each category of third party to whom we sold or shared the Personal Information; and
  - the categories of Personal Information about you that we disclosed for a business purpose and the categories of persons to whom we disclosed the information for a business purpose.
- (b) Right to Deletion of Personal Information. You have the right to request that we delete Personal Information that we have collected from or about you. Please note if you have requested a service that requires the use of your Personal Information, we may not be able to provide that service if you choose to delete your Personal Information.
- (c) Right to Correct. You have the right to request that we correct inaccurate Personal Information that we have collected about you.
- (d) Right to Opt Out.

You have the right to opt out of the disclosure of Personal Information about you to third parties for monetary or other valuable consideration or the sharing of Personal Information about you for cross-context behavioral advertising, targeted advertising and profiling in furtherance of decisions that produce legal or similarly significant effects. To opt out, please visit: [Do Not Sell or Share My Personal Information](#). Please note, we do not process your Personal Information for the purpose of profiling in furtherance of decisions that produce legal or similarly significant effects.

Our websites under the [www.porsche.com](http://www.porsche.com) domain also process opt-out preference signals that conform to the Global Privacy Control specification ("GPC"). GPC is a browser-level technical specification that you can use to inform websites that you opt-out of sale or sharing of Personal Information. If you enable the GPC signal, our websites under the [www.porsche.com](http://www.porsche.com) domain will treat the browser you use to access our website as opted-out from sale or sharing to the extent we engage in such processing. If you access these websites from another browser, you will need to install the GPC

on that browser in order to opt out. To learn more, visit <https://globalprivacycontrol.org/>.

- (e) Right to Non-Discrimination. We may not discriminate against you because of your exercise of any of the foregoing rights, including by:
- Denying you goods or services;
  - Charging different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties;
  - Providing you a different level or quality of goods or services; or
  - Suggesting that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

We may, however, charge different prices or rates, or provide a different level or quality of goods or services, if that difference is reasonably related to the value provided to Porsche by your Personal Information.

- (f) Right to Appeal. If we decline to take action on a request that you make in accordance with the foregoing to exercise the foregoing privacy rights, then you may appeal our decision by replying to our response to your request, emailing [dataprivacy@porsche.us](mailto:dataprivacy@porsche.us) or calling 1-800-PORSCHE. Please use the reference ID associated with your request when you contact us so we can locate your records.

#### 10.4 Requests to Exercise Your Rights

You may request to exercise the foregoing rights by:

- Submitting a request through <https://www.porsche.com/usa/privacy-policy/contact/>, or
- Calling us toll-free at 1-800-Porsche.

To opt-out of the sale or sharing of personal information, please visit: [Do Not Sell or Share My Personal Information](#).

To opt-out from the disclosure of Personal Information for valuable consideration or targeted or cross-context behavior advertising to analytics, social media, and advertising partners that participate in applicable opt-out programs, please use the following links:

- <https://optout.aboutads.info/>
- <https://optout.networkadvertising.org>
- Google Advertising opt-out: <https://support.google.com/My-Ad-Center-Help/answer/12155656>
- Google Analytics opt-out: <https://tools.google.com/dpage/gaoptout>
- Trade Desk opt-out: <https://www.adsrvr.org/>

We will process your request within 45 days after receipt of a verifiable request, unless we notify you that we require additional time to respond, in which case we will respond within such additional period of time required by law. If your request involves us providing Personal Information to you, we may deliver the Personal Information to you through your account, if you maintain an account with Porsche, or, if not, electronically or by mail at your option. If electronically, then we will deliver the information to you or, if you so request and permitted by law, to another entity, in a portable and, to the extent technically feasible, in a structured, commonly used, machine-readable format that allows you to transmit the information from one entity to another without hindrance.

#### 10.5 Agent Authorization

You may designate an authorized agent to make a request on your behalf. You may make such a designation by providing the agent with written permission to act on your behalf. Even if you use an agent, as permitted by law. Please note that we may require verification of the agent's authorization to act on your behalf, require you to confirm you have authorized the agent to act on your behalf, and/or require you to verify your own identity.

#### 10.6 Verification

We may require you to provide certain information, including contact information, to verify your identity before acting on your request to exercise your rights or granting you access to your information. We will only use this information to confirm your identity. In some cases we may need to collect additional information from you, and depending on the type of request we may use a third-party identity verification service to verify your identity. If we use a third-party identity verification service, our third-party identification verification service may ask you certain identity verification questions to match the information you provide with information that it has in its database.

#### 10.7 Data Disclosure for Direct Marketing Purposes

California Civil Code Section § 1798.83 further permits California residents to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. If you are a California resident, you may ask us to refrain from disclosing your Personal Information with certain of our affiliates and other third parties for their marketing purposes. To make such a request, please tell us your preference by contacting us as specified below.

#### 10.8 Do Not Track Notice

Some browsers have a "do not track" feature that lets you tell websites that you do not want to have your online activities tracked. At this time, we do not respond to browser "do not track" signals.

#### 10.9 Accessibility

If you use assistive technology and the format of this Privacy Notice interferes with your ability to access information, please contact us at [accessibility@porsche.us](mailto:accessibility@porsche.us).

#### 11. Information Security

We implement reasonable technical, administrative, and physical safeguards designed to protect your Personal Information from unauthorized access, use, and disclosure. 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.

#### 12. 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 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 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 Services or social media pages. Please remember that any Information you post becomes public information and is not subject to this Privacy Notice, and Porsche is not responsible for the results of such postings.

In addition, with the My Porsche Messages function, we offer you the option of calling up your messages both in the app and via the My Porsche Messages portal. This usually entails information relevant to the contract in connection with the purchase and/or use of your account, your vehicle or digital content from Porsche. For this purpose, we process the following personal data in particular: master data, contact data, contract data, dealership data and car data. If you use the My Porsche Messages function, your messages may be monitored and retained by us and our service providers for our business purposes. This can include any interaction between you and our messaging technologies and information you provide via the My Porsche Messages function.

### **13. Links, Third-Party Websites, and Social Media Platforms**

Our Services may contain links to third party websites such as other Porsche companies, Porsche Centers, 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 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.

### **14. 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.

### **15. Children's Privacy**

Our Services are not intended for use by children under 16. We do not knowingly collect Personal Information from children under the age of 16 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.

### **16. Contact Us**

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

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

**Effective Date: September 2024**

**Copyright © 2024 Porsche Sales & Marketplace, Inc.**

## Notice for Users of Porsche Connect Services in the Vehicle

You can use Porsche Connect services you have booked through our Porsche Connect Store in your vehicle, as well as any third-party services you may have booked elsewhere, separately from our offering. Depending on the model, and the equipment installed, your vehicle can be connected to the Porsche Digital Service Infrastructure via a mobile phone connection, e.g. by means of the infotainment system (Porsche Communication Management or PCM) integrated in your vehicle, or via the wireless interface for vehicle-related services. This enables you to use Porsche Connect services booked through our Porsche Connect Store in your vehicle, as well as any third-party services you may have booked elsewhere, separately from our offering. In some cases it is possible to use individual functions in the vehicle without registering/logging in with the Porsche ID user account.

### 1. Special notes on the use of Porsche Connect Services in the vehicle

In some cases it is possible to use individual functions in the vehicle without registering/logging in with the Porsche ID user account. Even if you use the services in your vehicle without registration, Personal Information may still be processed.

### 2 In-car system and establishing a vehicle connection

In order to be able to initially activate Porsche Connect services and functions in your vehicle, it is first necessary to create a Porsche ID user account and then to register your vehicle in your Porsche ID user account. For more information please see Section 4 of the Privacy Notice for Porsche's Digital Infrastructure under "My Porsche."

#### 2.1 Vehicle creation

To create your vehicle it is necessary for you to enter the vehicle identification number shown in your proof of ownership in My Porsche and to create a Porsche ID user account, or to have this done for you by your Porsche Center. For more information please see Section 4 of the Privacy Notice for Porsche's Digital Infrastructure under "Registration Data."

We will process your vehicle identification number for the purpose of verification, to establish a vehicle connection and to identify the vehicle in the context of the use of services, and also to activate and provide such services and for the purposes defined and explained in detail in the respective place.

#### 2.2 Establishing a vehicle connection, pairing devices

Depending on your vehicle and the connection of your vehicle to the Porsche Digital Service Infrastructure, a pairing code will be generated in our system, saved and displayed in My Porsche. In addition, for verification purposes, you will upload a copy of an identification document and proof of ownership and, if you are not the owner of the vehicle, authorization from the vehicle owner after entering your vehicle identification number or submit it to your Porsche Center. These documents will be checked against our verification criteria. For more information please see Section 4 of the Privacy Notice for Porsche's Digital Infrastructure under "Registration Data."

Depending on your vehicle, your vehicle can also log in to our Porsche Digital Service Infrastructure to establish a vehicle connection with the vehicle identification number. We require this information in order to be able to identify your vehicle during use, for example when it calls up a service, so that we can check your Porsche ID user account and its entitlement to use services (see section 2.3).

A separate 4-digit pin code must be entered in order to use particularly safety-critical services. You can also access your personal PIN code in My Porsche and change it at any time. The PIN code is stored in encrypted form. When the PIN code is entered in the vehicle, it will also be encrypted and transmitted to our system for the purposes of authorization checks.

Personal settings for the Porsche Connect services or vehicle functions (for example, favorite radio stations, navigation destinations, favorite weather stations) will also be saved after you log onto My Porsche. After the user has been identified by means of the Porsche ID, these personal settings are called up at the start of the journey and set in the PCM. Settings made during the trip are also saved and can be recalled the next time a vehicle is used (also available in other vehicles).

Some services require you to pair a device with your vehicle. In this case, Personal Information (e.g. the Porsche ID you used to log into the app as well as the vehicle identification number of your vehicle) can be transmitted to us during initial pairing in order to enable the connection (e.g. Bluetooth connection) between the device and the vehicle. If Personal Information is processed beyond such pairing, we will inform you accordingly in the data protection information for the respective services.

### 2.3 Booking and activation of services and handling of payment information, retrieval of available services and access to services in the vehicle

For information about how payment information is handled when you book services through the vehicle, please see Section 9 of the Privacy Notice for Porsche's Digital Infrastructure describing how third party payment service providers process payment information.

If necessary, we supply further information about the processing of personal data for our bookable services in the additional special data protection provisions for the relevant services.

Whenever you start or finish a journey and when you select some services, your vehicle first registers in the Porsche Digital Service Infrastructure with the vehicle identification number. We process this personal data in order to assign your vehicle to your Porsche ID user account and to allow us to check that you are entitled to use the services. When you log on at the start or end of a journey, an up-to-date list of the available services will also be sent to your vehicle.

### 3 Connectivity

Depending on the equipment installed in your vehicle, connectivity may be established by dialing into the vehicle interfaces using a WiFi connection provided by an external terminal or by means of one or more wireless modules in your vehicle. Depending on your vehicle equipment, the wireless network modules in your vehicle may have a pre-installed or pre-assigned plug-in SIM card, or a permanently installed SIM card.

#### 3.1 Definitions

- a) Installed plug-in SIM card

Depending on your vehicle's equipment, you can establish the connectivity of your vehicle for yourself with a SIM card that you install in the vehicle and that you have been given by your network service provider ("pre-installed plug-in SIM card"). Your respective network service provider is responsible for your pre-installed plug-in SIM card and associated data processing. Please refer to your network service provider for information regarding its privacy practices.

#### b) Pre-assigned plug-in SIM card

Depending on your vehicle equipment, connectivity may be provided by a plug-in SIM card that the manufacturer has already assigned for you ("pre-assigned plug-in SIM card"). Further information can be found at <https://connect.store.porsche.com/us/en/>.

#### c) Permanently installed SIM card

Depending on your vehicle's equipment, the connectivity of your vehicle may be established by a SIM card which has already been installed directly in your vehicle by the manufacturer and which cannot be exchanged ("permanently installed SIM card"). The permanently installed SIM card cannot be removed manually to prevent connectivity. Details of who is responsible for the data processing processes in connection with the permanently installed SIM card can be found in section 3.3 below.

#### d) Service provider and/or virtual service provider

The telecommunications network operator ("network operator") operates a telecommunications network and provides the respective subscribers with access to this network. The "virtual network operator" creates individual network solutions from the infrastructures and technologies of different network operators without having its own network infrastructure.

### 3.2 Data storage during vehicle production

In the context of vehicle production, we link the SIM card numbers (ICCID, IMSI, MSISDN) with the relevant device number and the vehicle identification number shown on the proof of ownership. The data is stored for the purpose of managing the SIM card numbers and assigning the vehicle to a SIM card number in order to implement the contract between you and us and so that we can disclose information if required to do so by law.

### 3.3 Exchange of data with permanently installed SIM cards

Active wireless modules in Porsche vehicles with permanently installed SIM cards tune into the mobile service networks of the respective network operator, if available - regardless of whether you are registered for Porsche Connect or have subscribed to Porsche Connect Services. In this case, telecommunications data (data processed in order to provide telecommunications services or to establish connectivity) for the purpose of wireless connections or establishing connectivity and, where appropriate, for the purpose of implementing the corresponding online functions of the Porsche Connect Services you booked for your vehicle can be exchanged via the wireless networks of the respective network operator, e.g. with wireless cells.

Within the context of the wireless network connection, during signal transmission using public telecommunications networks outside your vehicle, it is not possible to prevent third parties, in particular network operators, from accessing certain information and, possibly, from identifying your location. In

addition to the relevant network operator, virtual network operators may also have access to this information.

Connectivity is provided by the following network operators and virtual network operators via permanently installed SIM cards:

- Verizon Wireless, One Verizon Way, VC52S401, Basking Ridge, NJ 07920-1097
- AT&T Mobility LLC, Internet of Things, 1025 Lenox Park Blvd, 6th Floor, Atlanta, GA 30319
- CUBIC Telecom, Cubic Telecom Limited, Corrig Court, Corrig Rd, Sandyford Industrial Estate, Dublin 18, Ireland
- CUBIC Telecom, CUBIC Telecom GmbH, Landshuter Allee 8-10, 80637 Munich, Germany.

Please refer to your service provider and/or virtual service provider for information regarding their privacy practices.

### 3.4 Data processing in the context of infotainment services

We shall process your registration data (such as your name, address and date of birth) when you register for My Porsche or Porsche Connect Store or when you book a service in My Porsche or in the Porsche Connect Store in order to establish, organize, modify or terminate a contract for infotainment services.

With the exception of SIM card and device numbers and the volume of data consumed, traffic data (such as the beginning and end of each connection) generated by the activity of the radio network connections, location data of the mobile connection, the end points of the connection, as well as dynamic IP addresses, are not processed within the Porsche Digital Service Infrastructure. Please check with your network service provider for information regarding its privacy practices.

### 3.5 Data processing in the context of other connectivity services

When you book or have booked advanced connectivity services, such as vehicle hotspot data packages, then activation and/or deactivation information (such as the vehicle identification number shown in the proof of ownership) will be exchanged between our system, the wireless network interface of your vehicle, and the respective network operators and/or virtual network operators for the purpose of activating and deactivating the data packets of the permanently installed SIM card in your Porsche vehicle.

In order to manage the SIM card permanently installed in your Porsche vehicle and in order to bill the data volume provided and used in the context of a data packet you may have booked, the vehicle identification number shown in the proof of ownership, your SIM card numbers, the associated SIM card status and, where appropriate, the data volume used and remaining in the relevant period will be exchanged between our system, the wireless network interface of your vehicle, and the respective network operators and stored by us for the duration of the contractual relationship.

### 3.6 Compliance with Law

In addition to the data processing described in the previous paragraphs 3.2 to 3.5, we shall only process telecommunications data (Personal Information processed for the purpose of providing the telecommunication service or for establishing connectivity) on the basis of and in accordance with our obligations under applicable law - for example to fulfil our statutory obligations to store Personal Information and to

disclose this to security and judicial authorities and/or on the basis of security regulations.

### 3.7 Identity Verification

The applicable telecommunications carrier may require you to provide certain information in order to verify identity or to run a credit or background check. Please contact the telecommunications carrier for more information.

### 4. Use of third-party services

For general information about how third party services are used, please see Section 4 of the Privacy Notice for Porsche's Digital Infrastructure under "Registration Data."

You can access a number of third-party services that you have installed on your device by pairing the device with the vehicle. In this case, the third-party content displayed on your device will simply be mirrored on the PCM. We do not access these services from third parties and do not record any of the contents. Please review the corresponding notes on data protection from the third-party provider.

We shall process the Personal Information necessary for linking your terminal with the vehicle for the use of the respective third-party services in this context.

#### Using Here navigation functions

The "Online Navigation" service offers you various navigation-based experiences, including traffic information, warnings and dynamic traffic signs. For these services, the current position of your vehicle as well as other information required for the provision of the service are transmitted to the service provider, HERE Global BV, Kennedyplein 222-226, 5611 ZT Eindhoven, Netherlands (the "Service Provider").

Other information can include the following:

- a map area defined by you,
- a "Point of Interest" you are actively searching for
- a map corridor for points of interest along your route with destinations and waypoints that are of interest for your online route planning
- your personal routes and preferred waypoints along the routes.

### 5. Deactivation of services and data exchange

Depending on the type of wireless network connection, the equipment in your vehicle and the activated services, the data exchange of the vehicle may be fully or partially deactivated:

a) by removing the SIM card or decoupling your terminal if the mobile service connection is provided via an installed plug-in SIM card or WiFi connection

or

b) by making the corresponding privacy-friendly settings in the Options menu of the PCM of your vehicle in "private mode". Note that the functionality of the individual services may be limited or eliminated.

Depending on the vehicle model and the equipment installed, vehicle occupants can deactivate data exchange by the PCM via the wireless connection in the system settings, e.g. by switching off the PCM wireless module or by activating "private mode". Depending on the vehicle model and equipment, services and functions can also be deactivated individually or in groups.

Any legally required functions and services present and in operation, such as Breakdown Call, other emergency call systems, as well as the basic functions required for this purpose, shall be excluded from deactivation.

In order for us to provide these services and functions on a case-by-case basis, if your vehicle has these services, it may be necessary for the vehicle to maintain a wireless network connection to wireless cells of the relevant mobile operator and in individual cases, to exchange data via a wireless connection. For more information about the delivery of services through a wireless network connection please see Section 4 of the Privacy Notice for Porsche's Digital Infrastructure under "Wireless Communications." Services that cannot be deactivated are marked as such in the vehicle's Options menu under "Private Mode".

### 6. Use of the online services by unregistered drivers

If other persons use your vehicle, then, depending on the vehicle model and equipment, as well as activated services, the Information we collect will be gathered and stored under your Porsche ID user account for technical reasons. For more information please see the Privacy Notice for Porsche's Digital Infrastructure under "My Porsche", Section 8, Use of Porsche Connect Services By Unregistered Users.

### 7. Online software update

If you have activated Online Software Updates in My Porsche, data may be exchanged between our systems and your vehicle for the purpose of updating the software of your vehicle systems and for troubleshooting software failures as part of service activities. For the purpose of preparing and conducting updates, the vehicle identification number shown in the proof of ownership, device identifications and their current software version, your Porsche ID and authorization information are exchanged with our systems at regular intervals. In individual cases (e.g. update actions, as when updating the battery management system), information about the vehicle equipment as well as information about the technical condition of your vehicle are transferred to our systems. You can terminate Online Software Update and the associated processing of Personal Information related to the Services by deactivating the function in My Porsche.

### 8. Provision of crowd-sourced services

Individual services, such as real-time traffic and hazard warning, rely on providing information about, for example, the location, the environment and the movement of your vehicle, together with the data from other vehicles, in order to obtain new and more accurate information, such as current traffic and road conditions as well as dangerous situations (or so-called crowd-sourced services). For this purpose, as part of vehicle use, the location, vehicle and environmental data and movement information from your vehicle may be transferred. We provide the aforementioned data to third parties in aggregated form only, and without reference to you or your vehicle.

You can deactivate the transfer of data for these purposes at any time in the settings of the PCM of your vehicle under the "Porsche Connect" menu item. You can deactivate the various services or service groups for this purpose. In addition, it is also possible to deactivate all data transfers. Please note that this may limit the functionality of individual services when deactivated, in particular swarm services such as real-time traffic and hazard warning. The exchange of data can also be prevented by using private mode in accordance with paragraph 9.

## 9. Data transmission for product and service optimization

Depending on your vehicle's equipment, it may transfer infotainment system usage data, technical vehicle data and related environmental data to our systems, providing you active data transfer in order to optimize products and services. You can deactivate data transmission of relevant service control options at any time using the privacy mode settings in the PCM of your vehicle.

The following categories of Personal Information can be transferred (referred to below as "Product and Product Usage Data"):

- IDs and identification data
- Basic data
- Usage and operating data
- Connection and transaction data
- Status data
- Analysis data
- Data on vehicle history, maintenance and repair
- Location and movement data
- Location-based environmental and traffic data

As a rule, additional data is also transferred for assignment and authorization purposes during the transfer of Product and Product Usage Data:

- Vehicle ID and identification data
- Other logical IDs and device IDs,
- Authentication and authorization data,
- Connection and transaction data.

### 9.1 Selection of vehicles for and the implementation of data campaigns

From time-to-time, we may collect Product and Product Usage Data from a set of vehicles that we select based on previously defined properties. We may use this data for the purposes provided in this Privacy Notice, including for direct marketing, marketing analyses, and product development and improvement (data campaigns).

To select vehicles for such data campaigns, we use vehicle master data relating to your vehicle including during vehicle production, Product and Product Usage Data from previous data transmissions, and your vehicle identification number.

We may also process customer data and customer master data in relation to you in order to form a selection of vehicles for data campaigns based on characteristics such as the age or purchasing history of our customer groups. The selection of vehicle-related customer groups derived from this is based on the vehicle identification numbers of vehicles saved in relation to our customers in our customer database.

### 9.2 Product and service development, improvements, troubleshooting, error analysis and correction

We process the Product and Product Usage Data conveyed to us for the purpose of developing and improving products and services, troubleshooting and error analysis, along with the location of your vehicle or the vehicle identification number and other data stored on your product such as your vehicle model and its equipment features.

In such cases, we process these data to render the service desired by you or to analyze product behavior, particularly errors and malfunctions in our products. To these ends, we will also share the aforementioned information in some cases with service providers and other organizations, particularly other Porsche companies and manufacturers of assemblies and product components.

As part of the development of our mobility offer, we also process Personal Information from electric vehicles and their charging operations in connection with your vehicle identification number and the location of the charging operation for the purposes of product and service development, improvement, troubleshooting, error analysis and repair in Porsche vehicles and the charging infrastructure. In particular, the following data is processed: Your vehicle identification number, the geographic position of your vehicle, the time of parking and charging and other technical data such as status data of the charge and your vehicle (current mileage, battery and ambient temperature, etc.).

### 9.3 Product monitoring

We process Product and Product Usage Data conveyed to us for the purpose of fulfilling our product monitoring obligations. To these ends, we will also share the aforementioned information in some cases with other organizations, particularly authorities.

Furthermore, we may merge general information on products which we have gained as described above, such as vehicle model features, with stored customer data. This data is linked on the basis of the equipment and features of your products which are stored in relation to you in our customer database.

## 10. Emergency Call

It is not necessary to register in advance and create a Porsche ID user account in order to use this function.

The "Emergency Call" is an emergency call service that can be triggered automatically, e.g. by Airbag or Emergency Assist, as well as manually.

When using this function, the following categories of Personal Information are processed:

- Vehicle identification number,
- Technical vehicle data,
- Vehicle interior and vehicle environment information,
- Vehicle status and vehicle analysis data
- Location data (such as GPS position, position from radio network location, movement information, vehicle direction).

### 11. How We Share Your Information.

For additional information about how we share the information described in this Notice for Users of Porsche Connect Services in the Vehicle please Section 6 "How We Share Your Information" in the Privacy Notice for Porsche's Digital Infrastructure above.

### 12. State-Specific Privacy Rights.

Please see the Additional Notice of State-Specific Privacy Information and Rights in the Privacy Notice for Porsche's Digital Infrastructure above.

## Notice for Users of Charging Services

You can use Porsche Charging services that you have purchased through the My Porsche app (the "App"). This notice supplements the Privacy Notice for Porsche's Digital Infrastructure and provides additional information about Porsche's charging services and how Porsche uses and shares your information when you use Porsche Charging services through the App.

The use of Porsche Charging services is intended only for use with a Porsche vehicle.

### 1. Special notes on the use of the App for end customers

#### 1.1 Provision of our App

The partial use of our App is possible without registration. Even if you use the App without registration, Personal Information may still be processed.

##### 1.1 Automated data collection

The following data will be processed by us when you access our App with your device:

- Date and time of access (e.g. information about the commenced and completed charging processes including time data at the beginning and end of the charging process),
- Duration of visit and the duration of the charging processes,
- Charging amount,
- Your e-charging pedestal designation,
- Charging station operator,
- Type of device,
- Operating system used,
- The functions you use,
- Amount of data transmitted,
- Type of event,
- Charging location (location of the mobile device, charging and/or charging station location),
- IP address,
- Device ID.

This data is processed for the purpose of providing the App, safeguarding its technical operation, improving the performance of our services and ensuring their availability, optimizing the user experience, evaluating usage and identifying and eliminating errors. When you visit our App, this data will be processed automatically. Without this provision of data, you will not be able to use our App.

##### 1.1.1 Cookies

When you use our App, "cookies" or similar technologies, i.e. small files, can be stored on your device in order to offer you a comprehensive range of functions to make your use more convenient and to optimize our services. If you do not wish to use cookies and/or similar technologies, you can prevent their storage on your device by means of the corresponding settings on your device, browser or the App. Please note that the functionality of the services may be limited by disabling cookies.

##### 1.2 Device access permissions

When used for the first time, the "Map" function may ask you to permit access to your location.

If you wish to receive push notifications (also referred to as "instant notifications" below), you can voluntarily grant authorization for push notifications via the corresponding setting in your device.

Granting permissions is voluntary. However, if you wish to use the functions mentioned above, you must grant the relevant permissions, otherwise you will not be able to use these functions.

Permissions remain active unless you revoke them in your device by deactivating the relevant setting.

If you are using an iOS device, you can withdraw permission in the privacy options of your iOS settings. On Android systems, permission is withdrawn via Settings, Apps and Permissions. This can vary depending on the device manufacturer and Android version.

##### 1.3 Special services and functions of the App

It is necessary to register in advance and to create a Porsche ID user account in order to use the services and functions described in paragraph 1.3.2 within our App. It is not possible to use the services and functions described in paragraph 1.3.3 without registering in advance and creating a Porsche ID user account.

##### 1.3.1 Log in with your Porsche ID

Our App requires the user to register and create a Porsche ID user account. Further information on the registration process and on how to create your Porsche ID user account can be found in Section 4 under "My Porsche" of the Privacy Notice for Porsche's Digital Infrastructure. By registering with your Porsche ID, you enable us to access the following data linked to your Porsche ID user account, so that we can allow you to use the services and functions of our App:

- A user ID that identifies you (identifying information),
- Your login and logout processes in your Porsche ID user account,
- Commenced and completed charging processes, with charging station location, as well as duration and timing of the charging processes,
- The products/packages you have purchased in the Porsche Connect Store and the corresponding contract periods in the form of a contract ID.

##### Mandatory data during login

When you log in with your Porsche ID, the following mandatory data will be requested, marked with a "\*\*\*\*":

- Your Porsche ID,
- Password.

If you do not log in with this mandatory data, it will not be possible to use the services and functions described below.

We process the data collected in order to create your Porsche ID user account and to identify you each time you log in. Depending on which service or function you register for, other data may also be collected and linked with your Porsche ID user data.

##### 1.3.2 Using the individual functions with registration / login

The functions within the App and the relevant Personal Information, purposes for which we collect and use Personal Information are described below.

#### 1.3.2.1 Subscribing to the Porsche Charging Service and other bookable functions

It is necessary to register in advance and create a Porsche ID user account in order to use this function.

You can subscribe to the Porsche Charging Service and other bookable services in the App or My Porsche portal.

Porsche customers receive the Porsche Charging Service and other bookable services free of charge. When customers receive these services, the following mandatory data will be processed in addition to the data specified in paragraph 1.3.1 when they register and create their Porsche ID user account:

Vehicle identification number.

All other users of our App can use the Porsche Charging Service and other bookable services for a fee.

We process the aforementioned data in order to provide you with the services you require in this connection, and to implement the associated contractual relationship with you.

#### 1.3.2.2 Porsche Charging Service

It is necessary to register in advance, create a Porsche ID user account and obtain the Porsche Charging Service (see paragraph 1.3.2.1) in order to use this function.

To use this function you have to identify yourself at the relevant E-Charging pedestal either with our App or with Plug and Charge.

During authentication at the charging station, the following data is compared with the data stored in our system for authentication purposes:

- A user ID that identifies you (identifying information),
- E-Charging pedestal designation,
- When Plug and Charge is used for authentication purposes: the vehicle identification number shown in the proof of ownership and the PCID (Provisioning Certificate Identification).

After the customer has been identified, the E-Charging pedestal will be released. To allow you to see your charging process, the following data will be transmitted to the charging station operator:

- A contract ID generated by Porsche.

Upon completion of the charging process, a charge detail record (CDR) is sent to us by the charging station operator. This itemized bill may contain the information listed in section 1.1 in addition to additional data such as:

- Driver ID,
- The contract ID generated by Porsche,
- Session ID,
- Charging Fees, Idle Fees and Tax Amount,
- Station ID

We process this data in order to provide you with the services you require in this connection, and to implement the associated contractual relationship with you.

#### 1.3.2.3 Use of push notifications

It is necessary to register in advance and create a Porsche ID user account in order to use this function.

The Push Notifications function allows you to receive information about App content in instant messages.

When you use this function, the data listed in paragraph 1.3.1 for the registration and creation of your Porsche ID user account, as well as other information relating to your inquiry, will be processed.

You can deactivate the receipt of push messages at any time in the device settings, as described in paragraph 1.2.

We process this data in order to provide you with the services you require in this connection, and to implement the associated contractual relationship with you.

#### 1.3.3 Using the individual functions of the App without prior registration/login

The functions within the App and the relevant processed Personal Information, purposes and legal bases are described below

##### 1.3.3.1 Map Function

It is not necessary to register in advance and create a Porsche ID user account in order to use this function.

The Map function allows you to identify charging pedestals near you or at a location specified by you, and to view E-Charging pedestal details (for example, the operator or current availability) and, if you are interested, will guide you to the relevant pedestal. However, if you are not logged into your account, only general locations of charging sites will be available.

The following data will be gathered when this function is used:

- The location data of your device,
- Your individual filter settings, if any, within the App (e.g., connector type, availability, performance).

This data will be used to show you the charging stations that are relevant to you near or at the address you have chosen, and to guide you there. The filter settings can be deleted at any time by resetting.

#### 1.4 Use of Data for Service Improvement

With respect to electric vehicles, we also process personal information from the vehicles and their charging operations for the purposes of product and service development, improvement, troubleshooting, error analysis and repair in both Porsche vehicles and the charging infrastructure. In particular, the following data is processed: your vehicle identification number, the geographic position of your vehicle, the time of parking and charging and other technical data such as status data of the charge and your vehicle (current mileage, battery and ambient temperature, etc.). For these purposes, we also share these with Porsche AG.

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

We not only process Personal Information that we receive directly from you. We receive some Personal Information from third parties, such as charging data record for individual

charging processes that we receive from charging station operators.

### **3. State-Specific Privacy Rights.**

Please see the Additional Notice of State-Specific Privacy Information and Rights in the Privacy Notice for Porsche's Digital Infrastructure above.

### **4. Links to third-party websites**

Websites and services from other providers that are linked to from our App were and will be created and hosted by third parties. We have no influence over the design, contents or

function of these third-party services. We expressly dissociate ourselves from all contents of linked third-party offers. Please note that the third-party offerings linked to from our App may install their own cookies on your device or may collect Personal Information. We have no influence over this. If necessary, please refer directly to the providers of these linked third-party websites.

Our App uses map material that is provided by Google Maps. Google Maps is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. The terms and conditions and privacy notices of this provider apply to the use of maps belonging to Google. Google's privacy policy can be found at: <https://policies.google.com/privacy>.



## Cookie Policy for Websites

### Scope

Porsche Cars North America, Inc. and its subsidiary Porsche Sales & Marketplace, Inc. (collectively referred to herein as "Porsche", "we", "us", or "our") understand your privacy is important. This Cookie Policy explains how and why cookies, web beacons, pixels, clear gifs, and other similar technologies (collectively "cookies") may be stored on and accessed from your device when you use or visit any website that posts a link to this Policy (collectively, "the Sites"). The Sites include My Porsche, Porsche Connect Store, and the Marketplace. This Cookie Policy should be read together with the General Privacy Policy of Porsche's Digital Infrastructure and the Specific Privacy Policies and, where applicable, the further specific privacy notices of Sites.

### What are cookies and other tracking technologies?

Cookies are small text files stored by your Internet browser that allow us to learn more information about your visit or use of the Sites. Other tracking technologies such as clear gifs and web beacons work similarly to cookies and place small files on your devices or monitor Site activity and allow us to collect information about how you use our Sites.

### Do we use cookies?

Yes. Like many websites, we use cookies for different purposes and with different functions depending on the Site. For example, we may use cookies to offer you an extensive range of functions, to recognize your preferences, to make the use of our Sites more convenient and to be able to optimize our products and services. Some cookies are set by third parties, such as marketing and social media partners.

### What categories of cookies do we use?

Depending on the Site, we use the following categories of cookies:

- **Strictly Necessary/ Technical:** these cookies are essential to ensure that our Sites and their functions can work correctly. These cookies are set automatically when you visit a Site or perform a specific function, unless settings in your browser prevent the use of cookies.
- **Analytical/ Performance:** these cookies are used to assess the performance of the Sites, including as part of our analytics practices to improve the content offered through the Sites.
- **Functional:** these cookies tell us about your activity on the Sites and let us operate the Sites based on the choices you make. For example, they allow us to remember whether you have visited our Sites before or if you are a new visitor and any choices you made about the function of the Sites during your prior visits.
- **Third Party Advertising:** these cookies collect information about your activities on these and other sites to provide you targeted advertising. We may also allow our third party service providers to use cookies on the Sites for the same purposes identified above, including collecting information about your online activities over time and across different websites. These third parties, such as Google, LinkedIn,

Twitter and Facebook, have their own privacy policies, and may use their Cookies to target advertising to you on other websites, based on your visit to our Sites.

### How long do we use or keep the cookies?

Technically necessary cookies are set automatically when you visit the Sites or perform a specific function, unless settings in your browser prevent the use of cookies.

Our cookies are retained as described below.

- **Session cookies:** these are required only for the duration of your current website visit or your session, and are then deleted or become invalid as soon as you leave our website or your current session expires. Session cookies are used, for example, to maintain certain information during your session, such as your registration for the Sites or the contents of your shopping basket.
- **Persistent cookies:** these are stored for a longer period, for example in order to recognize you and access your saved settings when you visit the website again at a later date. This allows you to access our Sites more quickly or conveniently without having to reselect certain settings, such as your preferred language. Persistent cookies are automatically deleted after a predefined period of time from when you visit the Site or domain on which the cookie was used.

### What choices do you have to limit cookies and targeted advertising?

You have several options for how you can limit cookies and targeted advertising. First, your browser and your device may provide you the option to limit or block the use of cookies. Please consult documentation for your browser or device for more information. Please note that if you use your browser settings to block all Cookies (including Strictly Necessary cookies) you may not be able to access or use all or parts or functionalities of our Sites.

Second, you may manually delete previously-stored cookies at any time. Please be aware, however, that this will not prevent the Sites from placing further cookies on your device unless and until you adjust your browser or device settings as described above.

Third, you may opt out of certain targeted advertising. Some of our advertising partners are members of the Network Advertising Initiative ("NAI") or the Digital Advertising Alliance ("DAA"). If you do not wish to receive personalized ads, please use the NAI's Opt-out Tool or the DAA's Opt-Out Tool to opt out of receiving web-based personalized ads from member companies. Additionally, we use Google Analytics and related products. Google is subject to its own privacy policy. To learn more about Google's data collection and security practices, we encourage you to review its privacy policy. You may learn more about opting out of certain Google advertising initiatives [here](#) and [here](#). You may also be able to opt out of certain targeted advertising. Please note that you may still receive advertising even after opting out, but that advertising may not be tailored to you or your interests.