

Porsche Lifestyle Group

DATA PROTECTION INFORMATION OF PORSCHE LIFESTYLE GMBH & CO. KG

I. GENERAL INFORMATION

1. CONTROLLER

We, Porsche Lifestyle GmbH & Co. KG, take the protection of your personal data and the legal obligations related to this protection very seriously. The legal requirements require comprehensive transparency regarding the processing of personal data. Processing will only be transparent to you as the data subject if you are adequately informed about its purpose, type, and scope.

Our data protection information therefore explains in detail which personal data we process when you use our online shop (in Section II) and in the other cases described here (in Section III and following).

The controller as defined by the General Data Protection Regulation (GDPR) is

Porsche Lifestyle GmbH & Co. KG
Grönerstraße 5
71636 Ludwigsburg
Germany
Tel.: +49(0)711/911 12911
Email: contact@porsche-design.com

Hereinafter referred to as 'controller' or 'we'.

You can reach the Data Protection Officer at:

Porsche Lifestyle GmbH & Co. KG
- Data Protection Officer -
Grönerstraße 5
71636 Ludwigsburg
Germany
Email: datenschutzbeauftragter@porsche-design.de

Please note that links on our website may take you to other websites that are not operated by us, but by third parties. Such links are either clearly marked or recognisable by a change in the address line of your browser. We are not responsible for compliance with

data protection regulations and the secure handling of your personal data on websites operated by third parties.

When using the online shop, the data protection information of Porsche Sales & Marketplace GmbH, which operates the marketplace on which our online shop is located, also applies. You can access this data protection information at any time at <https://shop.porsche.com> at the bottom of the page. In addition, cookies and similar technologies are used when using the online shop. For details, please refer to the Cookie Policy, which you can access at any time at <https://www.porsche.com/international/cookie-policy/>.

2. DEFINITIONS

The data protection information uses the terms of the GDPR legal text. The definitions (Article 4 GDPR) can be found, for example, at <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016R0679>.

When we list the categories of processed data below, we are specifically referring to the following data: **master data** (e.g., names, addresses, birth dates), **contact data** (e.g., email addresses, phone numbers, messaging services), **content data** (e.g., text entries, photographs, videos, document/file contents), **contract data** (e.g., subject matter of the contract, duration, customer category), **payment data** (e.g., bank details, payment history, use of other payment service providers), **usage data** (e.g., browsing history on our website, use of specific content, access times, contact or order history), **connection data** (e.g., device information, IP addresses, URL referrers), and **location data** (e.g., GPS data, IP geolocation, access points).

3. STORAGE DURATION

The personal data will be deleted as soon as the purpose of the processing no longer applies or a prescribed storage period expires, unless there is a need to further store the personal data for the conclusion or

fulfilment of a contract. If we need to provide information about the storage period of cookies and similar technologies, you will find the information in the Cookie Policy (see above).

4. AUTOMATED DECISIONS IN INDIVIDUAL CASES, INCLUDING PROFILING

Automated decisions in individual cases, including profiling, are not made.

5. RIGHTS OF DATA SUBJECTS

As a data subject, you have the right to obtain information under Article 15 of the GDPR, the right to correction under Article 16 of the GDPR, the right to deletion under Article 17 of the GDPR, the right to restrict processing under Article 18 of the GDPR, and the right to data portability under Article 20 of the GDPR. The right to information and the right to deletion are restricted by Sections 34 and 35 of the Federal Data Protection Act (BDSG). You have the right to file a complaint with a data protection supervisory authority (Article 77 of the GDPR in conjunction with Section 19 of the Federal Data Protection Act (BDSG))

The data protection supervisory authority responsible for us is:

The State Commissioner for Data Protection and Freedom of Information Baden-Württemberg
Königstraße 10a
70173 Stuttgart, Germany

However, you are free to file a complaint with another data protection supervisory authority.

6. NOTIFICATION OBLIGATIONS OF THE CONTROLLER

We will notify all recipients who have received your personal data of any corrections or deletions of your personal data, or any restrictions on processing pursuant to Articles 16, 17(1) and 18 of the GDPR, unless such notification is impossible or requires disproportionate effort. We will inform you about the recipients if you request this information.

7. OBLIGATION TO PROVIDE

Unless stated otherwise in the following details regarding the legal grounds, you are not required to provide personal data. However, in the cases of Article 6(1) sentence 1 letter b of the GDPR, the personal data is necessary for fulfilling a contract or for the conclusion of a contract. If you do not provide the personal data concerned, the fulfilment or conclusion of the contract

is not possible. If you do not provide the data in the cases of Article 6(1) sentence 1 letter a or letter f of the GDPR, the use of the respective service is not possible.

8. RIGHT TO OBJECT

You have the right to object at any time to the processing of your personal data based on Article 6(1) sentence 1 letter f of the GDPR for reasons relating to your particular situation; this also applies to profiling based on these provisions. If personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of personal data concerning you for the purposes of such advertising; this also applies to profiling insofar as it is related to such direct marketing. The objection can be made in any form and should be addressed to our contact details stated above.

9. REVOCATION OF CONSENT

You have the right, according to Article 7(3) sentence 1 of the GDPR, to withdraw your consent at any time with effect for the future. This does not affect the legality of the processing carried out on the basis of the consent until the revocation. Upon your revocation, we will delete the personal data processed on the basis of your consent if there is no other legal basis for their processing. The revocation can be made in any form and should be addressed to our contact details stated above.

You can withdraw certain consent(s) to the use of cookies and similar technologies directly via the Cookie Consent Tool; all information on this can be found in the Cookie Policy (see above). Please note that you must do this on every device with which you have visited our website and consented to data processing.

II. DATA PROCESSING IN THE ONLINE SHOP AND ON OUR WEBSITE

The use of the online shop and our website regularly requires the processing of personal data.

1. PROVISION OF THE WEBSITE

Essential functions for the provision of the website and the online shop.

Data processing purposes: functionality and optimisation of the website, as well as ensuring the security of our information technology systems when using our website for purely informational purposes; integration and display of functions and content (e.g. graphics) that we do not provide ourselves.

Data collected: usage data, connection data

Legal basis: Article 6(1) sentence 1 letter f of the GDPR

Location of processing: EU/EEA

Storage duration: the data will be erased once they are no longer required for processing purposes.

Data recipients: IT service providers, group companies

2. INFORMATION ABOUT PRODUCTS, EVENTS AND OFFERS (NEWSLETTER)

This is a function that provides you with individual and personalised information about products, events and offers from selected Porsche companies.

Purposes of data processing: personalised and individual information via telephone and/or email about products, events, and offers from the following Porsche companies: Porsche Lifestyle GmbH & Co. KG (address see above), Dr. Ing. h.c. F. Porsche AG, Porscheplatz 1, D-70435 Stuttgart, Porsche Deutschland GmbH, Porsche Straße 1, D-74321 Bietigheim-Bissingen, Porsche Financial Services GmbH, Porschestraße 1, D-74304 Bietigheim-Bissingen, Porsche Sales & Marketplace GmbH, Porscheplatz 1, D-70435 Stuttgart, and, if applicable, the responsible Porsche Centre for you – a list of Porsche Centres can be found here:

<https://www.porsche.com/germany/dealersearch> ; creation of usage and interest profiles; proof of your consent; ensuring the security of our information technology systems.

Data collected: master data, contact data, content data, contract data, usage data and connection data

Legal basis: Article 6(1) letter a, letter f of the GDPR

Location of processing: EU/EEA

Storage duration: the data will be erased once they are no longer required for processing purposes.

Data recipients: IT service providers; the Porsche companies mentioned above

Data collected: master data, contact data, content data, contract data, payment data and connection data.

3. WATCH PURCHASE REQUEST (SUITABLE FOR YOUR VEHICLE)

With this function, you can send us a purchase request for a watch that is individually tailored to your vehicle.

Data processing purposes: contact request to order an individual watch that matches the vehicle; ensuring data and information security.

Data collected: master data, contact data, content data, contract data, connection data

Legal basis: Article 6(1) letter b, letter f of the GDPR

Location of processing: EU/EEA

Storage duration: the data will be erased once they are no longer required for processing purposes.

Data recipient: depending on the watch model, your Porsche importer and Porsche Centre, a Porsche Design Store or watch dealer.

4. SHOPPING EVENTS

We present products and services to you individually in the store or via audio and/or video conferencing (e.g. private shopping, timepieces online). If desired, we enable you to place your order as a personal shopping experience. Alternatively, the order can be placed in our online shop or in one of our stores.

Data processing purposes: implementation of the shopping event; if necessary, receipt and processing of your order; ensuring the security of our information technology systems

Data collected: master data, contact data, content data, contract data, usage data and connection data

Legal basis: Article 6(1) sentence 1 letter b, letter f of the GDPR

Location of processing: EU/EEA, in individual cases USA (conclusion of the EU standard contractual clauses)

Storage duration: the data will be erased once they are no longer required for processing purposes.

Data recipients: IT service providers; if applicable, with group companies.

5. ONLINE SHOP

Data processing is necessary to operate our online shop.

Data processing purposes: operation of the online shop; processing your orders and inquiries; ensuring the security of our online shop

Data collected: master data, contact data, content data, contract data, payment data, usage data and connection data.

Legal basis: Article 6(1) sentence 1 letter b, letter f of the GDPR

Location of processing: EU/EEA

Storage duration: the data will be erased once they are no longer required for processing purposes.

Data recipients: shipping providers; if applicable, group companies.

III. INFORMATION ON EXTERNAL WEBSITES OF

PORSCHE LIFESTYLE GMBH & CO. KG

1. FACEBOOK

Facebook is a social network on which we operate a page about our company.

Data processing purposes: we have set up a page about our company ('Facebook page') on the 'Facebook' platform at the address <https://www.facebook.com/porschedesign> . When you visit this page, Facebook processes your personal data. We obtain statistics about the use of this site which are derived from this data.

Processed data: master data, contact data, content data, usage data, connection data, and, if applicable, location data

Legal basis: Article 6(1) sentence 1 letter f of the GDPR

Location of processing: EU/EEA; in certain cases, the USA and other non-EU countries (according to the standard data protection clauses of the EU Commission, Article 46(2)(c) of the GDPR, and based on adequacy decisions (Article 45 of the GDPR))

Storage duration: the data will be erased once they are no longer required for processing purposes

Data recipient: Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ('Meta') (as joint controller, Article 26 of the GDPR – the essentials of the agreement can be found at https://www.facebook.com/legal/terms/page_controller_addendum)

Data subject rights: Meta is responsible for the implementation of your data subject rights. Meta informs you about your rights as a data subject at https://www.facebook.com/legal/terms/information_about_page_insights_data . You can also assert your rights against us; we will then forward your request to Meta immediately.

Further information about the operator: <https://www.facebook.com/policy.php>

2. INSTAGRAM

Instagram is a social network on which we operate a page about our company.

Data processing purposes: we have set up a page about our company ('Instagram page') on the 'Instagram' platform of Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ('Meta') at the address <https://www.instagram.com/porschedesign/> . When you visit this page, Meta processes your personal data.

Processed data: master data, contact data, content data, usage data, connection data, and, if applicable, location data

Legal basis: Article 6(1) sentence 1 letter f of the GDPR

Location of processing: EU/EEA; in certain cases, the USA and other non-EU countries (according to the standard data protection clauses of the EU Commission, Article 46(2)(c) of the GDPR, and based on adequacy decisions (Article 45 of the GDPR))

Storage duration: the data will be erased once they are no longer required for processing purposes

Data recipient: Meta (see above, as joint controller, Article 26 of the GDPR – the essentials of the agreement can be found at https://www.facebook.com/legal/terms/page_controller_addendum)

Data subject rights: Meta is responsible for the implementation of your data subject rights. Meta informs you about your rights as a data subject at

https://www.facebook.com/legal/terms/information_about_page_insights_data . You can also assert your rights against us; we will then forward your request to Meta immediately.

Further information about the operator: <https://www.facebook.com/help/instagram/>

3. LINKEDIN (PROFILE)

LinkedIn is a social network for maintaining professional and business contacts, on which we operate a page about our company

Data processing purposes: we have set up a page about our company on the platform 'LinkedIn' at the address https://www.linkedin.com/company/porschelifestyle_group/ . When you visit this page, LinkedIn processes your personal data. We obtain statistics about the use of this site which are derived from this data.

Processed data: master data, contact data, content data, usage data, connection data, and, if applicable, location data

Legal basis: Article 6(1) sentence 1 letter f of the GDPR

Location of processing: EU/EEA; in certain cases, the USA and other non-EU countries (according to the standard data protection clauses of the EU Commission, Article 46(2)(c) of the GDPR

Storage duration: the data will be erased once they are no longer required for processing purposes

Data recipient: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland (as joint controller pursuant to Article 26 of the GDPR – the essentials of the agreement can be found at <https://legal.linkedin.com/pages-joint-controller-addendum>)

Data subject rights: LinkedIn is responsible for the implementation of your data subject rights. LinkedIn informs you about your rights as a data subject at <https://www.linkedin.com/legal/privacy-policy> . You can also assert your rights against us; we will then forward your request to LinkedIn immediately.

Further information about the operator: <https://www.linkedin.com/legal/privacy-policy>

4. X (TWITTER)

X (Twitter) is a social network on which we operate a page about our company.

Data processing purposes: we have set up a profile about our company on the platform 'X' at the address <https://x.com/PorscheDesign> . When you visit this page, Twitter processes your personal data. We obtain statistics about the use of this site which are derived from this data.

Processed data: master data, contact data, content data, usage data, connection data, and, if applicable, location data

Legal basis: Article 6(1) sentence 1 letter f of the GDPR

Location of processing: EU/EEA; in individual cases USA

Storage duration: the data will be erased once they are no longer required for processing purposes

Data recipient: Twitter Unlimited International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland ('Twitter')

Further information about the operator: <https://x.com/en/privacy>

IV. INFORMATION ON COMPETITIONS FROM PORSCHE LIFESTYLE GMBH & CO. KG

We hold competitions occasionally. In the case of individual competitions, it may be necessary for you to grant us and other selected Porsche companies (Dr. Ing. h.c. F. Porsche AG, Porsche Deutschland GmbH, Porsche Financial Services GmbH, Porsche Smart Mobility GmbH and, if applicable, your local Porsche Centre) your permission to provide you with customised and personalised information about new products, events and offers by telephone and/or email in return for entering a competition or receiving a prize.

Purposes of data processing: conducting the competition and, as far as evident from the competition terms, providing personalised and individual information via telephone and/or email about products, events, and offers from the following Porsche companies: Porsche Lifestyle GmbH & Co. KG (address see above), Dr. Ing. h.c. F. Porsche AG, Porscheplatz 1, D-70435 Stuttgart, Porsche Deutschland GmbH, Porsche Straße 1, D-74321 Bietigheim-Bissingen, Porsche Financial Services GmbH, Porschestraße 1, D-74304 Bietigheim-Bissingen, Porsche Smart Mobility GmbH, Porscheplatz 1, D-70435 Stuttgart, and, if applicable,

the responsible Porsche Centre for me – a list of Porsche Centres can be found here: <https://www.porsche.com/germany/dealersearch> ; creation of usage and interest profiles.

Data processed: master data, contact data, content data, contract data, usage data and connection data

Legal basis: Article 6(1) sentence 1 letter b, letter f of the GDPR

Location of processing: EU/EEA

Storage duration: the data will be erased once they are no longer required for processing purposes.

Data recipients: IT service providers; the Porsche companies mentioned above

Unsubscribe from information about products, events and offers (newsletter): you can stop receiving information at any time with future effect by revoking your consent. The statements above on revoking consent in this data protection information apply to your permission to receive the information when participating in the competition.

V. DATA PROCESSING FOR ADVERTISING PURPOSES

1. DATA PROCESSING FOR ADVERTISING PURPOSES (PERSONALISATION)

Data processing purposes: Porsche Lifestyle GmbH & Co. KG intends to use stored data about you and your purchases, such as the categories of goods purchased from Porsche Lifestyle GmbH & Co. KG as defined by product categories (e.g. 'Bags & Luggage'), for the personalisation of advertising materials (e.g. email and print). This data is used for this purpose exclusively in a highly pseudonymised form. For this purpose, only the product categories are used – not the exact purchases. The aim of Porsche Lifestyle GmbH & Co. KG is to provide you with advertising that is tailored to your actual or perceived needs.

Legal basis: Article 6(1) sentence 1 letter f of the GDPR

Data processed: master data, contact data, purchase data, usage data and shopping cart data

Location of processing: EU/EEA

2. POSTAL ADVERTISING/DIRECT ADVERTISING

Data processing purposes: marketing

Legal basis: Article 6(1) sentence 1 letter f of the GDPR

Data processed: master data, contact data, usage data and contract data

Location of processing: EU/EEA

Information on the right to object: we would like to point out that in exceptional cases, advertising material may be temporarily sent even after your objection has been received. This is for technical reasons owing to the necessary lead time during the selection and does not mean that your objection has not been implemented.

VI. INFORMATION ON EVENTS OF PORSCHE LIFESTYLE GMBH & CO. KG

1. REGISTRATION AND CONDUCTING OF EVENTS

Data processing purposes: registration for our events; conducting of our events; ensuring the security of our IT systems

Data processed: master data, contact data, connection data

Legal basis: Article 6(1) sentence 1 letter b, letter f of the GDPR

Location of processing: EU/EEA

Storage duration: the data will be deleted once the event has completely ended. In exceptional cases, the data will be processed further if another processing purpose exists (e.g. if you wish to be contacted after the event).

Data recipients: depending on the event, group companies, IT service providers, event venue operators, public bodies

2. RECORDING OF PARTICIPANTS AT EVENTS

Data processing purposes: if announced for the respective event, recordings of the entire event or of parts of the event in the form of photos and/or videos will be made for the purpose of marketing and training

Data processed: master data, content data

Legal basis: Article 6(1) sentence 1 letter a, letter f of the GDPR

Location of processing: EU/EEA, in individual cases the USA and other third countries (based on your consent, an adequacy decision pursuant to Art. 45 GDPR or standard data protection clauses pursuant to Art. 46 GDPR)

Storage duration: dependent on the reason for recording; the data will be deleted once the respective processing purpose has been completed

Data recipients: depending on the event, group companies, IT service providers, media, social networks

3. RECORDING OF SPEAKERS AT EVENTS

Data processing purposes: if agreed with you, your speaker contributions at our events or parts thereof will

be recorded with photos and/or videos for the purpose of marketing and training

Data categories: master data, content data

Legal basis: Article 6(1) sentence 1 letter a, letter b of the GDPR

Location of processing: EU/EEA, in individual cases the USA and other third countries (based on your consent, an adequacy decision pursuant to Art. 45 GDPR or standard data protection clauses pursuant to Art. 46 GDPR)

Storage duration: dependent on the reason for recording; the data will be deleted once the respective processing purpose has been completed

Data recipients: depending on the event, group companies, IT service providers, media, social networks