

Porsche Lifestyle Group

DATA PRIVACY DECLARATION

ORDER PROCESSING PORSCHE SHOP

We, the Porsche Lifestyle GmbH & Co. KG (hereafter "we" or "PLX"), appreciate your purchase of our products in Porsche One Shop. Your privacy is extremely important to us. We therefore take the protection of your personal details very seriously, and treat them in strictest confidence. Your personal data is processed only within the scope of the legal provisions of the European Union's data protection law, in particular the General Data Protection Regulation (hereafter "GDPR"). In this privacy policy we provide you with information about the processing of your personal data and your rights as a data subject within the scope of processing your order in the Porsche One Shop. For information on other products and services offered by other companies in the Porsche Group in particular to the Porsche One Shop, please consult the respective privacy policy for these services or companies.

1. Controller and data protection officer; contact

Controller for data processing within the meaning of the data protection legislation is:

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

Please do not hesitate to contact us if you have questions or ideas relating to data protection.

You can contact our data protection officers at the following address:

Porsche Lifestyle GmbH & Co. KG Beauftragter für Datenschutz
Grönerstraße 5
71636 Ludwigsburg
Germany
E-Mail: datenschutzbeauftragter@porsche-design.de

2. Subject matter of data protection

The subject matter of data protection is personal data. This is all the information that relates to an identified or identifiable natural person (known in the legislation as the data subject). This covers, for example, information such as name, postal address, e-mail address, or telephone number as well as information that necessarily originates during the ordering process, such as details about ordered items, prices and payment data.

3. Type, scope, purposes of, and legal basis for automated data processing

An overview of the type, scope, purposes of, and legal basis for data processing within the scope of processing your order is provided below.

3.1 Performance of a contract or steps necessary prior to a contract

We process personal data if this is necessary for the preparation and performance of a contract with you. The purposes depend on the specific contract and include in particular

- the creation, processing and submission of offers;
- the performance of the concluded contracts; including the processing of payment transactions;
- the customer care and service before, during and after the contractual relationship with you.

Further details on the purposes of data processing can be found in the respective contract documents.

We process this data on the basis of Article 6 (1) (b) GDPR. You must provide the personal information required to entering into and perform our contractual relationship with you. Without this data, we will not be able to process your request or fulfill the contract.

3.2 Compliance with legal obligations

We also process your personal data in order to comply with legal obligations to which we are subject. The obligations may e.g. arise from commercial law, tax law, anti-money laundering law, financial or criminal law. The purposes of processing result from the respective legal obligation; the processing usually serves the purpose of complying with state control and legal obligations of providing access to personal data.

We process this data on the basis of Article 6 (1) (c) GDPR. If we collect personal data in order to comply with a legal obligation, you must provide the personal data necessary to fulfill the legal obligation. Without the provision of the data we might not be able to process your request.

3.3 Legitimate interests

We also process your personal data in order to pursue our own legitimate interests or of a third party. In particular, we pursue the following interests, which are the respective purposes at the same time:

- ensuring technical operation;
- answering non-contract inquiries;
- credit ratings;
- ensuring data security;
- ensuring data availability;
- tracking of errors and malfunctions;
- prevention of criminal actions;
- business management;
- **Direct mail by letter if admitted by your respective state's law and as long as you have not objected (see paragraph 9);**
- **Direct mail by e-mail for similar goods or services if admitted by your respective state's law and provided we have received your e-mail address when selling a good or service, as long as you have not objected (see paragraph 9).**

We process this data on the basis of Article 6 (1) (f) GDPR. If you are obliged to provide personal data, we will explicitly point out. Without the provision of the data we might not be able to process your request.

4. Individual services and functionalities

By using the services and functionalities described below, personal data will be collected, processed and used by us as set out below.

4.1. Processing of orders

When processing orders in the shop, the following categories of personal data are processed:

- email address
- title
- academic title
- first name
- family name
- date of birth
- street and house number, if necessary, additional address information
- postal code and city
- country
- further voluntary information

In addition, order data (ie item number, quantity, price, etc.) as well as an order code are generated for each order and your payment data is processed. You can view the order data in the order history of your customer account - if you have not ordered as a guest - in the Porsche One Shop.

We process this data on the basis of Article 6 (1) (b) GDPR, to provide you with the required services in this regard and to implement the contractual relationship with you.

4.2 Payment process

As part of the payment process, your data may be forwarded to the following payment service providers. The credit card number or other bank details are not stored by us and forwarded directly to the payment service provider:

Payments are processed by our partner Adyen BV, Simon Carmiggelstraat 6 - 50, 1011 DJ Amsterdam, The Netherlands. To prevent and detect fraud, we will send your IP address to our partner Adyen BV, Simon Carmiggelstraat 6 - 50, 1011 DJ Amsterdam. Your IP address will be stored by Adyen BV. All data is encrypted.

4.3 Contact request

On order to use the contact by e-mail, input is required to process your inquiry.

When submitting a contact request, the following mandatory information (depending on the type of request) is required:

- type of inquiry
- first name
- family name
- street and house number
- postal code and city
- country
- phone number
- email address
- product description
- order code
- model code
- article code

- name of dealer
- country of dealer
- date of purchase
- message for contact request
- file attachment (image, proof of purchase, etc.)

When using the e-mail contact request, you also have the option of voluntarily entering other information: additional name and address information, serial code, further attachments. Please note that this information is not required and you alone must decide whether you wish to provide us with this data.

We process the data collected on the basis of Article 6 (1) (b) and (f) GDPR in order to provide you with the required services in regard to your inquiry.

Without the provision of the mandatory data (depending on the type of the request) we might not be able to process your request..

5. Recipients of personal data

Internal recipients: Within PLX the only people who have access are those who need it for the purposes named in Sections 3 and 4.

External recipients: We only forward your personal data to external recipients outside PLX if this is necessary for the administering or processing of your issue, if another legal authorization exists, or if we have your consent to forward the data.

External recipients can be:

a) Processors

Group companies in der Dr. Ing. h.c. F. Porsche AG or external service providers that we use to provide services, for example in the areas of technical infrastructure and maintenance or the provision of content. We carefully select and regularly inspect these processors to make sure that your privacy is protected. The service providers may use the data only for the purposes we have specified and in accordance with our instructions.

b) Public bodies

Authorities and public institutions, such as public prosecutors, courts, or financial authorities to which we must transfer personal data for legal reasons. The data is transferred on the basis of Article 6 (1) (c) GDPR.

c) Private bodies

Dealers, cooperation partners, or support staff to whom the data is transferred on the basis of consent, to implement a contract with you or to safeguard legitimate interests, for example Porsche Dealerships, financing banks, providers of other services or transport service providers. The data is transferred on the basis of Article 6 (1) (a), (b) and/or (f) GDPR.

6. Data processing in third countries

If data is transferred to bodies whose headquarters or whose place of data processing is not located in a member state of the European Union or in another country outside of the European Union who is a signatory to the treaty, we ensure before forwarding the data that, outside of legally permitted exceptional cases pertaining to the recipient, either an appropriate level of data protection exists (e.g., through an adequacy decision of the European Commission, through suitable guarantees such as self-certification by the recipient for the EU-US Privacy Shield, or the agreement of EU standard contractual clauses between the European Union and the recipient) or you give sufficient consent for the transfer of the data.

We can provide you with an overview of the recipients in third countries and a copy of the specifically agreed regulations to ensure the appropriate level of data protection. To obtain these, please contact the address specified in Section 1.

7. Sources and categories of personal data collected by third parties

We not only process personal data that we receive directly from you. Some personal data is obtained from third parties. Below is an overview of the sources and the categories of personal data collected by third parties:

- Publicly accessible directories, e.g. Telephone books or websites; the processing then takes place on the basis of Article 6 (1) (f) GDPR in order to safeguard our legitimate interests.
- For suppliers and business partners, credit data from credit reference agencies, such as score values; the processing then takes place on the basis of Article 6 (1) (f) GDPR.

8. Duration of storage, deletion

We store your personal data only for the length of time necessary to fulfill the purposes stated in this document or in the general contract documents drawn up between you and ourselves, or – in the case of consent – until you withdraw your consent. In addition, we store your data as required under commercial law and tax law retention requirements.

We delete your personal data immediately

- after the legal grounds cease to apply and provided that no other legal grounds apply. If the latter is the case, we delete the data once the other legal grounds cease to apply.
- if we no longer need the data for the purposes of preparing and implementing a contract and no other legal grounds apply. If the latter is the case, we delete the data once the other legal grounds cease to apply.
- if you object, unless further processing is permitted according to the relevant legal provisions.
- if we are obliged to do so for other legal reasons.

9. Rights of data subjects

As the data subject affected by the data processing, you have several rights. Specifically,

Right of access: You have the right to obtain information from us about the data that we have stored about you.

Right of rectification and erasure: You have the right to demand that we rectify incorrect data and – provided the legal requirements are met – that we delete your data.

Restriction of processing: You have the right – provided the legal requirements are met – to demand that we restrict the processing of your data.

Data portability: If you have provided us with data on the basis of a contract or consent, you have the right, in accordance with the legal requirements, to obtain the data you have provided in a structured, standard, and machine-readable format or you can demand that we transfer this data to another controller.

Objection to the processing of data on the legal basis of "legitimate interests": You have the right to object at any time, on grounds relating to your particular situation, to our processing of your data, provided this objection is based on the legal basis of "legitimate interests". If you exercise your right to object, we will cease the processing of your data unless we can – pursuant to the legal requirements – prove compelling legitimate reasons for the further processing, which override your rights.

Objection to the processing of data for the purpose of direct advertising: We also process your personal data on the legal basis "legitimate interest" in order to operate direct mail. You have the right to object to this processing at any time.

Withdrawal of consent: If you have given us consent to process your data, you can withdraw this consent at any time with effect for the future. The lawfulness of the processing of your data remains unaffected up until the time of the withdrawal of consent.

Right to lodge a complaint with a supervisory authority: You can also submit a complaint to the competent supervisory authority if you believe that the processing of your data is in breach of the legislation. To do so, you can apply to the data protection authority that is responsible for your town/city or country or the data protection authority that is responsible for us.

Contacting us: Please do not hesitate to contact us if you have any questions regarding the processing of your personal data, your rights as a data subject, and any consent that you may have given. To exercise all of these above-mentioned rights, please contact <https://www.porsche.com/germany/privacy/contact> or by post at the address specified above in Section 1. In doing so, please ensure that it is possible for us to uniquely define you.

10. Links to third-party offerings

Websites and services delivered by other providers that are linked to by our website have been and are structured and provided by third parties. We do not have any influence over the structure, content, or role of these third-party services. We explicitly distance ourselves from all content in all linked third-party offerings. Please note that the third-party offerings linked to from this website may install their own cookies on your device or collect personal data. We have no influence over this. Please contact the providers of these linked third-party offerings as required for the relevant information.

11. Status

The latest version of this privacy policy applies.
Version 1.0 – Date 28.08.2019