



Porsche Cars Canada, Ltd.

Porsche Canada Privacy Policy

Porsche Canada Privacy Policy

Porsche Canada respects your privacy and the trust that you have placed in us to protect it. This Privacy Policy ("Privacy Policy"), along with our **Cookies, Web Analytics, and Online Behavioural Advertising Policy** and **Porsche Connected Technologies and Services Data Policy**, explains what personal information we collect, how we use and share your information, how we keep and protect it, and how you can exercise personal choices. When our information practices differ from this Privacy Policy for a product or service, we will tell you at the time you sign up, apply or when such a change is made.

Unless otherwise noted, all references to "Porsche Canada," "we" or "our" in this Privacy Policy refer to Porsche Cars Canada, Ltd., and Porsche Sales & Marketplace Canada, Ltd. This Privacy Policy does not apply to any of our other affiliates, other Porsche companies, or Porsche Centres.

In this Privacy Policy, "personal information" means information that can identify you such as your name, e-mail address, phone number, driver's licence number, or credit card number. Personal information does not include data that does not specifically identify you, such as anonymized or aggregated data.

By using our Online Services (as defined herein), you consent to the collection, use, and disclosure of your personal information in accordance with this Privacy Policy, and subject to the applicable provincial and federal laws of Canada.

Summary

This section summarizes some, but not all, of the important aspects of our Privacy Policy. Please use the links below to learn more about the subjects that interest you.

- By accessing our Online Services, such as this website, you accept this Privacy Policy and agree to the terms and conditions of our Legal Notice. Our Online Services are only for users in Canada.
- When you follow links outside of our Online Services, or use a third party's service(s) you may be subject to a third party's privacy policies and information practices for which we are not responsible.
- We collect personal information you provide to us, information we collect automatically or receive from third parties, and information we collect through connected technologies and services that may be available through your Porsche vehicle. We use this information for purposes such as to verify your identity and facilitate payments, provide you with products and services, market and communicate with you, enforce our terms, and protect our business.
- We may share your personal information with third parties that provide services on our behalf, with Porsche Centres, or with our affiliated companies, to comply with the law, to enforce our terms, if we sell all or part of our business, or in accordance with your consent.
- We may store and process your personal information outside of

Canada where laws may vary from Canada's and where the government may compel the disclosure of your personal information under local laws.

- We take steps to protect your personal information according to its sensitivity, however, no system is impenetrable and no electronic communication is completely secure. We cannot guarantee the absolute security of your information.
- You have choices about how we communicate with you and you can delete your Porsche ID user account at any time. Please note that certain features of our Online Services may be unavailable to you if you delete your Porsche ID account and that we may continue to retain some of your information for legal purposes.
- You may contact us at any time with questions or concerns about our privacy practices.

When does this Privacy Policy apply?

This Privacy Policy applies to personal information collected about you by or on behalf of Porsche Canada as described below under, "Information We Collect", including through our websites (i.e. <https://www.porsche.com/canada/en/>, <https://shop.porsche.com/ca/en-CA>), mobile applications, and online services or programs where this Privacy Policy is posted or linked (our "Online Services"). If you are a customer or prospective customer of the Porsche Drive subscription or rental service, please refer to the Porsche Drive Privacy Policy [here](#).

Online Services Solely for Users in Canada

Our Online Services are only for users located in Canada. If you are located outside Canada, please go to www.porsche.com and use the drop-down menu to find the website for your location. If you are outside of Canada, please stop using our Online Services as the information practices and the terms of this Privacy Policy may or may not comply with your local laws.

Third Party Websites and Services

Our Online Services may contain links to third party websites, including those of other Porsche companies, Porsche Centres, and social media platforms including, but not limited to Facebook, Twitter, Instagram, TikTok, and/or LinkedIn ("Social Media Pages"). Furthermore, certain tools provided by Porsche Canada may require the use of third party services, such as the wallet application of your mobile device. These third party websites and services have separate privacy policies and information practices. This Privacy Policy does not cover those third party websites and services and we are not responsible for their privacy practices. Please review their terms carefully.

Information We Collect

Porsche Canada and our service providers collect information about you from a variety of sources, including personal information you provide directly to us, and

information we automatically collect when you access and use our Online Services. We may also collect your personal information from Porsche Centres. We may combine any information we collect for the purposes described in this Privacy Policy.

Information You Provide Us

We may collect personal information to help us verify your identity and/or facilitate payments. This information may include your name, address, date of birth, gender, e-mail, phone number(s), driver's licence number, vehicle information, and payment methods when you register for the online My Porsche portal and add vehicles to your My Porsche account. We may also collect this information when you order and/or purchase any of our products or services from us or a Porsche Centre. We also collect personal information when you:

- Register for or participate in any Porsche Canada event, program, contest, survey, web special, or other promotion that we may offer, including Porsche Experience programs and events (collectively, "Events");
- Subscribe to the Christophorus Magazine, Porsche eNewsletter, or other communications from us;
- Contact or communicate with us;
- Begin or complete an application for a product or service from Porsche Canada;
- Access or use Porsche Online Services or accounts on any third-party Social Media Pages;
- Provide or submit comments, suggestions, experiences, or other content to us; and/or
- Otherwise interact with us and our Online Services.

Information We Collect Automatically and Receive from Third Parties

We collect certain information automatically when you use our Online Services and Social Media Pages. This includes information about how you use our websites and applications, location data, and information we receive from third parties. For more details about information we collect automatically, please visit our Cookies, Web Analytics, and Online Behavioural Advertising Policy.

We may receive personal information you have provided to Porsche Centres (including when they assist you in creating a My Porsche account), our affiliates, or Porsche clubs and other personal information about you such as change of address, contact information, or demographic information from commercially or publicly available sources.

Porsche Connected Technologies and Services

Your Porsche vehicle may include technology that allows you to access and use connected internet or wireless-based features and services, either directly through your vehicle or a smart device or smart device application (collectively, "Porsche Connected Technologies and Services"). For more details about the information we collect, use, and disclose through Porsche Connected Technologies and Services, please visit our Porsche Connected Technologies and Services Data Policy.

How We Use Your Information

We may use your personal information to:

- Provide our products and services to you;
- Verify your identity and perform credit checks to protect you and us from fraud, or when otherwise required;
- Market and communicate with you regarding Porsche, our products, services, and Events;

- Customize your Porsche Experience (i.e., Ice Experience, Track Experience, Travel Experience);
- Create and manage your My Porsche login registration; Respond to your inquiries, comments, or postings;
- Administer our Events; Improve and customize our products, services, and customer service offerings;
- Develop new products, services, and customer service offerings;
- Facilitate our internal operations such as enhancing our products and services, marketing and sales, customer retention, and to conduct research and analysis to better understand our customers' preferences;
- Process payments;
- Investigate or settle accounts receivable, inquiries or disputes;
- Enforce our [Website Terms and Conditions of Use](#); and/or
- Protect the security and integrity of our business, our Online Services, and our legal interests.

Your Choices

Your Communications Preferences

We may contact you with offers and information concerning Porsche Canada, our products, services, and Events, if you:

- Give us your express consent to receive promotional messages;
- Have an existing or recently expired agreement for Porsche Canada products and services or if you have another form of business relationship with us; and/or
- Request information from us.

You always have the choice not to receive such communications from us. You may use the "unsubscribe" link in any promotional electronic communication you receive from us. You can also contact us, as described below, to manage your marketing preferences or to request that your personal information not be shared with Porsche Centres for marketing and customer care programs (although please be aware that Porsche Centres may collect personal information directly from you).

In addition, our Online Services allow you to communicate your marketing preferences as follows (or as otherwise specifically indicated on our Online Services):

- At the time of registering as a My Porsche user, you will be given a choice whether to receive promotional e-mails from Porsche Canada. Each promotional e-mail you receive from us will contain an opt-out link to allow you to unsubscribe from such e-mails;
- By accessing your profile under "Porsche Login" on My Porsche, you may also update your personal information in our database or change your marketing preferences;
- Users who subscribe to the Christophorus Magazine may unsubscribe by calling 1-800-PORSCHE or by emailing info@porsche.ca;
- Porsche Canada eNewsletter recipients may unsubscribe by clicking the unsubscribe link within the eNewsletter, or by following the instructions at www.porsche.ca/unsubscribe.

If you choose not to receive promotional e-mails or mailings from Porsche Canada, we may still contact you about product recalls and for other transactional purposes.

Deleting Your Porsche ID User Account

If you delete your Porsche ID user account, the personal information stored in your account will be erased when the contract with you ends, but not before the end of the term of your existing service licences. This personal information is then no longer available for further use by us and our Online Services and certain features of our Online Services may no longer function in full. Even if you delete your Porsche ID user account, we may continue to retain certain of your personal information for legal purposes. Please note that if you have relationships with other entities within the Porsche group of companies, the processing of your personal information by those entities will not be affected. If you have consented to us sharing your information with a Porsche Centre, we will inform them that your Porsche ID user account has been deleted.

Questions, Access, and Corrections to Your Personal Information

You may contact us with any questions or concerns you have about our privacy practices, including requests to access and update or correct your personal information.

How We Share Your Information

Porsche Canada does not sell or rent your personal information to third parties for their own marketing purposes. We may share your personal information:

- With third parties that provide a variety of services on our behalf, including the development, maintenance, and support of our My Porsche services, payment processing, communications, marketing research and analysis, advertising, identity verification, credit checks and fraud protection services;
- With independent, authorized Porsche Centres for customer care and retention, marketing efforts, and vehicle services provided by Porsche Centres;
- With members of our affiliated group of companies to verify the accuracy of your information on file or for promotional or other purposes;
- To manage and administer Events;
- To comply with the law, a court order, or other legal process, or in connection with an investigation;
- As may be necessary to protect Porsche Canada's rights and interests, those of our affiliates and authorized Porsche Centres, and ours and their respective employees, customers, visitors, users, or any other person or entity;
- To enforce our terms and conditions and other agreements;
- If we sell all or part of our business or if it is relevant to a business transaction;
- In aggregated or other non-personally identifiable form; and/or
- In accordance with your consent.

If you wish to opt out of any of the data sharing practices listed above, please contact us.

Public sections of our Online Services and Social Media Pages may allow you to post messages and submit content that contains your personal information. Please remember that any information you post in public sections of our Online Services and Social Media Pages may be accessed by other users of those services.

Porsche Canada does not allow third parties to collect personal information when you use our Online Services for their own promotional purposes; however, we do use third party web analytics services, such as Google Analytics, to help us obtain

and analyze information about your browsing and site usage habits. Please see our Cookies, Web Analytics, and Online Behavioural Advertising Policy for more information.

How We Protect Your Information

We use reasonable technical, administrative, and physical safeguards to protect your personal information from loss, theft, and unauthorized access, disclosure, copying, use, and modification. The protections we use depend on the sensitivity of the information being protected. These measures include:

- Technical measures like encryption to protect sensitive information transferred over the internet;
- Employee privacy and security training;
- Restricting access to personal information by employees, affiliates, and service providers to those who need it to perform their respective function;
- Requiring our affiliates and third-party service providers to provide substantially the same level of protection as provided by Porsche Canada.

Porsche Canada retains your personal information only as long as necessary to fulfill the purpose identified when you provide your personal information to us or our third party providers, for any new purposes to which you have consented, or as required by law.

Porsche Canada and its service providers may store and process your personal information outside of Canada. When a service provider is located outside Canada, your personal information may be processed and stored in a country whose laws vary from Canada's (e.g. the United States, Germany), and where the government may compel the disclosure of your personal information under local laws.

Although we take care to secure your information, no amount of safeguards can guarantee absolute security. We encourage all Porsche Centres to comply with applicable privacy laws, however, each Porsche Centre is a separate, independent legal entity from Porsche Canada and is solely responsible for its own compliance with privacy laws.

Children's Privacy

Our Online Services are not intended for use by minors. If you believe we may have collected the personal information of a minor without parental or guardian consent or in a manner not authorized by law, please contact us.

Contact Us

If you have any questions or comments about this Privacy Policy or our privacy practices, you may contact us at 1-800-PORSCHE, by sending an e-mail to privacy@porsche.ca, or by mail to:

Attention: Privacy Officer
Porsche Cars Canada, Ltd.
165 Yorkland Boulevard, Unit 150
Toronto, ON, Canada
M2J 4R2

Your Acceptance of Our Privacy Policy

By accessing or using our Online Services, you signify your acceptance of this Privacy Policy, as amended from time to time, and you agree to adhere to the terms and conditions posted on our Online Services under "Legal Notice". If you

do not agree with the terms of this Privacy Policy, please do not access or use our Online Services or submit any personal information to us.

If you wish to withdraw your consent to our collection, use, and sharing of your personal information, please contact us. Please note that we rely on your consent to collect, use, and share your personal information to provide you with our products and services and that your withdrawal of consent may impact your ability to access such products and services and/or our ability to provide them to you.

Changes to the Privacy Policy

Porsche Canada reserves the right to modify this Privacy Policy in its sole discretion at any time. Changes will be effective immediately once posted to <https://www.porsche.com/canada/none/privacy-policy/>.

Last updated: October 2023