

Privacy Notice Sales and Service

A. Scope of the privacy notice

In this privacy notice we are informing you about the automated, electronic processing of your personal data by AUDI AG, a company engaged in the manufacture of luxury motor vehicles, Auto-Union-Straße 1, 85057 Ingolstadt, Deutschland / Germany ("we", or "Audi") in the context of n the context of your vehicle purchase and services processes (workshop visits) as well as your contact with us as manufacturer of Audi vehicles, for which we use several IT systems in our responsibility.

Personal data means any information relating to an identified or identifiable natural person or, if foreseen under local law, legal, including, as the case may be, sensitive personal data as defined under the laws of the country where you are located at the relevant time ('data subject'); a data subject is one that can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Controller means the natural or legal person which determines the purposes and means of the processing of personal data.

B. General Information

I. Who is the controller for the processing?

The controller for the processing of your personal data is:

AUDI AG, Auto-Union-Straße 1, 85057 Ingolstadt, Germany.

Tax identification number / Registration number: DE811115368 / HRB Nr./Commercial Register No.: 1

For further details on Audi, including representatives, please see our legal notice [\[https://www.audi.com/en/legal-notice/\]](https://www.audi.com/en/legal-notice/)

II. Who can I contact?

If you wish to assert your data protection rights, please use the contact options at

<https://data-subject-rights.audi.com/>

There, you will find further information regarding how you can assert your data protection rights. You may also send your request

- via mail: AUDI AG, DSGVO-Betroffenenrechte, 85045 Ingolstadt, Germany

We take data subject rights very seriously and will respond to any request that you might have as soon as possible.

III. Contact details of the data protection officer

For matters concerning data protection, you can also consult our **company data protection officer**, using your own language:

AUDI AG, Data Protection Officer, 85045 Ingolstadt, Germany

- Email: datenschutz@audi.de
- Telephone number: +49841 890
- Office address of the company data protection officer: AUDI AG, Data Protection Officer, Auto-Union-Straße 1, 85057 Ingolstadt, Germany

IV. Which rights do I have?

All the below described rights concerning the personal data and the processing thereof may be subject to limitations, according to the applicable EU and/ or national laws. Depending on your jurisdiction, as the data subject, you may be entitled to the following data protection rights. **Please note:** Your data protection rights under the local laws of the country where you are located at the relevant time may differ from the rights described below. Please see Annex 1 for additional, country-specific information, in particular on rights that you might have under local laws. Such rights apply, to the extent the legal requirements are met, in addition to your rights provided under the GDPR.

For more information about rights you may have in connection with our processing of your personal data, please click here:

<https://data-subject-rights.audi.com/>

1. Right to be informed

You have the right to be informed about the collection and use of your personal data, by us and with whom we share your data, in a readily accessible manner, and in plain and clear language. We are implementing your right to be informed, also through this policy, the content of which may be updated from time to time.

2. Access

You have the right to obtain confirmation as to whether or not personal data concerning you are being processed, and, where that is the case information on the data concerning you which are stored at Audi and information regarding the data processing as well (i.e. purposes of data processing, envisaged period for which the data is stored, recipients or categories of recipients to whom the personal data is disclosed, data transfer performed by Audi etc.), and to obtain a copy of the personal data stored concerning you.

3. Rectification

You have the right to obtain without undue delay the rectification of inaccurate personal data concerning you as well as the completion of incomplete personal data stored concerning you at Audi.

4. Erasure

You have the right to obtain the erasure of the personal data concerning you stored at Audi without undue delay if the statutory requirements are met.

This may be the case, in particular, if

- Your personal data are no longer necessary in relation to the purposes for which they were collected;
- The sole legal ground for the processing was your consent and you have withdrawn it;
- You have objected to the processing based on the legal ground of legitimate interests on grounds relating to your particular situation and we cannot prove that there are overriding legitimate grounds for the processing;
- Your personal data have been unlawfully processed; or
- Your personal data have to be erased for compliance with a legal obligation.

If we have shared your data with third parties, we will inform them about the erasure, insofar as required by law.

Please note that your right to erasure is subject to restrictions. For example, we are not required or allowed to delete data that we are still obligated to retain due to statutory retention periods. Similarly, data that we need for the establishment, exercise or defence of legal claims are excluded from your right of erasure.

5. Restriction of processing

You have the right to obtain, under certain conditions, restriction of processing (i.e. the marking of stored personal data in order to restrict their future processing). The requirements are, in particular:

- The accuracy of your personal data is contested and Audi must verify the accuracy of your personal data;

- The processing is unlawful, but you oppose the erasure of the personal data and instead request the restriction of the use of the personal data;
- Audi no longer needs your personal data for the purposes of processing, but you require the data for the establishment, exercise or defence of legal claims or
- You have objected to the processing and the verification is pending whether the legitimate grounds of Audi override yours.

In the event of a restriction of the processing, such data will be marked accordingly and will be – except for their storage – only processed with your consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the European Union or of a Member State or of the country where you are located at the relevant time, in each case only to the extent permitted under applicable data protection laws.

Please note that the restriction of the processing of your personal data may be also employed as an alternative to the erasure of your personal data, where permitted by applicable law.

6. Data portability

To the extent that we automatically process your personal data provided to us based on your consent or a contract with you, you have the right to receive the data in a structured, commonly used and machine-readable format and to transfer those data to another controller without hindrance from Audi. You also have the right to have the personal data transferred directly from Audi to another controller where technically feasible and provided that this does not adversely affect the rights and freedoms of others.

7. Objection

If we process your personal data on the basis of legitimate interests or in the public interest, you have the right to object to the processing of your personal data on grounds relating to your particular situation. In addition, you have an unrestricted right to object if we process your data for our direct marketing purposes. Please see our separate note in note in Section B.IV.10 "Information on your right to object".

In certain cases, we also grant you, beyond the privacy settings, an additional unlimited right to object within the scope of legitimate interests. We will inform you about this in connection with the respective feature or service.

8. Withdrawal of consent

If you have given consent to the processing of your personal data, you may withdraw it at any time. Please note that the withdrawal shall only be effective for the future. Processing that occurred before the withdrawal shall not be affected.

9. Complaint

In addition, you have the right to lodge a complaint with a data protection supervisory authority if you believe that the processing of your personal data is unlawful. The right to lodge a complaint is without prejudice to any other administrative or judicial remedy. The address of the data protection supervisory authority responsible for Audi is:

Bayerisches Landesamt für Datenschutzaufsicht

Promenade 18

91522 Ansbach

Deutschland / Germany

However, you can also lodge a complaint with any other data protection supervisory authority competent for you within or outside the EU, in particular with the one in the Member state of your habitual residence, place of work or place of the alleged infringement. Please find hereinafter a link where you can find all contact details of the national authorities in all member states: https://edpb.europa.eu/about-edpb/board/members_en.

In case you are resident in Japan, you also have the right to lodge a complaint with the Japanese authority, PPC as below:

Personal Information Protection Commission, Government of Japan (PPC),
Kasumigaseki Common Gate West Tower 32nd Floor, 3-2-1, Kasumigaseki, Chiyoda-ku, Tokyo, 100-0013,
Japan

Telephone number: [+81-3-6457-9680](tel:+81-3-6457-9680)

See Appendix 1 "Additional rights of data subjects and further country-specific information" for contact details of national supervisory authorities and further country-specific information.

10. Information on your right to object

a) Right to object on grounds relating to your particular situation

You have the right to object to the processing of your personal data on grounds relating to your particular situation. The prerequisite for this is that the data processing takes place in the public interest or on the basis of legitimate interests. This also applies for any profiling. Insofar as we base the processing of your personal data on legitimate interests, we generally assume that compelling legitimate grounds can be demonstrated, but we will, of course, examine each individual case. In the event of an objection, we will no longer process your personal data, unless

- we can demonstrate compelling legitimate grounds for the processing of such data which override your interests, rights and freedoms or
- your personal data are used for the establishment, exercise or defence of legal claims or
- there are grounds permitting the processing of your personal data, notwithstanding your objection, under applicable local laws, provided that such processing is not restricted under the GDPR.

b) Objection to the processing of your data for our direct marketing purposes

Where we process your personal data for direct marketing purposes, you will be informed at the latest at the time of the first communication with you and have the right to object at any time to the processing of personal data concerning you for such marketing; this also applies to profiling to the extent that it is related to such direct marketing. If you object to the processing for direct marketing purposes, we will no longer process your personal data for such purposes.

c) Objection to the processing of your data for product improvement and general customer analysis

As part of the legitimate interests, we grant you a separate right of objection with regard to the processing of your personal data for product improvement and general customer analysis.

If you object to the processing for the purpose of product improvement and/or general customer analysis, we will no longer process your personal data for these purposes. Purely statistical evaluations of aggregated or otherwise anonymous data remain unaffected by this.

d) Exercise of the right to object

The objection can be exercised in any form and should preferably be addressed to the contact details listed in Section B.II.

C. Processing for which Audi is the sole controller

I. Which data do we process?

1. Data received directly from you

We process personal data which we receive from you within the scope of our business relationship, i.e. during the initiation, execution and management of your business relationship with us or the provision of services or your enquiries if you contact us directly, e.g. if you directly contact us or in connection with the use of digital services such as Audi Connect.

The personal data include private contact and master data and any other data you submit to or share with us.

We collect your data every time you contact us.

Secondly, we process personal data that we have lawfully obtained and are permitted to process from publicly accessible sources (e.g. the National Motor Transport Authority).

2. Data provided by Audi Partners or service companies

We process - to the extent necessary in connection with your enquiry, our products and services - personal data which we lawfully receive from other companies within the Audi or VW Group, Audi Partners or independent service companies (e.g. for the execution of orders, for the performance of contracts or on the basis of your consent).

- Details that the Audi partner forwards to Audi in connection with vehicle purchase, i.e. vehicle production, vehicle delivery
- Details that the Audi partner forwards to Audi in connection with repair and service support
- Details that are required to validate legal or contractual claims/questions from the customer (in particular relating to warranty/guarantee)
- Details that the Audi partner forwards to Audi in order to check and handle the claims
- Details that are required for the Audi partner's participation in Audi compensation and/or bonus programs
- Details that are required for claiming special conditions, for example, special customer groups (for example, driving schools, etc.)
- Details that are required to fulfill legal obligations
- Details that are needed by Audi for quality assurance or quality improvement and for product optimization and further development

Relevant personal data include:

- Private contact and master data
 - Contact details (private)
 - Identification data
- Professional work and organizational data
 - Contact details (professional)
- Vehicle master data and identification
 - Vehicle identification data
 - Vehicle master data, e.g. software and hardware data
- Legal transactions / contract data
 - Contract metadata
 - Power of attorney and representation
- IT usage data
 - User and login data
- Particularly sensitive personal data
 - Health data (in the context of ordering special vehicles)

3. Data from your vehicle

a) Overview

In addition, we process data that is generated or processed in the vehicle – to the extent necessary in connection with the use of our products and services, including technical data on the vehicle and operating data in the vehicle, including from electronic control units and vehicle sensors, such as

- Data on vehicle history and workshop visits
 - Driving condition and operation, e.g. operating states of system components (e.g. fill levels, tire pressure, battery status), in the case of electric vehicles, the state of charge of the high-voltage battery, estimated range
 - Warranty and service handling data, e.g. data to check the diagnostic function (In-Use Monitor Performance Ratio IUMPR)
 - Event store data, e.g. events in important system components (e.g. lights, brakes), reactions of the systems in special driving situations (e.g. triggering an airbag, insertion of the stability control systems),

- Vehicle usage data (vehicle usage and operating data)
 - Interior sensor technology
 - Environment-u. Driving sensors, e.g. environmental conditions (e.g. temperature, rain sensor, distance sensor)
 - Online vehicle data (car operating values), e.g. speed, deceleration of movement, lateral acceleration, wheel revolutions, indication of whether the seat belts are fastened
 - Event storage data transmitted online
 - Car-2-X data
 - Accident data, e.g. information on events damaging the vehicle
 - Smartphone integration (comfort settings, multimedia, navigation), multimedia data, such as music, films or photos for playback in an integrated multimedia system, address book data for use in conjunction with an integrated hands-free system or navigation system,
 - Usage data infotainment / navigation, e.g. entered navigation destinations, data on the use of Internet services.
 - Comfort settings, e.g. seat and steering wheel positions, chassis and climate control settings, customizations such as interior lighting
- Recordings
 - Filming
 - Photo shoots
 - Sound recordings

Such data will be provided via the third parties listed above or extracted directly from your vehicle via Audi Connect.

Note: Each vehicle is identified with a unique vehicle identification number. In Germany and as the case may be, in the other relevant domiciles, this vehicle identification number ("VIN") can be used to obtain information about the current and previous owners of the vehicle respectively from the Federal Motor Transport Authority (in Germany "Kraftfahrtbundesamt") or the relevant authority. There are other ways to use the data collected from the vehicle to learn about the owner or driver of the vehicle, for example, with the number plate. The vehicle identification number of your vehicle serves as a unique identifier for your vehicle, in particular in the event of possible warranty or guarantee cases, repair, maintenance and support services, our internal quality monitoring. Data may therefore be personal or become personal under certain conditions. Depending on the vehicle data available, it may be possible to draw conclusions about your driving behaviour, your location or your route or your usage behaviour, for example.

Specific information on data available from your vehicle can be found in the respective operating manual, which is available online and, depending on the equipment, also digitally in the vehicle, in direct connection with the data protection information on the affected functional features.

b) Video, foto and sound recordings

In individual cases, it may be necessary to make video, image or sound recordings of individual components of your vehicle and transmit them to Audi, e.g. in order to be able to carry out a targeted analysis and rectification of the complaint in the event of a complaint (repair support). This is possible, for example, in the case of acoustic complaints in order to find the cause of the noise development and to be able to remedy the complaint.

In addition, we process the data that you provide in connection with the online consultation (e.g. content of the text chat or spoken content of the voice chat/video chat). If you activate the video chat connection or voice function, video or only audio data and/or video data are typically transmitted simultaneously over the Internet. If you access the Audi Online Consultation via a mobile device, you will be asked to allow access to the camera and microphone. If you actively confirm this, your voice and camera data will be transmitted from your mobile device and processed by AUDI AG to carry out the consultation. If the camera is not activated manually on your device, you will only transmit audio data.

c) Readout OBFCM data (On-Board Fuel Consumption Monitoring Data)

In order to comply with legal obligations (Implementing Regulation (EU) No. 2021/392), vehicle data on fuel consumption and kilometres driven (so-called on-board fuel consumption monitoring data) are read out of

vehicles during workshop visits and transmitted to the European Commission together with the vehicle identification number. The data processing, transmission and storage takes place within the framework of this legal obligation and can be refused by the customer before the reading process in the authorized workshop. The data will be deleted after 15 years at the latest or in accordance with legal requirements, for example as soon as the purpose for which it was collected no longer applies and provided that the deletion does not conflict with other retention obligations.

d) Smartphone integration, for example, Android Auto or Apple Carplay

If your vehicle has the necessary equipment, you can link your smartphone or other mobile device to the vehicle to control the control elements integrated in the vehicle. If you do, you can stream video and sound from your smartphone over the multimedia system. At the same time, certain information will be transmitted to your smartphone. Depending on the type of integration, this includes for example, location data, day/night mode and other general vehicle information. More information can be found in the operating manual for the vehicle/infotainment system.

The integration enables the use of selected smartphone apps, such as navigation or music replay. There is no further interaction between the smartphone and the vehicle; in particular, there is no active access to vehicle data. The type of other data processing is determined by the provider of the app used. Whether and which settings you can adjust depends on the relevant app and your smartphone's operating system.

II. For which purposes do we process your data and which legal bases apply?

We process your personal data in accordance with the provisions of the General Data Protection Regulation ("GDPR") and the German Federal Data Protection Act (*Bundesdatenschutzgesetz*, "BDSG") and other local law for various purposes. The specific data processed, and purposes of data processing primarily depend on the services we provide to you. We, in general, may process your personal data based on the following legal grounds for the following purposes. **Please note:** If the applicable local law of the country where you are located at the relevant time foresees additional requirements regarding the legal bases, we will comply with such additional requirements and will inform you accordingly. This in particular applies, where such local law requires (express) consent for the processing of your personal data.

Purpose	Data Processing Activities	Legal basis	Legitimate interest	Categories of data
Supplier management including supplier analysis and evaluation	Recourse additional expenses in the event of complaints caused by suppliers	Legitimate interests	Systematic management of relationships with suppliers, identification and evaluation of potential suppliers, supplier coaching and improvement of supplier relationships.	see Section C.I
Review and optimisation of systems, facilities, workflows and processes	Product development, testing, testing and quality assurance Product monitoring; Callbacks	Legitimate interests	Control of product quality and prevention of product damage, preventive complaint management	see Section C.I
Review and	Product	Compliance with a	Control of product	see Section C.I

Purpose	Data Processing Activities	Legal basis	Legitimate interest	Categories of data
optimisation of products and services	development, testing, testing and quality assurance Product monitoring; Callbacks	legal obligation, legitimate interests	quality and prevention of product damage, preventive complaint management	
Customer order processing, including vehicle production and provision of digital services	Provision of products, services and services within the framework of and in advance of contractual relationships Registration and customer accounts Event and complaint analysis	Contract fulfilment (e.g. service contract, vehicle purchase contract or contract for special equipment), consent		see Section C.I
Prevention of legal violations (especially criminal offences) and abuse	Compliance checks, fraud and money laundering prevention	Fulfilment of legal obligations, legitimate interests	- Compliance with legal and regulatory requirements - Verification of compliance with legal provisions, internal company guidelines, rules and standards of Audi, Volkswagengroup companies, employees, business partners and other third parties	see Section C.I
Public relations, lobbying and communication with authorities	Public relations, lobbying and communication with associations and authorities Statutory reporting obligations	Compliance with a legal obligation, legitimate interests	Representation of Audi and defence of its interests	see Section C.I
Contract	Statutory	Legitimate	Fulfilment of legal	see Section C.I

Purpose	Data Processing Activities	Legal basis	Legitimate interest	Categories of data
management (other contracts), in particular business partner management	reporting obligations Trade and business partner qualification Support for our trade and business partners Initiation, implementation and termination of the business relationship with business and commercial partners Support for our trade and business partners	interests, fulfilment of contract, consent	requirements of Audi dealers, professionalisation of the Audi brand image and improvement of the experience for customers through qualification of the employees of our trade and business partners; improvement of cooperation with trade and business partners	
Solvency check		Consent, legitimate interests	Protection against advance payments to non-creditworthy contractual partners	see Section C.I
Personal identity checks and checking of licences and permits/authorisations		Legitimate interests, fulfilment of contract if necessary (checks with reference to official duties), compliance with a legal obligation if necessary	Protection against unauthorised access, protection against damage caused by carrying out activities without being authorised to do so	see Section C.I
Claims management		Contract fulfilment, legitimate interests	Communication with claimants or injured parties, efficient handling of claims by or at Audi	see Section C.I
IT security	IT and system security Backup	Legitimate interests	Protection of the IT infrastructure against accidental or wilful damage, recovery of data	see Section C.I

Purpose	Data Processing Activities	Legal basis	Legitimate interest	Categories of data
			after data loss to maintain the IT infrastructure	
Operation and administration of and/or support for internally used IT systems	Internal IT-System IT and system security	Legitimate interests	Protection of the IT infrastructure against accidental or wilful interference, maintenance of IT systems and security	see Section C.I
Data trading and management	Enabling the use of third-party products and services Cooperation within the Group, with business partners and third parties in the marketing of products, services and services	Contract fulfilment , Consent		see Section C.I
Development and testing of components, products and services	Development, testing of new products and improvement and optimisation of existing products, services and offers Participation in research collaborations Provision of products, services and services within the framework of and in advance of contractual relationships	Contract fulfilment (e.g. service contract, vehicle purchase contract or contract for special equipment) and consent, legitimate interests	Improvement of road safety and own products, promotion of science	see Section C.I
Operational safety and emergency management, owner's or tenant's right to undisturbed	Ensuring factory safety	Fulfilment of legal obligations, legitimate interests, consent	Maintaining plant safety, access control, accident prevention	see Section C.I

Purpose	Data Processing Activities	Legal basis	Legitimate interest	Categories of data
possession of premises and to keep out trespassers				
Internal administration	Ensuring occupational safety Internal communication Quality assurance Event Information gathering and reporting for corporate management Invoice and cost management	Contract fulfilment, legitimate interests, fulfilment of legal obligations, consent if necessary	- Analysis of sales and order data according to sales channel model, order status - Analysis of requested variants and equipment - Reporting on business parameters, using the VIN if necessary - Implementation of evaluations to manage our business processes and cost control based on the analysis of sales and order data according to sales channel model, order status, analysis of requested variants and equipment, reporting on business parameters, using the vehicle identification number if necessary - Maintaining operations - Compliance with legal and regulatory requirements - Providing benefits and support for employees - Maintaining product quality	see Section C.I

Purpose	Data Processing Activities	Legal basis	Legitimate interest	Categories of data
			- Preventing recourse claims - Preparing for and following up on events, improving the organisation for the future	
Legal affairs and compliance	Fulfilment of legal obligations Compliance checks, fraud and money laundering prevention Fulfilment of legal obligations arising from commercial and tax law Assertion, exercise or defence of legal claims Product monitoring; Callbacks Fulfilment of legal obligations in connection with official requirements from authorities Audits and special audits, internal investigations In-house legal advice	Compliance with a legal obligation, public interest, fulfilment of legal obligations, legitimate interests, fulfilment of contract	- Compliance with legal and regulatory requirements - Verification of compliance with legal provisions, internal company guidelines, rules and standards of Audi, Volkswagen group companies, employees, business partners and other third parties, - Compliance with legal and regulatory requirements, assertion, exercise or defence of legal claims of Audi or the respective Audi dealer - Verification of compliance with contractual and legal obligations by Audi, its employees and its sales partners, suppliers, etc., if necessary using the vehicle identification number	see Section C.I
Customer and prospective customer care, advertising	Needs-based design of online services Surveys, market and opinion research	Consent, legitimate interests, fulfilment of contract (contract to which your	Representing Audi AG and providing information about its activities and products, adapting online	see Section C.I

Purpose	Data Processing Activities	Legal basis	Legitimate interest	Categories of data
	Interest-based advertising Newsletter Creation of interest-based user profiles Customer Support (Customer Service) Customer loyalty programs Customer events and events Provision of information about AUDI AG, the Volkswagen Group and their products, services and contact options Sweepstakes and Contests Financing and leasing brokerage Provision of products, services and services within the framework of and in advance of contractual relationships IT and system security	request relates, e.g. vehicle purchase contract, delivery, etc.).	services to the changing needs of users, maintaining and improving product quality	
Market and opinion research	Surveys, market and opinion research	Consent, legitimate interests	Maintaining and improving product quality	see Section C.I
Customer analysis and customer evaluation	Surveys, market and opinion research Needs-based design of online services Provision of information about	Consent, legitimate interests, legitimate interests	- Analysis of sales and order data according to model sales channel, order status - Analysis of requested variants and equipment	see Section C.I

Purpose	Data Processing Activities	Legal basis	Legitimate interest	Categories of data
	AUDI AG, the Volkswagen Group and their products, services and contact options		- Reporting on business parameters, if necessary using the VIN - Implementation of evaluations to control our business processes and cost control based on the analysis of sales and order data according to model sales channel, order status, analysis of requested variants and equipment, reporting on business parameters, if necessary using the vehicle identification number, maintaining and improving product quality, representing Audi and providing information about its activities and products, adapting online services to users' changing needs	
Customer enquiries and customer complaints	Product development, testing, testing and quality assurance Provision of products, services and services within the framework of and in advance of contractual relationships	Contract fulfilment (e.g. service contract, vehicle purchase contract or contract for special equipment) and consent, legitimate interests	Control of product quality and prevention of product damage, preventive complaint management	see Section C.I

Purpose	Data Processing Activities	Legal basis	Legitimate interest	Categories of data
Warranty and goodwill	Cooperation within the Group, with business and trading partners within the framework of customer service Warranty and Warranty claims	Contract fulfilment, consent		see Section C.I
Warranty management including product recalls	Cooperation within the Group, with business and trading partners within the framework of customer service Warranty and Warranty claims	Contract fulfilment (service contract), legitimate interests, contract fulfilment	- Effective and efficient detection and analysis of events and conclusion regarding modifications to the vehicle (tuning, modifications, etc.) in order to remedy customer complaints - Effective event detection and analysis in order to be able to rectify events and complaints; - Support for the Audi dealer in fulfilling its legal obligations towards you;	see Section C.I

Please kindly refer to the right to object in the event of direct marketing, respectively based on your particular situation and your right to withdraw consent (please refer to Section B.IV).

III. Is there an obligation to provide data or to give consent?

As part of our interaction, you only have to provide personal data that is necessary for our interaction or that we are legally obliged to collect. Without this data, we may not be able to provide the functionalities of our website/app and/or will usually have to refuse to conclude the contract or execute the order, or we will no longer be able to perform an existing contract and, if necessary, terminate it.

IV. Who receives my data?

Within Audi, those entities receive your data that need it to fulfil our contractual and statutory obligations and to safeguard our legitimate interests.

1. Processors

Service providers which are used and act on behalf of Audi and that do not process data for any of their own purposes (so called "processors") may receive data for the purposes mentioned above. We utilise processors

for the provision of specific services, who support us in the execution of our business processes. For details please refer to Annex 2.

2. Third parties

We will generally share your personal data with third parties only if this is necessary for the performance of the contract, if we or the third party have a legitimate interest in the disclosure, or if you have given your consent, subject to applicable local laws. In addition, data may be shared with third parties (including investigative or security authorities) to the extent we should be required to do so by law or by enforceable regulatory or judicial orders. For details please see Annex 3.

V. Is data transferred to a third country?

We process your data in Germany. As a rule, we do not transfer your data to other countries or third countries (countries that are neither members of the European Union nor the European Economic Area) or to international organizations.

A transfer of data to third countries (i.e. countries that are neither members of the European Union nor of the European Economic Area) may take place, to the extent this is required for the provision of services to you, is required by law, or you have given us your consent (in the absence of any other appropriate safeguarding mechanism under applicable law). **Please note:** Under the applicable local laws of the jurisdiction where you are located at, a transfer to a third country might be defined as a transfer outside of the territory or country where you are located at the relevant time.

Please note that not all third countries have a level of data protection recognized as adequate by the competent body of the country where you are located at the relevant time (e.g. the European Commission). AUDI AG will only transfer your personal data to third countries to the extent permitted by applicable law. Insofar as AUDI AG relies on appropriate safeguards in accordance with applicable law (e.g. Standard Contractual Clauses or Binding Corporate Rules pursuant to Art. 46(2) GDPR for third country transfers), AUDI AG will take such additional technical and/or organizational measures to the extent necessary to maintain an adequate level of protection of your personal data, as required under applicable laws.

You can obtain a copy from us of the specific applicable or agreed rules to ensure the adequate level of data protection. Please use the information in the Contact section for this purpose.

In individual cases, personal data may also be passed on to authorities and courts in third countries. Please refer to the information provided in Annexes 2 and 3.

VI. How long will my data be stored?

We store your data as long as necessary for the interaction with you and/or provision of our services to you or do so if we have a legitimate interest in the continued storage.

In addition, we are subject to various retention and documentation obligations, which result, inter alia, from the German Commercial Code (*Handelsgesetzbuch*, "**HGB**") and the German Tax Code (*Abgabenordnung*, "**AO**"). The periods specified therein for retention and documentation are up to ten years. Finally, the storage period is also assessed according to the statutory limitation periods, which can be up to thirty years, for example, according to Sections 195 et seqq. of the German Civil Code (*Bürgerliches Gesetzbuch*, "**BGB**"), with the regular period of limitation being three years.

Under certain circumstances, your data may also need to be retained for a longer period of time, such as when a so-called legal hold or litigation hold (i.e. a prohibition of data deletion for the duration of the proceedings) is ordered in connection with administrative or judicial proceedings.

We may also be subject to retention and documentation obligations in line with the local legislation of your country.

VII. What practices and procedures are implemented to secure my data?

We have implemented and maintain at all times encompassing technical and organisational measures (*TOMs*) to protect your data in accordance with the high standards of the GDPR and the standards required under other applicable local laws of the jurisdiction you may be located at. This includes, but is not limited to, pseudonymisation and encryption, measures to ensure the ongoing confidentiality, integrity and availability of your data (including the ability to restore data in case of an incident). We are regularly reviewing our TOMs and apply enhancements where needed to keep your data safe and to comply with applicable laws. We have put in place appropriate procedures to deal with any personal data breach (i.e. a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored or otherwise processed) and will notify you as the data subject and relevant supervisory authority when we are legally required to do so.

VIII. Updates of this privacy notice

We might update this privacy notice from time to time by making available updates to this privacy notice on our website.

Version: 03.2026

Annex 1 – Additional data subject rights and further country-specific information

Argentina

We process your personal data on the basis of the following legal bases for the following purposes:

Purpose	Legal basis	Categories of data
Supplier management including supplier analysis and evaluation	Consent	Section C.I.
Review and optimisation of systems, facilities, workflows and processes	Consent	Section C.I.
Review and optimisation of products and services	Compliance with a legal obligation, consent	Section C.I.
Customer order processing, including vehicle production and provision of digital services	Contract fulfilment (e.g. service contract, vehicle purchase contract or contract for special equipment), consent	Section C.I.
Management of company premises, facilities and buildings, including relocation management	Consent	Section C.I.
Prevention of legal violations (especially criminal offences) and abuse	Fulfilment of legal obligations, consent	Section C.I.
Public relations, lobbying and communication with authorities	Compliance with a legal obligation, consent	Section C.I.
Contract management (other contracts), in particular business partner management	Fulfilment of contract, consent	Section C.I.
Solvency check	Consent	Section C.I.
Personal identity checks and checking of licences and permits/authorisations	Consent, fulfilment of contract if necessary (checks with reference to official duties), compliance with a legal obligation if necessary	Section C.I.
Claims management	Contract fulfilment, consent	Section C.I.
IT security	Consent	Section C.I.

Operation and administration of and/or support for internally used IT systems	Consent	Section C.I.
Data trading and management	Contract fulfilment , Consent	
Development and testing of components, products and services	Contract fulfilment (e.g. service contract, vehicle purchase contract or contract for special equipment) and consent	Section C.I.
Operational safety and emergency management, owner's or tenant's right to undisturbed possession of premises and to keep out trespassers	Fulfilment of legal obligations, consent	Section C.I.
Internal administration	Contract fulfilment, fulfilment of legal obligations, consent	Section C.I.
Legal affairs and compliance	Compliance with a legal obligation, public interest, fulfilment of legal obligations, consent, fulfilment of contract	Section C.I.
Customer and prospective customer care, advertising	Consent, fulfilment of contract (contract to which your request relates, e.g. vehicle purchase contract, delivery, etc.).	Section C.I.
Market and opinion research	Consent	Section C.I.

Customer analysis and customer evaluation	Consent	Section C.I.
Customer enquiries and customer complaints	Contract fulfilment (e.g. service contract, vehicle purchase contract or contract for special equipment) and consent	
Warranty and goodwill	Contract fulfilment, consent	
Warranty management including product recalls	Contract fulfilment (service contract), contract fulfilment	

You have the right to

- access;
- rectification;
- erasure;
- file a complaint regarding the processing of your personal data to THE PUBLIC INFORMATION ACCESS AGENCY, which, depending on the facts of the individual case, in its capacity as the Control Entity of Law No. 25,326, has the power to attend complaints and claims filed by those whose rights are affected due to breaches with applicable regulations on personal data protection.

Australia

You have the right to

- access;
- rectification;
- lodge a complaint with both Audi and the Office of the Australian Information Commissioner ("OAIC") or any other dispute recognition scheme recognized by the OAIC which can be found on the OAIC website www.oaic.gov.au.

If you are concerned with the way we have handled your personal data, you may lodge a privacy complaint with the Office of the Australian Information Commissioner ("OAIC"). However, it is a requirement of the OAIC that prior to lodging a complaint, you have raised your complaint with us. If you are not satisfied with our response or we fail to provide a response within 30 days of receipt, you can lodge a complaint with the OAIC. The contact details for the OAIC are set out below:

Phone	1300 363 992
Fax	(02) 9284 9666
Website	https://www.oaic.gov.au/
Post	GPO Box 5288, Sydney NSW 2001

Bahrain

In addition to your rights set out Section Error: Reference source not found you have further rights under the Bahraini Personal Data Protection Law (PDPL).

You have the right to

- be informed. To receive clear information about who is processing your data, the purposes of processing, and any recipients of your data;
- access. To request and obtain a copy of all personal data held about you;
- request to be notified upon processing. To be notified, free of charge, of all personal data being processed about you;
- object to direct marketing. To submit, free of charge, your objection to AUDI AG with respect to processing for the purpose of direct marketing;
- object to processing causing material or damage to you;
- object to decision based on automated processing. To object to processing based solely on automate processing;
- request rectification, blocking, and erasure of data. You may lodge a request accompanied with proof of identity to AUDI AG to rectify, block, or erase personal data relating to you when such processing is in breach of the provisions of the Bahraini Personal Data Protection Law, in particular, if the data is inaccurate, incomplete, outdated, or if its processing is illegal;
- withdraw consent at any time. To withdraw your consent to processing at any time and free of charge;
- lodge a complaint before the Bahraini Personal Data Protection Authority if you believe your rights are infringed.

Brazil

You have the right to

- to be informed about the collection and use of your personal data, by us, in a readily accessible

manner, and in plain and clear language. You also have the right to be informed about any public or private entity with whom your data has eventually been shared. We are implementing your right to be informed, also through this notice, the content of which may be updated from time to time;

- information access;
- obtain a copy when the legal basis for processing is consent or performance of a contract;
- erasure when consent is the legal basis for processing: please note that exceptions to this right might apply, namely, when the data is needed for (i) compliance with legal obligations; (ii) study by a research organization; (iii) transfer to third parties; (iv) use solely by the controller, as long as the data is anonymized;
- rectification;
- object to the processing (e.g. if the data is being unlawfully processed);
- data portability;
- withdraw consent at any time;
- anonymize, block or delete unnecessary or excessive personal data or data processed in noncompliance with data protection law;
- review decisions made solely on the basis of automated processing;
- lodge a complaint before ANPD (Autoridade Nacional de Proteção de Dados) against the data controller;
- be informed of the possibility of not providing consent and the consequences thereof;
- be informed about the public and private entities with whom the data has been shared.

Canada

Please note

Personal data may be processed or stored outside of Canada for purposes consistent with this Data Protection Notice. You acknowledge and agree that, as a result, the personal data that is processed or stored or accessed in other jurisdictions may be subject to the laws of those jurisdictions and may be disclosed in response to valid demands or requests from government authorities, courts, or law enforcement in such other countries.

Under Canadian law, you have the right to

- opt out of information handling practices that are not reasonably necessary to provide the services you've requested. You can exercise this right by contacting using the contact details set out in Sec. Error: Reference source not found. Error: Reference source not found.
- be informed of the use by us of technology allowing us to profile, locate or identify you and of the means available to you to activate the functions that allow us to identify, locate or profile you.

While Audi takes the security of personal data seriously and uses industry standard security risks associated with transferring and processing personal data contemplated herein. However, no security or processes are fool proof. If personal data is accessed by third parties, it may lead to phishing attempts to get more information from you and/or identify theft.

Colombia

Pursuant to the provisions of art. 8 of Law 1581 of 2012, you have the right to

- know, update and rectify your Personal Data from the Controller or the Processor. This right can be exercised, among other, regarding partial data as well as in respect to data that is incomplete or fractioned, that induces error, or those whose Processing is expressly forbidden or has not

been authorized;

- request evidence of the authorization granted to the Controller unless when it is expressly excepted as a requirement for the Processing, pursuant to the provisions of article 10 of law 1581 of 2012;
- be informed by the Controller or the Processor upon request, in respect to the use that has been made of your Personal Data;
- file to the Superintendence of Industry and Commerce complaints for infractions to the provisions of Law 1581 of 2012 as amended, added to or supplemented from time to time;
- revoke the authorization and/or to request the deletion of the specific data, provided that there is no legal or contractual obligation that imposes on you the duty to remain in the database;
- have access, free of charge, to your Personal Data that has been the subject of Processing, at least once per calendar month and whenever there are substantial amendments to the Processing policies.

Procedures you have to follow to exercise your personal data rights

Complaints: You may file complaints regarding the Personal Data kept in Audi's databases, according to the following rules:

- The complaint will be analyzed to verify your identification. If the complaint is made by a person other than you and the capacity of such person is not accredited according to the laws in force, the complaint will be rejected.
- All the complaints will be resolved in a maximum term of ten (10) business days as from the date in which the same are received. If it is not possible to answer the complaint within said term, you will be informed, expressing the reasons for the delay and informing a date in which the inquiry will be answered, which cannot exceed, in any case, five (5) business days after the expiration of the original term.

Requests: If you consider that the data contained in Audi's databases must be subject to corrections, updates or deletion, or when they notice the alleged breach of any of the duties, you may file a request according to the following rules:

- The requests will be analyzed to verify your identification. If the request is made by a person other than you and the representation thereof is not accredited according to the regulations in force, the request will be rejected.
- The request must contain the following information: (i) your identification; (ii) contact data (physical and/or electronic address and contact phone numbers); (iii) the documents that accredit your identity, or your representation; (iv) The clear and precise description of the Personal Data regarding which you seek to exercise any of the rights; (v) The description of the facts that lead to the request; (vi) The documents that they intend to enforce; (vii) signature and identification number.
- If the request is incomplete, Audi shall make a requirement to you, within a term of five (5) days after the receipt of the request, to remedy the defects. If two (2) months lapse from the date of the requirement and you have not given the information required, it shall be construed that you have desisted the request.
- If the area that receives the request is not competent to answer it, it shall pass it to the relevant area or person within a term of two (2) business days and will inform this situation to the interested party.
- Once the complete request has been received, a note saying "request being processed" shall be included in the database with the reason thereof, in a term of no more than two (2) business days. Said note must be left in place until the moment in which the claim is decided.
- The maximum term to answer the request will be fifteen (15) business days as from the day after the date in which it is received. When it is not possible to answer the request within that term, the

reasons of the delay shall be informed to the interested party together with the date in which the request will be answered, which under no circumstances can exceed eight (8) business days after the expiration of the first term.

- You have the right, at all times, to request the deletion of your Personal Data. The deletion implies the total or partial removal of the Personal Data from the Data Bases, according to your request. The deletion right is not absolute and Audi may refuse the exercise thereof in the following events: (i) If you have a legal or contractual duty to remain in the Database or if the Controller has a legal or contractual obligation that means that it has to keep the Personal Data; (ii) The deletion of the Personal Data would thwart judicial or administrative activities related to fiscal obligations, the investigation and persecution of crimes or the update of administrative sanctions; (iii) The Personal Data is necessary to protect your interests protected by the laws, to perform an action pursuant to the public interest, or to comply with an obligation legally acquired by you or by the Controller.

Authorization: As from the enactment of this Privacy Notice, at the time of the collection of Personal Data, Audi shall request the prior authorization from you and you shall be duly informed about the specific purposes of the Processing for which such consent has been obtained, excepting in the case of any one of the exceptions provided in article 10 of Law 1581 of 2012 for such purposes.

Audi may transmit and/or transfer your Personal Data to third parties located in Colombia or abroad, as long as Audi has the prior and express authorization of you of the Personal Data.

Retention period: The information provided by you shall only be used for the purposes herein established. Once the need for the Processing of the Personal Data has ceased, the same shall be deleted from Audi's databases.

China

The following supplements and/or amendments to the privacy notice apply if you are located in the People's Republic of China (excluding Hong Kong Special Administrative Region, Macao Special Administrative Region, Taiwan) pursuant to the local data protection laws in China, which include the PRC Personal Information Protection Law. In the event of any conflict or inconsistency between the privacy notice the following shall govern and prevail:

Collection and Use of Personal Data

Specifying the information provided in Section C.I we may process the following sensitive data:

Location

Particularly sensitive personal data

Recordings

Vehicle usage data (vehicle mileage records)

In cases where sensitive personal data is actually collected, we will use enhanced notification or instant alerts (e.g., pop-up reminders) to remind you and obtain your authorization again, or require you to click on a separate confirmation, or sign a separate consent letter.

Legal Basis for Processing Personal Data

We only process your data if and to the extent we can rely on a legal basis for such processing under the laws of China, i.e.

(i) where the consent of the individual concerned is obtained;

(ii) where it is necessary for the conclusion or performance of a contract to which the individual concerned is a party, or for the implementation of human resources management in accordance with the labor rules and regulations formulated in accordance with the law and the collective contract concluded in accordance with the law;

- (iii) where it is necessary for the performance of statutory duties or statutory obligations;
- (iv) where it is necessary for the response to a public health emergency or for the protection of the life, health and property safety of a natural person in an emergency;
- (v) where such acts as news reporting and supervision by public opinions are carried out for the public interest, and the handling of personal data is within a reasonable scope;
- (vi) where it is necessary to handle the personal data disclosed by the individual concerned or other personal data that has been legally disclosed within a reasonable scope in accordance with the provisions of the Law; and
- (vii) other circumstances prescribed by laws and administrative regulations.

Personal Data We Share

For the purposes stated in the privacy notice, we may share your personal data with

- service providers. We will make agreement on strict data protection measures with our service providers and request our service providers to process the related data in accordance with our designated purposes, service descriptions, this privacy notice and any other related confidentiality and security measures.
- third parties who have their own purposes and means of processing your personal data as provided in below. We will not disclose you personal data to public or to third parties, except we obtain your separate consent.

Relevant third parties are listed in Section C.IV. We should obtain your separate consent before sharing your personal data to the aforementioned third parties. If the recipient changes the original purpose or method of treatment prescribed in this privacy notice, he or she shall obtain the consent of the individual again in accordance with the provisions of the Law.

Transfer of data to countries outside of China

Generally, we store personal data collected and generated from China in our data center and on cloud servers in EU/EEA area that we rent (or commission third-party service providers to rent). As we offer products or services through resources and servers around the world, which means with your separate consent, your personal information may be transferred to Germany or others third countries. Please refer to Section C.IV for further information.

We will conduct an impact assessment of personal data protection in accordance with local laws in China, and complete the security assessment organized by the national network information department and/or the personal information protection certification by professional institutions in accordance with the provisions of the national network information department and/or execute the standard contract formulated by the national network information department with the recipient, stipulating the rights and obligations of our overseas recipients. If you need to exercise your right to protect your personal information to the overseas recipient, you can contact us using the contact details set out in Sec. Error: Reference source not found. We will help you, in general, within 30 working days, unless otherwise provided by laws and regulations.

Your Rights

Except all the subject rights indicated under Section B.IV of this privacy notice, you may:

- request that we transfer certain personal data we hold about you to your designated entities when you meet the conditions specified by applicable Chinese laws.
- request us to erase your personal data when:
 - The processing purpose has been achieved or cannot be achieved, or your personal data is no longer necessary to achieve the processing purpose;
 - We cease the provision of products or services for which your personal data is being processed, or the retention period has expired;

- You withdraw consent to the processing (if the processing is based on your consent);
- We process personal data in violation of law or any agreements with you; or
- Your personal data must be deleted in accordance with applicable Chinese laws.
- lodge a complaint.

If you have any questions, comments or suggestions about this Notice or matters related to your personal data or you intend to exercise your rights, please use the contact options at <https://data-subject-rights.audi.com/> or send your request via mail: AUDI AG, DSGVO-Betroffenenrechte, 85045 Ingolstadt, Germany. Audi will usually reply within 15 working days, unless otherwise provided by laws and regulations. We may not be able to respond to your request if your request is related to the performance of our obligations under laws and regulations, or it directly involves national security, national defense security, public health, crime investigation and other matters directly related to the public interest, or if it may lead to serious damage to the legitimate rights and interests of you or other individuals or organizations, or it is related to trade secrets.

If you are not satisfied with our reply, especially if you believe our personal data processing has harmed your legitimate rights and interests, you may also lodge a complaint with or report to the cyberspace, telecommunications, public security, industry and commerce and other regulatory authorities, or take proceedings in the court of competent jurisdiction.

How we store and protect your personal data

- We promise that, unless otherwise required by laws and regulations, we will store your personal data for the shortest period of time necessary to achieve the purposes for which you have authorized the use of your personal data, unless otherwise provided by laws and regulations or regulatory documents. After the above-mentioned period of storage of personal data, we will delete or anonymize your personal data.
- We use reasonably practicable security measures (e.g. security control, access and download rights control, improper access blocking, core sensitive information concealment, encryption of information transmission, virus defense, unified log management, data backup, etc.) in accordance with the industry standards to protect the personal data provided by you, and to prevent the data from being accessed without authorization, publicly disclosed, used, modified, damaged or lost.
- Upon the occurrence of a personal data security incident, we will promptly inform you of the basic situation and possible impact of the security incident, the measures we have taken or will take to deal with the incident, the suggestions you can take to prevent and reduce the risk, and the remedial measures for you. We will promptly inform you of the situation related to the incident by email, letter, phone call, push notification, etc. When it is difficult to inform the subject of personal data one by one, we will take a reasonable and effective way to make a public announcement. At the same time, we will also take the initiative to report the disposition of personal data security incidents in accordance with the requirements of the regulatory authorities.

How we handle minors' personal data

We only provide products or services to users who are at least 18 years old and have the appropriate civil behavioral capacity under Chinese law. Your use of the products or services is deemed to fulfill the aforementioned conditions. We attach great importance to the protection of minors' personal information, and we do not collect personal information directly from minors. If you find that you have inadvertently provided us with personal information of minors, please contact us. We will attempt to delete the personal information as soon as possible.

Update of this Privacy Notice

We may change or modify this privacy notice in the future in order to better provide our services. If such changes or modifications result in a material change in your rights under this privacy notice, we will provide you with prominent notice (this includes sending you emails or text messages, etc.) and obtain

your consent.

France

To the extent that the access to the data and the data processing fall within the scope of the data protection laws of France, in addition to the rights listed in Sec. B. IV. you also have the right to define directives concerning the fate of your personal data after your death (post-mortem right).

Hong Kong

In addition to your rights set out in Sec. B. IV., you may withdraw your consent to the use of your personal data.

In addition to your rights set out in Sec. B.IV., you will be informed at the time of the first communication with you in direct marketing without charge to you.

India

You have the right to

- access;
- rectification;
- withdraw consent;
- contact the Grievance Officer. The Data Protection Officer is the Grievance Officer for Audi. For the contact details please see Sec. B. III.

Israel

You have the right, subject to Protection of Privacy Law, 5741-1981 and the regulations enacted therefrom, to

- be informed if you are under a legal duty to provide the data, the purpose of collection, and details of any third party that will receive the data and for what purpose;
- access;
- rectification: request correction of the inaccurate or missing data or request deletion or destruction of the data;
- object to the processing (e.g. if the data is being unlawfully processed).

Japan

You have the right to

- request information on purpose of use;
- request information on security control measures;
- request access;
- request correction, addition or deletion;
- request discontinuance of use or erasure; and
- request explanations on data processing.

Kuwait

Legitimate interest is not recognized as a valid legal basis for data processing in Kuwait. You have the right to

- grant or withhold your consent to the collection and processing of your personal data. Prior to providing your consent, you should be notified of the purpose for the collection and processing of your personal data;
- access, rectify, transport and update the data;
- request omission or erasure if you withdraw your consent.

Data controllers and data processors are similarly treated under Kuwait law when they collect personal data. For purposes of data protection, they are subject to the same duties and liabilities.

You understand and agree that your data may be transferred, processed and stored outside of Kuwait..

Malaysia

You have the right to

- request access to your personal data;
- request correction of your personal data;
- prevent processing likely to cause damage or distress;
- prevent processing for purposes of direct marketing.

Upon exercising your rights stated above in written form addressed to the contact details listed in Section B.II, if you are dissatisfied with our response or we fail to provide a response within 21 days of receipt, you have the right to submit an application to the Personal Data Commissioner to require us to comply with your request. The application to the Personal Data Commissioner can be made to the following address:

Commissioner of Personal Data Protection, 6 th Floor, KKMM Complex Lot 4G9, Persiaran Perdana, Presint 4 Federal Government Administrative Center 62100 Putrajaya.

In the event of any inconsistencies between the English version and the Bahasa Malaysia version of this privacy notice, the English version shall prevail.

Mexico

You have the right to:

- access;
- rectify;
- cancel;
- oppose;
- file data protection measures with the Federal Institute for Access to Information and Data Protection;
- request a reconsideration of a decision made via automated decision making in case you are of the opinion that the data processed in this context is (partly) incomplete or incorrect.

Morocco

In addition to your rights set out in Sec. B.IV, you have the following rights under Moroccan Law No. 09-08 on the protection of individuals with regard to the processing of personal data:

- access your personal data;
- rectification of inaccurate or incomplete personal data;
- erasure of personal data, subject to legal retention obligations;
- object, at any time, to the processing of your personal data on legitimate grounds;
- object to the processing of your personal data for direct marketing purposes;
- withdraw your consent at any time where processing is based on consent;
- be informed about the processing of your personal data, including categories, purposes, and recipients;
- lodge a complaint before the Commission Nationale de Contrôle de la Protection des Données à Caractère Personnel (CNDP) if you believe your rights have been infringed.

New Zealand

You have the right to

- know what personal data is held;
- request for personal data held and access the personal data;
- rectification;
- a response to your request within 20 working days, if you make a request for access to or rectification of your personal information. In limited circumstances, Audi may extend this 20 working day time limit, but we must tell you the period of the extension and the reasons for the extension;
- lodge a complaint with both Audi and the Privacy Commissioner. However, it is a requirement that before you can complain to the Privacy Commissioner you must first raise your complaint with Audi. If you are not satisfied with Audi's response or you do not receive a response, you can lodge a complaint to the Privacy Commissioner. In general, you should wait at least 30 working days for a response before contacting the Privacy Commissioner to lodge a complaint.

Qatar

In addition to your rights set out Sec. Error: Reference source not found you have further rights under local Qatari data protection law.

Pursuant to Article 16 of the DPL, sensitive personal data may not be processed except after obtaining an authorization from the National Data Privacy Office. Sensitive personal data includes data relating to ethnic origin, children, health, physical or mental condition, religious beliefs, marital status, and criminal records.

Under Article 5 of the DPL, you have the right to (i) object to the processing of your personal data data if we process your data for direct marketing purposes, or where such processing is unnecessary for the purpose collected, exceeds its requirements, where such collected personal data is proven in excess of the amount required, discriminatory, unfair or illegal, (ii) request erasure or deletion of personal data in cases of withdrawal of consent, objection, termination of purpose, or where there is no longer a lawful basis for retention; and (iii) request correction of personal data, supported by documents evidencing the accuracy of the correction.

Under Article 15 of the DPL, Audi may not take any decision or measure that may restrict the cross-border data flows, except if the processing of such data violates the provisions of the DPL or may inflict serious damage to the personal data or privacy of the individual.

Oman

You have the right to

- revoke your consent to the processing of your personal data, without prejudice to the processing that took place prior to the revocation;
- request to have your personal data amended, updated, or blocked;
- obtain a copy of your processed personal data;
- transfer your personal data to another controller;
- request the erasure of your personal data unless such processing is necessary for the purposes of national archiving and documentation;
- request that the processing of your personal data be suspended until any of the foregoing requests are decided upon by the controller;
- be notified of any breach or infringement of your personal data, and of the actions taken in this regard;
- submit a complaint or a report to the competent administration for any violation by the controller on the form prepared for this, within a maximum period of 30 (thirty) days from the date of certain knowledge of the violation.

Legitimate interest is not recognized as a valid legal basis for the collection and processing of personal data under the laws of Oman. Accordingly, in situations where Audi would typically rely on legitimate interest or a legitimate interest to justify processing, an alternative legal basis would be required in Oman.

Saudi Arabia (KSA)

You have the statutory right under the Saudi Arabia Cabinet Decision No. 98/1443 (the “**PDPL**”) to:

- Be informed about the collection, purpose, legal basis, retention period, and mandatory/optional nature of your personal data, including how to exercise your rights and revoke consent.
- Access your personal data held by Audi, taking into account the rights of others
- Receive a copy of your personal data in a clear, readable, and commonly used electronic format, or printed format where possible.
- Request correction, completion, or updating of any inaccurate or incomplete personal data
- Request the destruction of personal data that is no longer necessary, subject to statutory requirements.

Legal guardians may exercise these rights on behalf of incompetent or incapacitated individuals.

Audi has the right to refuse repeated or manifestly excessive requests with justification.

Audi will adopt the necessary technical, administrative, and organizational measures to ensure a prompt response to requests and proper documentation, including verbal requests.

Audi may transfer personal data to recipients outside the Kingdom of Saudi Arabia only in accordance with the PDPL and its implementing regulations. Such transfers will be conducted with appropriate safeguards to ensure an adequate level of protection for personal data, not less than that prescribed by the law and regulations.

Appropriate safeguards may include:

- Standard contractual clauses approved by the competent authority;
- Binding corporate rules; or
- Certification of accreditation.

Serbia

You have the right to be informed about appropriate safeguards in case of a data transfer to countries or international organisations outside Serbia that do not provide an adequate level of data protection recognised by a Serbian Government Decision. All EU / EEA Member states provide an adequate level of data protection recognised by a Serbian Government Decision.

You have the right to file a complaint regarding the processing of your personal data at the Commissioner for Information of Public Importance and Personal Data Protection (<https://www.poverenik.rs/sr-yu/kontakt.html>), as the supervisory authority for personal data protection in the Republic of Serbia.

Contact person for exercising your rights:

If you wish to exercise your rights in relation to the processing of your personal data, you can contact us using the contact details above or via the authorized local contact person using the contact details below:

PORSCHE SCG DOO BEOGRAD

Zrenjaninski put 9a

11210 Beograd

Serbia

Email: zastita.podataka@porschescg.rs

Singapore

You have statutory rights as provided under Singapore's Personal Data Protection Act 2012, including the rights to

- request access to your personal data;
- request correction of your personal data; and
- withdraw consent to the collection, use or disclosure of your personal data (where applicable), subject to any grounds for the collection, use or disclosure without your consent that are required or authorised under the Personal Data Protection Act 2012 or any other written law of Singapore.

South Africa

You have the right to

- not have your personal data processed for the purposes of direct marketing by unsolicited electronic communication;
- initiate civil proceedings;
- be informed if your personal information has been compromised;
- be informed, free of charge and before the information is included in a directory, should you be a subscriber to a printed or electronic directory;
- lodge a complaint to the Information Regulator of South Africa by completing this [form](#) and sending it to POPIAComplaints@inforegulator.org.za.

For further information about your South African data privacy rights, please click [here](#) which will take you to the website of the Information Regulator.

South Korea

You (and your legal representative) have statutory rights under the Korean Personal Information Protection Act, in particular the right to

- access;
- rectification / erasure;
- suspension of processing; and
- withdrawal of consent.

You (or your legal representative) can exercise such rights by contacting us or our data protection officer using the contact details set out in Section B.II and B.III.

Certain personal data may be retained for compliance with local laws and regulations for certain periods, such as the following:

- All transaction records and relevant documentary evidence as prescribed by applicable tax laws: 5 years (as required under the Framework Act on National Taxes and the Corporate Tax Act)
- Records of logins: 3 months (as required under the Protection of Communications Secrets Act)
- Records on labels and advertisements: 6 months (as required under the Act on Consumer Protection in Electronic Commerce)
- Records on revocation of contracts or cancellation of orders/purchases, payments, provision of products and services: 5 years (as required under the Act on Consumer Protection in Electronic Commerce)
- Records on handling of customer complaints or disputes: 3 years (as required under the Act on Consumer Protection in Electronic Commerce)

The process and method for destroying personal data are set forth below.

- Process of destruction: We select the relevant personal data to be destroyed and destroy it with the approval of our Data Protection Officer.
- Method of destruction: We destroy personal data recorded and stored in the form of electronic files by using a technical method (e.g., low level format) to ensure that the records cannot be reproduced, while personal data recorded and stored in the form of paper documents shall be shredded or incinerated

If it is necessary to retain personal data for a period longer than the legal retention periods described herein, to the extent required by the laws of the applicable country, we shall obtain the data subject's consent for such longer retention of personal data.

Domestic Agent:

Volkswagen Group Korea Ltd., 14th Fl. YoungPoong Bld., 41, Cheonggyecheon-ro, Jongno-gu, Seoul, Korea
privacy@audi.co.kr

Further details on the domestic agent, including legal representatives: <http://www.audi.co.kr/>

Spain

To the extent that access to and processing of data falls within the scope of data protection laws of Spain, please note that your personal data will be deleted after the statutory retention period has expired if the legal basis for processing your personal data no longer applies (in particular if you withdraw your consent), if the processing of your personal data is no longer necessary for the respective purpose or if the purpose itself no longer applies.

Switzerland

To the extent data processing falls within the scope of the Swiss Federal Act on Data Protection (FADP), (a) the scope of "personal data" shall be determined in accordance with the FADP, and (b) references to the

GDPR shall be understood as references to the FADP.

In addition or rather supplementary to your rights listed above under B. VII. the following applies.

You have the right to file a complaint regarding the processing of your personal data at the Swiss Federal Data Protection and Information Commissioner (FDPIC)
<https://www.edoeb.admin.ch/edoeb/en/home.html>.

Taiwan

You have the right to

- make an inquiry of and to review your personal data;
- request a copy of your personal data;
- supplement or correct your personal data;
- demand the cessation of the collection, processing or use of your personal data;
- erase your personal data.

Thailand

Please note that your right to obtain a copy of the personal data is subject to law or pursuant to a court order and must not adversely affect the rights and freedoms of others.

Turkiye

You have statutory rights under Art. 11 of the Turkish Data Protection Law, in particular the right to

- request reporting of the operations carried out which are rectification of the incomplete or inaccurate data, if any and the erasure or destruction of your personal data) to third parties to whom your personal data have been transferred;
- claim compensation for the damage arising from the unlawful processing of your personal data;
- object to the occurrence of a result against yourself by analyzing the data processed solely through automated systems;
- lodge a complaint with the Turkish Data Protection Authority (Kişisel Verileri Koruma Kurumu) Nasuh Akar Mahallesi 1407. Sok. No:4, 06520 Çankaya/Ankara/Turkiye.

The objection can be exercised in the forms stated in Article 5/1 of the Communiqué On The Principles and Procedures for the Request To Data Controller.

Local representative:

Doğuş Otomotiv Servis ve Ticaret A.Ş

Şekerpınar Mahallesi, Anadolu Cad. No:22 Çayirova/Kocaeli - Mersis No: 0-3090-1147-1300010

Telephone number: +90 (0) 262 676 90 90

United Arab Emirates

Legitimate interest is not recognized as a valid legal basis for the collection and processing of personal data under the PPD. Accordingly, in situations where Audi would typically rely on legitimate interest or a legitimate interests to justify processing, an alternative legal basis would be required in the UAE.

Your Rights to correct, erase, restrict, or object to processing

Under the Federal UAE Data Protection Law (the “PPD”), you may at any time exercise your rights of rectification, erasure, restriction, or objection by submitting a written request to Audi through our dedicated communication channels. Upon receiving your request, we will verify your identity, assess the legitimacy of your request against the statutory grounds, and respond without undue delay.

Right to correct your personal data: you may request the correction or completion of the personal data held with Audi without undue delay.

Right to erase your personal data: without prejudice to the legislation in force or what is required by the public interest, you may request the erasure of your personal data held with Audi in the following cases:

Your personal data is no longer required for the purposes for which it is collected or processed.

You have withdrawn your consent on which processing is based.

You object to the processing or if there are no legitimate reasons for Audi to continue the processing.

The processing of your personal data is in violation of the PPD and applicable legislation and the erasure process is necessary to comply with applicable legislation.

With the exception of what is stated in Item (b), you have no right to request the erasure of your personal data held by Audi if:

The request is for the erasure of personal data related to public health and held with private establishments.

The request affects investigation procedures, claims for rights and legal proceedings or defense by Audi.

The request conflicts with other legislation to which Audi is subject.

The request conflicts with other cases set by the Executive Regulations of the PPD.

Right to restrict processing: you have the right to oblige Audi to restrict and stop processing in any of the following cases:

If you object to the accuracy of your personal data, in which case the processing shall be restricted to a specific period allowing Audi to verify accuracy of the data.

If you object to the processing of your personal data in violation of the agreed purposes.

If the processing is made in violation of the PPD and the legislation in force.

Notwithstanding the foregoing provisions “Right to restrict processing”, Audi may proceed with the processing of your personal data without your consent in any of the following cases:

if the processing is limited to storing your personal data

if the processing is necessary to initiate or defend against any actions to claim rights or legal proceedings, or related to judicial procedures.

if the processing is necessary to protect the rights of third parties in accordance with the legislation in force.

if the processing is necessary to protect the public interest.

Right to stop processing: you have the right to object to and stop the processing of your personal data in the following cases:

The processing is for direct marketing purposes including profiling related to direct marketing.

The processing is for the purposes of conducting statistical surveys unless the processing is necessary to achieve the public interest.

The processing is in violation of the processing controls mandated by the PPD.

Our actions in the event of a data breach or violation of the PPD

If we become aware of any personal data breach or other infringement of the PPD that compromises the confidentiality, integrity, or availability of your personal data, we will immediately activate our incident response procedure. Without delay, and within the specific timeframe set in the Executive Regulations, we will notify the UAE Data Office, providing details such as the nature, scope, and root cause of the breach; categories and approximate number of affected records and individuals; contact details of our Data Protection Officer; likely consequences; remedial and mitigation measures already taken or proposed; and full documentation of the event.

Where the breach is likely to result in a serious risk to your privacy, we will also notify you, describing the breach in clear language and advising you on protective steps. At the same time, we will isolate the incident, contain further exposure, preserve forensic evidence, and implement technical and organisational measures to prevent recurrence. In the event of any violation of the PPD, whether identified internally or following a regulatory inquiry, we will cooperate fully with the UAE Data Office, undertake a root-cause analysis, update our policies, and, where necessary, conduct a data-protection impact assessment to validate continued compliance.

United Kingdom

To the extent data processing falls within the scope of the UK General Data Protection Regulation (UK GDPR) references to GDPR, in particular legal basis, shall be understood as references to the UK GDPR.

You have the right to file a complaint regarding the processing of your personal data or handling your data subject's rights requests at Audi by following the same process for submitting a request and include "complaint" in your request. Subsequently, if Audi denies your complaint or does not acknowledge the complaint within 30 days, you may contact the UK Information Commissioner's Office (ICO): <https://ico.org.uk/global/contact-us/>

Vietnam

In addition to your rights set out in Sec. B.IV, you have the following rights under the Vietnamese Personal Data Protection Decree (Decree 13/2023/ND-CP):

- access your personal data;
- rectification;
- erasure, subject to statutory retention requirements;
- restriction of processing;
- object to the use or disclosure of your personal data;
- withdraw your consent at any time and free of charge;
- be informed about the processing of your personal data, including sensitive personal data;
- request the provision of your personal data to competent authorities where required by law;
- lodge a complaint before the competent Vietnamese authorities regarding the processing of your personal data;
- receive information about international transfers of your personal data originating from Vietnam, including the required Data Transfer Impact Assessment prepared in accordance with Vietnamese law.

Annex 2 – Data Processors

Category of Processor	Name and adress of Processor	Country of data processing	Processing purpose / Data processing activity	Data categories processed
<i>Group companies</i>	Volkswagen AG	European Union	IT operation, hosting and support service providers	Cf. Sec. C.1
Group companies	Cariad SE	European Union	IT operation, hosting and support service providers	Cf. Sec. C.1

All processors are located within EU member states, and the Japanese government has recognized the adequacy of the EU's personal data protection standards.

Annex 3: Third Parties

Category of third party	Categories of transferred personal data	Purpose of the use/transfer by third parties
Local importer in your country of purchase	cf. Sec. C.I.	cf. Sec. C.II. execution of your purchasing or service contract
Public authorities in Germany or your country of purchase	cf. Sec. C.I.	
Service Providers, suppliers	cf. Sec. C.I.	
Legal, economic and financial representatives	cf. Sec. C.I.	
Courts, local competent authorities	cf. Sec. C.I.	
Insurance companies	cf. Sec. C.I.	
Other third parties, if you instruct us to pass on data or give your consent	cf. Sec. C.I.	

Where there are statutory requirements, manufacturers have a duty, in individual cases, to comply with government agency requests to provide data stored at the manufacturer to the extent necessary (for example, to assist with the investigation of a criminal offense).

Within the scope of the applicable law, government agencies are also authorized to read data from vehicles themselves in individual cases. For example, if there is an accident, data can be read from the airbag control unit to help with investigation of the accident.

With respect to data subjects from Japan: all recipients are located within EU member states or Japan, and the Japanese government has recognized the adequacy of the EU's personal data protection standards.