

Roads by Porsche Privacy Notice

This privacy notice (“**Privacy Notice**”) describes the information that Porsche Cars North America, Inc. and its affiliates (collectively, “**Porsche**”) collects about you, how we use and share your information, and your choices when using the Roads by Porsche App (the “App”) and related online services.

Important Notice: We have updated our Privacy Notice to provide additional details regarding certain new rights provided under California law for our customers in California. If you would like a copy of all of the changes, you can request one by contacting us as described in the **Contact Us** section.

Scope

This Privacy Notice applies to information collected about you by or on behalf of Porsche as set forth in the below “**Information We Collect**” section, including through the App and online services or programs where this Privacy Notice is posted or linked (our “**Online Services**”). Unless otherwise indicated, all references to

“Porsche,” “we”, “us” or “our” in this Privacy Notice means Porsche (as defined above).

Links, Third-Party Websites, and Social Media Platforms

The App and our Online Services may contain links to the websites of other Porsche companies, Porsche dealers, or other third parties, as well as to social media platforms such as Facebook or Twitter (“**Linked Sites**”). Porsche is not responsible and has no liability for the privacy policies or practices of Linked Sites. We recommend that you review the privacy policies of each Linked Site you visit.

Outside the U.S.

The App and our Online Services are for users located exclusively in the United States of America and Canada. If you are located outside the United States and Canada, please do not use the App and our Online Services, as the information practices and the terms of this Privacy Notice may or may not comply with the laws of your jurisdiction. By using the App and our Online Services,

you consent to the use and disclosure of your information in accordance with this Privacy Notice and subject to the applicable laws of the United States and Canada.

Information We Collect

As used in this Privacy Notice, “**Personal Information**” means information that can be used to identify a specific individual, such as name, e-mail address, phone number, user name and passwords. “**Information**” is collectively used herein to refer to both Personal Information and other information that does not identify a specific individual.

Porsche and its third party service providers collect Information about you, including Personal Information you provide directly to us and Information we collect about you when you access and use the App and our Online Services. We may combine any of the Information collected about you for the purposes described in this Privacy Notice.

Information You Provide Us. We collect Personal Information when you register with and use the App and when you request and use these Online Services. The

basic features of the App can be used without registration. However, some App functionalities do require the user to sign up for a Porsche ID account and register for a MyPorsche user profile. A Facebook ID or Apple ID may be used to register in the alternative; those site rules and privacy policies apply. For more information on the Porsche ID, please go to https://login.porsche.com/auth/us/en_US/login (US) or https://login.porsche.com/auth/ca/en_US/login (Canada). Registration with an individual profile is required to use the following functionalities within the App:

- Rating and commenting on routes and articles as well as user generated content / actions
- Following users
- Entering profile information incl. cars
- Uploading route recordings and related contents (such as descriptions and images)
- Bookmarking routes
- Driving routes
- Liking routes and articles as well as user generated content / actions
- Uploading images
- Planning trips
- Organizing events

Required registration information. If you choose to register within the App to use the foregoing functionalities, the following information, which is flagged with a "*", is required and stored:

- Username / E-Mail address
- First name
- Last name
- Facebook ID/ Porsche ID/ Apple ID

Voluntary registration information. In connection with the use of the App you may voluntarily provide the following personal details ("**User Details**"):

- City of residence
- Country of residence
- Spoken languages
- Information about yourself (free text)
- Car type(s) and details
- Porsche Club membership

You may also voluntarily upload an avatar depicting yourself ("**Profile Image**"). User Details that may be seen publicly in the User Profile include but are not limited to city, location (country/region/city), languages, an "about me" description and current car brand and model. User Details that may be provided to enhance the user experience and which may be shared publicly or with

only users that follow you include age group (<29, 30-39, 40-49, 50-59, >60), gender, users you follow and those that follow you and route information such as those you've bookmarked or commented on.

When using the application as a registered and logged in user, we process the following information based on events you trigger inside the app:

- IDs and categories of routes watched
- IDs and categories of articles read
- IDs of profiles visited
- IDs of profiles followed
- IDs of images viewed

Registration / User profile supports the upload of images and videos from the device. Registration / User profile may therefore request you to authorize access to the camera or picture library on your device. Giving this authorization is voluntary. However, if you want to upload an image file, you will need to give this authorization as otherwise you will not be able to use the function.

Registration / User profile also supports the possibility to receive push messages for multiple events inside the app. It may therefore request you to authorize the app to provide you with push messaging. Giving this authorization is voluntary. However, if you want to be notified via push, you will need to give this authorization as otherwise you will not receive push messages.

Route Navigation Functionality. When you use Route navigation, discussion & bookmarking, the following optional categories of personal data may be provided and processed:

- GPS location
- ID and category of routes driven
- ID and category of routes bookmarked
- Total percentage of routes driven
- Rating entered (positive / negative)
- Comment entered (free text & images)
- Image and videos uploaded

If you do not provide this data, the App may not be able to respond in full to your requests or needs when using route navigation in certain circumstances.

Please note that the App's turn by turn navigation is provided by Mapbox SDK. Your GPS data will be forwarded to Mapbox only for the purposes of ensuring navigation.

Route navigation requires the GPS signal of your device in order to provide a working in-app turn by turn navigation and a more personalized route catalog. The App may therefore request you to authorize access to GPS signal on your device. Giving this authorization is voluntary.

However, if you want to use route navigation, you will need to give this authorization as otherwise you will not be able to use the function.

Route discussion supports the upload of images and videos from the device. The App may therefore request you to authorize access to the camera or picture library on your device. Giving this authorization is voluntary. However, if you want to upload an image file, you will need to give this authorization as otherwise you will not be able to use the function.

Route Recording Functionality. When you use Route recording, the following optional categories of personal data may be provided and processed:

- GPS location
- GPS trace of the route recorded
- Description entered (free text)
- Preferred season entered (selection)
- Image and videos uploaded

If you do not provide this data, the App may not be able to respond in full to your needs when using route recording in certain circumstances.

Your recorded data will be forwarded to Mapbox only to the extent described below and to fulfil the purposes described below:

- Match the recorded GPS trace with actual map waypoints to secure a clean routing
- Calculation of total driving time
- Calculation of total length
- Inclusion of distinctive navigational points alongside the route
- Addition of contextual route related information such as geographical points

Route recording requires the GPS signal of your device in order to provide a working in-app turn by turn navigation. The App may therefore request you to authorize access to GPS signal on your device. Giving this authorization is voluntary. However, if you want to use route navigation, you will need to give this authorization as otherwise you will not be able to use the function.

Route recording supports the upload of images and videos from the device. The App may therefore request you to authorize access to the camera or picture library on your device. Giving this authorization is voluntary. However, if you want to upload an image file, you will need to give this authorization as otherwise you will not be able to use the function.

You can edit and delete the optional and required information in your personal settings at any time.

Information Collected Automatically.

Information may be collected from you even if you use our App without registering. When you access our App, your operating system automatically transmits some information for technical purposes, including the following:

- date and time of access;
- length of the visit to our app;
- type of device
- operating system used;
- GPS location data
- the user actions that are performed in the App;
- amount of data sent;
- type of event;
- IP address
- referral URL
- domain name
- Facebook login identifier
- app-specific Facebook ID
- Apple login
- Apple ID

- time of your most recent login.

Cookies: Cookies are small text files stored by your browser that allow us to learn more information about your visit or use of our Online Services. We may use cookies to remember your Personal Information, including your registration information, and to track your usage of our Online Services over time. Most browsers automatically accept cookies. Check the "Help" menu of your browser to learn how to change your cookie preferences if available.

Analytics Information: We may use third-party analytics tools, such as Google Analytics, to help us measure traffic and usage trends for the App and our Online Services. These tools collect information sent by your browser or mobile device, including the pages you visit and other information that assists us in improving the App and our Online Services. We collect and use this analytics information in aggregate form.

Log File Information: Log file information is automatically reported by your browser or mobile device each time you access the App and our Online Services. When you use the App and our Online Services, servers may automatically record certain log file information such as

your web request, Internet Protocol (IP) address, browser type, referring / exit pages and URLs, 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 our Online 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 the App and our Online Services.

Location Data: When you access the App and our Online Services via a mobile device, we may access, collect, monitor, and/or remotely store information regarding your mobile device, as well as real-time “location data,” which may include GPS coordinates. Location data may convey to us information about how you browse and use the App and our Online Services. You may opt-out from allowing us to have access to your location data by adjusting the permissions in your mobile device, though some features of the App and our Online Services may

not function properly if use or availability of location data is impaired or disabled.

Push Notifications. We use a third-party, Google Firebase, as an authentication service and for sending you push notifications. The privacy policy for Google Firebase is located at

<https://www.firebase.com/terms/privacy-policy.html>

How We You Use Your Information

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

- providing our products and services to you;
- communicating with you regarding Porsche, and its products and services;
- customizing your Porsche experience;
- creating and managing your registration for the App;
- responding to your inquiries, comments, or postings;
- improving and customizing the App and our Online Services;
- internal operations such as enhancing our products and services, marketing efforts, and to conduct research and analysis;
- developing new products and services;

- marketing purposes;
- enforcing our Terms and Conditions Use; and/or
- protecting the security and integrity of our business, the App and our Online Services.

Your Choices In How We Use Your Information

While Porsche may contact you with offers and information concerning Porsche or its products and services, you have the choice not to receive such items. You may contact us as described in the below **Contact Us** section to communicate your marketing preferences and request to be removed from marketing lists.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of the Online Services.

To provide users more choice on how their data is collected by Google Analytics, you can also Opt-out from Tracking via the settings available in the App.

You may contact us as described in the below **Contact Us** section with any questions or concerns you may have

about our privacy practices, including requests to update, correct or delete your Personal Information, which requests we will do our best to honor subject to any legal, ethical and contractual obligations. Even if you choose not to receive promotional e-mails or mailings from Porsche, we may continue to use your Personal Information in order to contact you in connection with product recalls or other transactional purposes.

How We Share Your Information

Porsche does not sell or rent your Personal Information to third parties for their marketing purposes.

We share and disclose your Information as follows:

- with third parties, including Mapbox, that provide a variety of services on our behalf, including the development, maintenance, and support of our App and Online Services, communications, and marketing research and analysis;
- with members of our affiliated group of companies for promotional or other purposes;
- 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, its affiliates, and authorized Porsche dealers, and our and their respective employees, customers, visitors, users, or any other person or entity;
- to enforce any applicable terms and conditions and other agreements;
- in the event of a corporate transaction, such as a merger, reorganization, or acquisition, in which event your Personal Information may be transferred to the acquiring company;
- 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 described in this section, please contact us as described in the below **Contact Us** section.

Additional Notice for California Consumers

This part of our Privacy Notice applies to consumers who reside in the State of California.

Personal Information We Collect about California Consumers

We describe the personal information we have collected from 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 includes the following:

- Identifiers such as name, address, e-mail address, phone number, or user name/login ID.
- 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,” and (2) 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 but not limited to your gender or gender identity/expression.
- Commercial information, including information about Rating and commenting on routes and articles, following users, entering profile

information, uploading route recordings and related contents (such as descriptions and images), bookmarking routes, driving routes, Porsche Club membership, car type, IDs and categories of routes watched, IDs and categories of articles read, total percentage of routes driven, rating entered (positive / negative), comment entered (free text), and images and videos uploaded.

- Internet or other electronic network activity information, including, but not limited to, date and time of access, length of the visit to our app, type of device, operating system used, the user actions that are performed in the App, amount of data sent, type of event, IP address, referral URL, domain name, Facebook login identifier, app-specific Facebook ID, Apple login/ID, Other social media log-ins used, and time of your most recent login.
- Geolocation data.
- 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 suppliers, 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, and behavior.

- We collect this personal information from sources that include Porsche vehicle buyers and lessees, Porsche dealers, our affiliates, Porsche clubs, 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" and "Information Collected Automatically."

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

We have not disclosed any categories of personal information that we collect via the App to other businesses or third parties for monetary or other valuable consideration within the twelve (12) months preceding the effective date of this Privacy Notice.

We have disclosed personal information in all or substantially all of the categories identified in this Additional Notice for California Consumers 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 Share Your Information.”

For information regarding the purposes for which we collect and use the personal information we collect, please see “How We Use Your Information.”

Your California Privacy Rights

If you are a California resident, you have 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 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 in the twelve-month period preceding your request:

- 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 or selling personal information;
- the categories of third parties with whom we share personal information;
- the specific pieces of information we have collected about you;
- the categories of personal information about you, if any, that we have disclosed for monetary or other valuable consideration and the categories of third parties to which we have disclosed the information,

by category or categories of personal information for each third party to which we disclosed the personal information; and

- the categories of personal information about you that we disclosed for a business purpose.

We will deliver personal information that we are required by law to disclose to you in the manner required by law 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. We may deliver the personal information to you through your account, if you maintain an account with Porsche, or electronically or by mail at your option. If electronically, then we will deliver the information in a portable and, to the extent technically feasible, in a readily useable format that allows you to transmit the information from one entity to another without hindrance.

Right to Deletion of Personal Information.

You have the right to request that we delete Personal Information about you that we have collected from you.

Right to Opt Out.

You have the right to opt out of the disclosure of personal information about you for monetary or other valuable consideration. To opt-out, click Do Not Sell My Personal Information on our homepage or visit <https://porsche.com/usa/privacy-policy/contact>

Right to No Discrimination.

We may not discriminate against you because of your exercise of any of the foregoing rights, or any other rights under the California Consumer Privacy Act, 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 us by your personal information.

Requests to Exercise Your Rights

You may request to exercise the foregoing rights by:

- Logging in to your account (if you have an account) and submitting a request or
- Submitting a request through <https://porsche.com/usa/privacy-policy/contact/>
- Calling us toll-free at 1-800-PORSCHE.

Please note that we may take steps to verify your identity before granting you access to information or acting on your request to exercise your rights, as required or permitted by law. We may limit our response to your exercise of the above rights as permitted by law.

Data Sharing 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 sharing your personal information with certain of our affiliates and other third parties for their marketing purposes. Please tell us your preference by contacting us as specified below. To make such a request, please tell us your preference by contacting us as described in the **Contact Us** section.

Do Not Track

At this time, there is no worldwide uniform or consistent industry standard or definition for responding to, processing, or communicating Do Not Track signals. Thus, our Online Services are unable to respond to Do Not Track Signals.

How We Protect Your Information

We implement reasonable technical, administrative, and physical safeguards to keep your Personal Information secure. For example, when you submit sensitive Personal Information through our Online Services, we utilize secure sockets layer (SSL) encryption technology. We also request that our third-party service providers use commercially reasonable security measures to protect your information from unauthorized access or use. However, no data transmission is guaranteed as 100% secure.

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 (“**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.

The App, our Online Services and Social Media Pages allow you to post messages and submit content (*e.g.*, comments, photos, blogs, postings, etc.; “**User Generated Content**”), which may include your Personal Information. You are responsible for all actions resulting from any User Generated Content, including Personal Information, which you post on the App, our Online Services or Social Media Pages. Please remember that any User Generated Content and Personal Information contained therein that you post becomes public information, is not subject to this Privacy Notice, and Porsche is not responsible for the results of such postings.

Please see our Copyright Policy in the App’s Terms and Conditions of Use.

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.

Children’s Privacy

The App and our Online Services are not intended for use by children under 13. We do not knowingly collect Personal Information from children under the age of 13 without parental or guardian consent. Please contact us via the Contact Information provided below 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.

Contact Us

If you have any questions or comments about this Privacy Notice or our privacy practices, you may contact us at 1-800-PORSCHE, by sending an e-mail to privacy@porsche.us or by mail in the United States to Porsche Cars North America, Inc., One Porsche Drive, Atlanta, Georgia 30354, Attn: Privacy/Legal Department and in Canada to Porsche Cars Canada, Ltd. 165 Yorkland Boulevard, Unit 150, Toronto ON M2J 4R2. Attn: Privacy/Legal Department.

Your Acceptance of Our Privacy Notice

By using the App and our Online Services, you signify your acceptance of this Privacy Notice, 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 Notice, please do not access or use the App and our Online Services or submit any Personal Information to us.

Changes To This Privacy Notice

Porsche reserves the right to modify this Privacy Notice at any time. Your continued use of the App and our Online Services and/or provision of your Personal Information after such posting constitute your acceptance of such changes.

Version: 12-19-2019

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