

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. To review our Privacy Notice in full, please visit <https://www.porsche-design.us/us/en/footer2/legal/privacy-policy/>.

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**.” The information we collect and process includes the following:

- Identifiers such as name, address, e-mail address, your title, Company and phone number.
- 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) payment information such as payment card number or portion thereof, and payment amounts, (3) information you provide or that we record in connection with customer support calls or complaints, (4) demographic information such as date of birth, gender, language preference, and occupation, and (5) 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**” above.
- Characteristics of protected classifications under California or federal law, such as language preference.
- Commercial information, including information about orders, purchases or interest you have expressed in any of our products or services; information for any Porsche event or program or web specials; and information you provide or submit to us when you participate in any event, program, contest, surveys, or other promotion that we may offer from time to time.
- Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with our websites, mobile apps, advertisements that we display on our websites or mobile apps or on third party sites and apps, or Porsche pages or accounts on any third-party social media platforms such as Facebook or Twitter.
- Geolocation data relating to your computer or device when you interact with Porsche Web sites and mobile apps that post this Privacy Notice.
- Audio information from calls placed with customer service and accounting centers which may be recorded, and electronic information in the form of Internet or other electronic network activity information as described above.
- Inferences drawn from (1) the information we collect when you visit our websites, use our apps, or our social media apps, tools, widgets and plug-ins, (2) information we collect, including through third-party vendors, regarding content and other data posted on the Internet (such as public locations on the Internet), and (3) information about consumer preferences and behavior that we collect on our websites and mobile apps or purchase from third parties in order to create a profile about a consumer reflecting the consumer’s preferences, characteristics, predispositions, or behavior.
- Sensitive Personal Information, such as account login credentials when combined with passwords, credit or debit card number in combination with any required security or access code or precise geolocation data.

We collect and process this Personal Information from sources that include our customers, our affiliates, third parties such as Facebook if you access our Online Services through such third parties, and third-party marketing or analytics providers or providers of publicly available information. For more information, please see “**Information We Collect**”.

We collect and use each category of 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.

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.* 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 and digital advertising service to Porsche, and where applicable these vendors may use the information for use for their own purposes.

We have disclosed 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 or cross-context behavioral 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 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.

Your State-Specific Privacy Rights

If you are a resident of a state that has enacted a comprehensive consumer data privacy law, 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.

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, selling or sharing the Personal Information;
- the categories of third parties to whom we disclose the Personal Information;
- the specific pieces of Personal 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 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.

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.

Right to Correct. You have the right to request that we correct inaccurate Personal Information that we have collected about you.

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, 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.

We 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 website 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 our website 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/>.

- To opt out from the disclosure of Personal Information for valuable consideration or targeted or cross-context behavioral 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/ads/answer/7395996>
- Google Analytics opt-out: <https://tools.google.com/dlpage/gaoptout>
- Trade Desk opt-out: <https://www.adsrvr.org/>
- Verizon Media opt-out: <https://www.verizonmedia.com/policies/us/en/verizonmedia/privacy/controls/index.html>

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 privacy@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.

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.

Requests to Exercise Your Rights

You may request to exercise the foregoing rights by:

- Submitting a request through porsche.com/usa/privacy-policy/contact/ or
- Calling us toll-free at 1-800-521-5152.

For requests made in connection with the Right to Know, Right to Delete and Right to Correct, please note we will process your request within 45 days (or the applicable statutory timeframe) 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.

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, 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.

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.

Data Disclosure for Direct Marketing Purposes

California Civil Code Section § 1798.83 further permits California consumers to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. If you are a California consumer, 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.

Effective Date: March 1, 2025

Copyright © 2025 Porsche Design of America, Inc.