

Data Protection Notice applicable to the purchase and use of AUDI AG vehicles

In this Data Protection Notice according to Art. 13, 14 EU-GDPR we are informing you about the processing of your personal data by AUDI AG, Auto-Union-Strasse 1, 85057 Ingolstadt, Germany ("we") in the context of the purchase and subsequent use of an Audi brand vehicle.

We will inform you about data processing in connection with the use of other products and services, e.g. myAudi and the Audi connect services, in separate data protection notices in each case. Your Audi partner will also inform you separately about data processing by them.

Personal data means any information relating to an identified or identifiable natural person. An identifiable natural person is one who 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, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

1. 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

2. 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.

3. 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

4. Which data do we process for which purposes and from which sources does it originate?

We process personal data which we receive from you within the scope of our business relationship, i.e. during the initiation, execution and processing (including the handling of any warranty or guarantee claims) of your vehicle purchase or the purchase of other products or services, i.e. the vehicle purchased by you in each case.

Relevant personal data include:

- Private contact and master data
- Professional work and organizational data
- Vehicle master data and identification
- Data on vehicle history and workshop visits
- Vehicle usage data (vehicle usage and operating data)
- Legal transactions/contract data

- Financial data
- Particularly sensitive personal data

In addition we process – to the extent necessary in connection with your vehicle purchase (e.g. vehicle production, vehicle delivery, provision of purchased services) – personal data which we have permissibly received (e.g. for the execution of orders, for the performance of contracts or on the basis of your consent) from other companies of the Audi or VW Group or from third parties (e.g. Audi dealers, workshops, etc.). Secondly, we process personal data that we have lawfully obtained and are permitted to process from publicly accessible sources.

These include:

- Private contact and master data

4.1. Data that we receive from Audi partners

- Details that the Audi partner forwards to AUDI AG in connection with the order, production and delivery
- Details that the Audi partner forwards to AUDI AG 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 needed for the direct collection of the customer vehicle from Audi
- 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 meet legal obligations (including product observation) of Audi
- Details that are needed by Audi for quality assurance or quality improvement and for product optimization and further development

4.2. Electronic control units

a) General

Electronic control units are installed in your vehicle. Control units process data that they receive, for example from vehicle sensors, generate themselves or exchange with one another. Some control units are necessary for the safe functioning of your vehicle, others support you when driving (driver assistance systems), others enable convenience or infotainment features.

Below you will find general information on data processing in your vehicle. Specific information can be found in the respective operating manual, which is available online and, depending on the vehicle equipment, also in digital form in the vehicle, in direct connection with the data protection notices on the relevant features.

b) Personal reference

Each vehicle is marked with a unique vehicle identification number. In Germany and where applicable in other states, this vehicle identification number ("VIN") can be used to obtain information about the current and previous owners of the vehicle from the respective national road traffic authority (in Germany "Kraftfahrtbundesamt") or another competent authority. There are also other ways of attributing data collected from the vehicle to the owner or driver, for example via the license plate number.

The data generated or processed by control units can therefore be personal or become personal under certain conditions. Depending on which vehicle data is involved, it may be possible to draw conclusions about your driving behaviour, your location or your route or usage behaviour.

c) Legal requirements for the disclosure of information

Insofar as there are legal regulations, manufacturers are generally obliged to release the data stored by the manufacturer to the required extent at the request of government agencies in individual cases (e.g. when investigating a criminal offence).

Government agencies are also authorized under applicable law to read data from vehicles themselves in individual cases. In the event of an accident, for example, information can be read from the airbag control

unit that can help to investigate it.

4.3. Operating data of the vehicle

Control units process data to operate the vehicle. These include, for example:

- Vehicle status information (e.g. speed, deceleration, lateral acceleration, wheel revolution speed, seat belt indicator system),
- Environmental conditions (e.g. temperature, rain sensor, distance sensor).

This data is generally volatile – it is not stored after the vehicle is switched off and is only processed in the vehicle itself. Control units often contain data memory (sometimes also including the vehicle keys). These are used to temporarily or permanently document information about vehicle status, component stress, maintenance requirements and technical events and errors.

The following information is stored, depending on the technical equipment:

- Operating conditions of system components (e.g. fill levels, tire pressure, battery status),
- Malfunctions and defects in important system components (e.g. lights, brakes),
- System responses in specific driving situations (e.g. deployment of airbags, use of stability control systems)
- Information about vehicle-damaging events,
- For electric vehicles, the charge level of the high-voltage battery, estimated range.

In special cases (e.g. when the vehicle has detected a malfunction), it may be necessary to store data that would otherwise be volatile.

When you use services (for example, repair services, maintenance work), it may, where required, be necessary to read and use the stored operating data together with the vehicle identification number. The data may be read out from the vehicle by an employee of the service network (e.g. workshops and manufacturer) or third parties (e.g. roadside assistance services). The same applies to warranty cases and quality assurance measures.

The data is generally extracted via the legally required connection for on-board diagnosis (OBD) in the vehicle. The operating data that is read out documents the technical conditions of the vehicle or individual components and helps with error diagnosis, compliance with maintenance obligations and with quality improvement. This data, especially information about component stress, technical events, operating errors and other errors, is sent together with the vehicle identification number to the manufacturer, if necessary. In addition, the manufacturer is subject to product liability. For this purpose as well, such as vehicle recalls, the manufacturer also uses operating data from the vehicle. This data may also be used to review warranty and guarantee claims by customers.

Error memories in the vehicle can be reset by a service provider as part of repair/service work or at your request.

4.4. Comfort and infotainment functions

You can save comfort settings and customizations in the vehicle and change or reset them at any time. Depending on the respective equipment, these include, for example

- Settings for seat and steering wheel positions,
- Chassis and air conditioning settings,
- Customizations such as interior lighting.

Within the scope of the selected equipment, you can introduce your own data into the infotainment-functions of the vehicle. Depending on the respective equipment, these include, for example

- Multimedia data, such as music, films or photos for playback and reproduction in an integrated multimedia system,
- Address book data used in combination with an integrated hands-free system or navigation system,
- Navigation destinations entered,
- Data on the use of Internet services.

Such data regarding comfort and infotainment functions can be stored locally in the vehicle or on a device you have connected to the vehicle (e.g. smartphone, USB stick or MP3 player). If you have entered data yourself, you can delete it at any time.

This data is only transmitted from the vehicle at your request, in particular when using online services in accordance with the settings you have selected. Further information about online services can be found in

section 2 of the MMI data protection notice.

4.5. Smartphone integration, e.g. 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 use this feature, 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 playback. 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.

4.6. Online services

If your vehicle has a wireless network connection, this enables the exchange of data between your vehicle and other systems (data servers of Audi or data servers of service providers). In certain countries, the wireless internet connection is enabled by an on-board transmitting and receiving unit (installed by us) or a mobile device provided by you (for example, a smartphone). Online features (information and control services for your vehicle) can be used via this wireless network connection. These include online services and apps that are provided by us or other providers ("Audi connect services" or "services").

Information about the individual services can be found in section 2 of the MMI data protection notice.

Please note that not all services listed may be available for your vehicle or in your country.

a) Manufacturer services

For Audi online services, the relevant functions are described at a suitable location (for example, MMI, Audi website) together with the associated data protection information. Personal data may be used to provide online services. The data for this is exchanged over a secure connection, e.g. using the manufacturer's IT systems provided for this purpose. Any collection, processing and use of personal data that goes beyond the provision of services takes place exclusively on the basis of legal permission, e.g. a statutory emergency call system, a contractual agreement or on the basis of consent.

You can activate or deactivate the services and functions (some of which are subject to a fee) and – depending on the vehicle – also the entire wireless network connection of the vehicle. This does not apply to functions and services required by law, such as an emergency call system.

b) Third-party services

If you use the online services of other providers (third parties), these services are the responsibility of and subject to the data protection terms and terms and conditions of use of the relevant provider. We generally have no influence over the information that is shared here.

Therefore, please ascertain the nature, extent and purpose of the collection and use of personal data in the context of third-party services from the respective service provider.

5. Which data do we process for which purposes and on which legal basis?

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") for various purposes.

The processing of your personal data must be based on one of the following legal bases:

- You have given your consent (Art. 6(1)(a) GDPR);
- Processing is necessary for the performance of a contract with you or in order to take steps at your request prior to entering into a contract (Art. 6(1)(b) GDPR);
- Processing is necessary for compliance with a legal obligation under EU law or the law of an EU member state to which we are subject (Art. 6(1)(c) GDPR);

- Processing is necessary in order to protect your vital interests or those of another person (Art. 6(1)(d) GDPR);
- Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us (Art. 6(1)(e) GDPR);
- Processing is necessary for the purposes of the legitimate interests pursued by AUDI AG or by a third party, except where such interests are overridden by your interests or fundamental rights and freedoms which require protection of personal data, in particular where the data subject is a child (Article 6(1)(f) GDPR).

If, in exceptional cases, we process special categories of personal data (data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, as well as the processing of genetic data, biometric data for the purpose of uniquely identifying a person, data concerning health or data concerning a person's sex life or sexual orientation) about you, one of the following legal bases must also apply:

- You have given your explicit consent (Art. 9(2)(a) GDPR);
- Processing is necessary to protect your vital interests or those of another person and the data subject is physically or legally incapable of giving consent (Art. 9(2)(c) GDPR);
- Processing relates to personal data which you have manifestly made public (Art. 9(2)(e) GDPR);
- Processing is necessary for the establishment, exercise or defense of legal claims (Art. 9(2)(f) GDPR);
- Processing is necessary for reasons of substantial public interest on the basis of EU law or the law of an EU Member State which is proportionate to the aim pursued, respects the essence of the right to data protection and provides for suitable and specific measures to safeguard your fundamental rights and interests (Art. 9(2)(g) GDPR).

Following on from the above, we process your personal data on the basis of the following legal bases for the following purposes:

Purpose	Legal basis	Legitimate interest in the balancing of interests	Categories of data
Implementation of employment, HR administration and employer duties (communication & management, work organization, HR service)	Performance of contracts, balancing of interests, consent, compliance with legal obligations	Representation of AUDI AG and representation of its interests, maintenance of IT systems and security, organization and processing of business trips, control of invoicing to avoid financial losses, implementation and patenting of employee ideas to improve product quality, avoidance of future losses, use of data on specific vehicle malfunctions and on general vehicle use for the further development of vehicles and functions, promotion of employees and safeguarding and further training of their knowledge, granting of benefits and support for	See section 2

		employees	
Review and optimization of products and services	Compliance with a legal obligation, balancing of interests	- Control of product quality and prevention of product damage, preventive complaint management - Maintaining and improving product quality	See section 2
Customer order processing, including vehicle production and provision of digital services	Contract performance (e.g. service contract, vehicle purchase contract or contract for special equipment), consent		See section 2
Prevention of legal violations (especially criminal offenses) and abuse	Compliance with legal obligations, balancing of interests	- Compliance with legal and regulatory requirements - Verification of compliance with legal provisions, internal company guidelines, rules and standards of AUDI AG, Group companies, employees, business partners and other third parties - Review of conflicts of interest, prevention of industrial espionage	See section 2
Contract management (other contracts), in particular business partner management	Balancing of interests, performance of contracts, consent	Compliance with legal requirements of AUDI dealers, professionalization 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	See section 2
Data trading and management	Performance of contracts, consent		See section 2
Development and testing of components, products and services	Performance of contracts (e.g. service contract, vehicle purchase contract or contract for special equipment) and consent, balancing of interests	Improvement of road safety and own products, promotion of science	See section 2
Operational safety and emergency management, owner's or tenant's right to	Compliance with legal obligations, balancing of	Maintaining plant safety, access control, accident prevention	See section 2

undisturbed possession of premises and to keep out trespassers	interests, consent		
Internal administration	Performance of contracts, balancing of interests, compliance with legal obligations, if applicable consent	<ul style="list-style-type: none"> - 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 vehicle identification number if necessary - Maintaining operations - Compliance with legal and regulatory requirements - Providing benefits and support for employees - Maintaining product quality - Preventing recourse claims - Preparation and follow-up of events, improving the organization for the future, 	See section 2
Legal affairs and compliance	Compliance with a legal obligation, public interest, compliance with legal obligations, balancing of interests, performance of contracts	<ul style="list-style-type: none"> - Compliance with legal and regulatory requirements - Verification of compliance with legal provisions, internal company guidelines, rules and standards of AUDI AG, Group companies, employees, business partners and other third parties, - Compliance with legal and regulatory requirements, 	See section 2

		<p>assertion, exercise or defense of legal claims of AUDI AG or the respective AUDI dealer</p> <ul style="list-style-type: none"> - Verification of compliance with contractual and legal obligations by AUDI AG, its employees and its sales partners, suppliers, etc., using the vehicle identification number if necessary 	
Customer and prospective customer care, advertising	Consent, balancing of interests, performance of contracts (contract to which your request relates, e.g. vehicle purchase contract, delivery, etc.).	Representing AUDI AG and providing information about its activities and products, adapting online services to the changing needs of users, maintaining and improving product quality	See section 2
Market and opinion research	Consent, balancing of interests	Maintaining and improving product quality	See section 2
Customer analysis and customer evaluation	Consent, balancing of interests	<ul style="list-style-type: none"> - Analyzing sales and order data according to sales channel model, order status - Analyzing requested variants and equipment - Reporting on business parameters, if necessary using the VIN - Carrying out analyses to manage our business processes and cost control based on the analysis of sales and order data according to the sales channel model, 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 AG and providing information about its activities and products, adapting 	See section 2

		online services to changing user needs	
Customer inquiries and customer complaints	Performance of contracts (e.g. service contract, vehicle purchase contract or contract for special equipment) and consent, balancing of interests	Control of product quality and prevention of product damage, preventive complaint management	See section 2
Warranty and goodwill	Performance of contracts, consent		See section 2
Warranty management including product recalls	Performance of contracts (service contract), balancing of interests, performance of contracts	- If there are concrete indications that a fault was caused by modifications to the vehicle (tuning, conversions, etc.) during the warranty or guarantee period, AUDI AG has a legitimate interest in recognizing this - Effective fault detection and analysis in order to be able to rectify faults; - Support for the AUDI dealer in fulfilling its legal obligations towards you;	See section 2

Please note your rights to object to the processing of data for the purpose of direct marketing or for personal reasons and your right to withdraw consent (see section "Which rights do you have?" and the section "Information on your right to object").

6. Is there an obligation to provide personal data?

As part of our business relationship, you only need to provide the personal data that is required to enter into and conduct a business relationship, or that we are required to collect by law. Without this data, we will generally have to refuse to enter into the contract or to execute the order, or will be unable to perform an existing contract and possibly have to terminate it.

7. Who receives my data?

Due to the size and complexity of data processing by AUDI AG, it is not possible to list each recipient of your personal data individually in this Data Protection Notice, which is why only categories of recipients are specified as a rule.

Within AUDI AG, those entities receive your data that require your data for data processing purposes (e.g. the Audi Training sales department, Sales Germany, IT).

Service providers employed by us and working on our behalf (so-called processors), who support data processing on our behalf, also receive data for these purposes. For example, your email address may be passed on to a service provider so that they can deliver a newsletter you have ordered. Service providers may also be commissioned to provide server capacity. This includes:

- Service providers/suppliers
- Group companies

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. In addition, data may be shared with third parties to the extent we should be required to do so by law or by enforceable regulatory or judicial orders. Third parties to whom we disclose your personal data and who act as data controllers under data protection law include

- Public authorities
- Legal, economic and financial representatives
- Trading partners

8. 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 of 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 by way of exception, to the extent this is required for the provision of services to you, is required by law, or you have given us your consent.

Please note that not all third countries have a level of data protection recognized as adequate by the European Commission. AUDI AG will only transfer your personal data to third countries to the extent permitted by Art. 44 – 49 GDPR. Insofar as AUDI AG relies on appropriate safeguards in accordance with Article 46(2) GDPR (e.g. Standard Contractual Clauses or Binding Corporate Rules), 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.

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.

9. How long will my data be stored?

We store your data as long as it is necessary for the provision of our services to you or we have a legitimate interest in the continued storage, in particular for troubleshooting purposes.

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.

10. Which rights do I have?

As a data subject, you are generally entitled to the following data protection rights:

Access:	You have the right to request information regarding the data stored concerning you at AUDI AG and the scope of the data processing and disclosure carried out by AUDI AG and to receive a copy of the personal data stored
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concerning you.

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 AG.

Erasure:

You have the right to obtain the erasure of the personal data concerning you stored at AUDI AG without undue delay if the legal 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 balancing of 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 of erasure is subject to limitations. 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 defense of legal claims are excluded from your right of erasure.

Restriction of processing:

of 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:

- The accuracy of your personal data is contested by you and AUDI AG 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 AG no longer needs your personal data for the purposes of processing, but you require the data for the establishment, exercise or defense of legal claims;
- You have objected to the processing and the verification is pending whether the legitimate grounds of AUDI AG override yours.

In the event of a restriction of the processing, the data will be marked accordingly and will be – except for their storage – only processed with your consent or for the establishment, exercise or defense 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 EU or of a EU Member State.

Data portability:

To the extent that we automatically process your personal data provided to us based on your consent or a contract with you (including your employment contract), 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 AG. You also have the right to have the personal data transferred directly from AUDI AG to another controller where technically feasible and provided that this does not adversely affect the rights and freedoms of others.

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 data on personal grounds. In addition, you have an unrestricted right to object if we process your data for our direct marketing. Please see our separate note in the "Information on your right to object" section.
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.
Complaint:	<p>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 AG is:</p> <p>Bavarian State Office for Data Protection Supervision</p> <p>Promenade 18</p> <p>91522 Ansbach</p> <p>Germany</p>

Information on your right to object

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 a balancing of interests. This also applies for any profiling.

Insofar as we base the processing of your personal data on a balancing of interests, we generally assume that we can demonstrate compelling legitimate grounds 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 defense of legal claims.

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

Where we process your personal data for direct marketing purposes, you 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.

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

As part of the balancing of 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.

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 this Data Protection Notice.