

Privacy Policy

Porsche Experience Centre Franciacorta

We, Porsche Italia S.p.A. (hereinafter referred to as "**we**" or "**Porsche Italia**"), are pleased that you have chosen to visit our website and/or access the services we offer at the Porsche Experience Center Franciacorta (hereinafter referred to as "**PEC**"). Thank you for your interest in our company and our products and services. Your privacy is a fundamental priority for us. We are committed to protecting your personal data and we process it with the utmost confidentiality. Personal data is processed strictly in compliance with the relevant data protection laws, specifically in line with the provisions of the European Union's General Data Protection Regulation (EU Regulation 2016/679, or "**GDPR**").

With this privacy policy, we inform you about the processing of your personal data and your rights as a data subject in the context of the use of our website www.porsche-franciacorta.it (hereafter the "**Website**"), the registration to use the services of the Porsche Experience Center Franciacorta (the "**PEC**") and the use of the services provided through the PEC. For information on other products and services offered by Porsche Italia and the other companies of the Porsche Group, please refer to the other privacy policies of our company and the other companies of the Porsche Group.

Depending on which PEC service you intend to purchase on the Website, we may be joint controllers of personal data with other companies of the Volkswagen Group ("**Group**") or with other partners with whom we cooperate ("**joint controllers**"), as further described in section 3.8 below. In these cases, we determine together with the individual Group companies or the partner with whom we cooperate the purposes and means of the processing of personal data in connection with joint processing. We have also defined in a joint controller agreement, in accordance with Article 26 of the GDPR, how the respective tasks and responsibilities in the context of the processing of personal data are divided between the joint controllers, and we have also identified who is obliged to fulfil which obligations, in compliance with the personal data protection legislation. In particular, we have determined how to guarantee an adequate level of security, how to ensure you are able to enforce your rights as a data subject with regard to the processing of personal data, the fulfilment (including jointly) of information obligations with regard to the protection of personal data, and the monitoring of potential incidents that could lead to a personal data breach. In this regard, we have also established appropriate arrangements to ensure that our reporting and notification obligations are fulfilled. Porsche Italia is available to you as a central point of contact and, in addition, you may also assert your rights in relation to processing operations handled under joint controllership against the other joint controllers. Should you contact us, we will coordinate in accordance with the agreement referred to in Article 26 of the GDPR in order to respond to your request and guarantee your rights.

Should there be links on external social media sites that lead back to this privacy policy, the provisions of this privacy policy shall only apply insofar as the data processing operations within the scope of such social media actually fall within our area of responsibility and there are no more specific, and thus overriding, privacy statements relating to the processing operations carried out on such social media.

1. Data controller, data protection officer and contacts

The data controller within the meaning of data protection legislation is:

Porsche Italia S.p.A.

Corso Stati Uniti 35

35127 - Padova

Italy

If you have any questions or comments on data protection, you can contact our appointed Data Protection Officer as follows:

Data Protection Officer (DPO)

Porsche Italia S.p.A.

Corso Stati Uniti 35

35127 - Padova

E-mail: privacy@porsche.it

2. The protection of your personal data

The object of data protection is personal data. This data refers to all information linked to an identified or identifiable natural person (referred to, within the scope of the privacy legislation, as data subject). This includes, but is not limited to, information such as your name, postal address, e-mail address or telephone number, as well as information necessarily originating from the use of the Website, such as data relating to the start, end and scope of use, and the communication of the user's IP address or services, such as those relating to the services you have used at the PEC.

3. Type, scope, purpose and legal basis of automatic data processing

With regard to the Website, we would like to point out that in general, it is possible to use the Website without registration. Personal data may also be processed if the Website is used without registration.

In the following, you will find a description of the type, scope, purpose and legal basis of the data processing carried out by us in relation to the Website and in connection with your possible registration to use the services of the PEC, access to the PEC and the provision of the related services.

3.1 Website-related processing

When the user accesses the Website via their device, the Company will automatically process the following data:

- date and time of access

- duration of the visit
- type of device
- operating system used
- functionalities used
- amount of data sent
- type of event
- URL referrer
- IP address
- domain name

This data is processed by the Company on the basis of Article 6 (1) (f) of the GDPR in order to provide the service, ensure its technical functioning, identify and correct any errors. In doing so, the Company aims to facilitate and guarantee the usability and technical operation of its website over the long term. When the Website is loaded, the processing of data occurs automatically. It is not possible to use the services of the Company unless such data are provided. The company does not use this data in order to draw conclusions in relation to the user or his/her identity.

3.2 Cookies, tracking technologies and related services

Cookies and tracking technologies are used on the Website to communicate with your end device and exchange stored information (hereinafter collectively referred to as '**cookies**'). These cookies serve primarily to make the functions of the online platform usable. In this regard, some general examples where the use of cookies is technically necessary are the storage of language selection, login data or a list of purchases or multimedia content. Accordingly, technically necessary cookies may be used by us to enable the processing described in section 3.1 and to ensure the proper and secure functioning of the online platform. Data processing is therefore carried out on the basis of Article 6(1)(b) of the GDPR, as it is necessary to implement the functions selected by the user.

In addition, when we use cookies to analyse your behaviour on the online platform and to orient it to your interests and, where appropriate, to provide you with content and advertising based on these interests, this will only be done on the basis of your voluntary consent within the meaning of Article 6(1)(a) of the GDPR. Once consent has been given, you will always be able to change the relevant settings via the consent management function within the online platform. You have the right to withdraw your consent at any time and with effect for the future. You can find more detailed information on cookies and their purposes, as well as on the possibility of changing their settings and withdrawing consent directly in the corresponding sections of the cookie policy/cookie banner dedicated to managing consent. We would like to inform you that, as a rule, we make the consent management function available within an online platform only if, in addition to the aforementioned technically necessary cookies, consent-based cookies are used.

If you do not wish to use certain technologies or cookies in general, you can deactivate the option to accept cookies in the system settings of your device or Internet browser. You can also remove stored cookies at any time in the system settings of your device. Please note that by blocking certain types of cookies, the use of our

online services may be limited to some extent. Please refer to the [Cookie Policy](#) of the Website for information on the type, scope, purposes, legal basis and consents regarding data processing in relation to cookies.

3.3 Registration

The user can register for services by creating a personal profile. Without registration, it may not be possible to access some of the services of the Website and the PEC (or it may be possible to use the Website with limited functionality and only some of the services of the PEC).

Entry fields marked with an '*' indicate that the data to be entered are mandatory for registration and generally include: the type of account (natural person/legal person), title, first name and surname, date, place of birth, postal address and e-mail address, tax code or VAT number for invoicing purposes, telephone number. It is not possible to register without entering the mandatory data. When registering, the user also has the option of entering other information, such as their company (entry of this information is only mandatory if the user is a legal person). This additional information is not compulsory for registration and the user alone decides whether he/she wishes to provide such data. However, if the user does not provide such data, in certain cases, the Company may not be able to meet all needs in the best possible way when the services are accessed.

The Company will use the personal data provided by the user during the registration process to create the linked personal profile and to identify the user each time he/she logs in. The applicable legal basis for such data processing procedures is Article 6 (1) (b) of the GDPR. Other data may be collected and linked to personal profile data, depending on the service for which the user wishes to register. When using the offers and services described in detail below, other personal data may also be collected and processed (e.g. payment data specified when making purchases) and disclosed to third parties so that these offers and services can be provided to the user.

You can find more information on other offers and services in the following section.

3.4 Other Contacts

If you provide us with personal data by e-mail or via a contact form, this will always be done on a voluntary basis. Your information will be processed by us in order to process your contact request and in accordance with Article 6(1)(b) (if your request relates to a possible contract to be concluded with us or a contract already concluded with us) or (f) (for any other type of request) of the GDPR, and in this context may also be passed on to third parties (e.g. Porsche Centres that are part of our official sales and service network, if this is necessary to process your request).

3.5 Processing related to the provision of PEC services, access to PEC and the free Wi-Fi

If you make use of the Services of the PEC, or register to make use of them, we will process the personal data that you provide us with at the time of registration (e-mail, first name, last name, date and place of birth, address of residence, tax code or VAT number, unique code for access to the Porsche Owner programme, password and credentials of the authentication system) and the personal data that we will collect when you register and when you use the services (e.g. data on the goods and services that you have purchased and/or use at the PEC, data on your driving licence, date of access to the premises where the services are carried out and images taken by

the video surveillance system installed at the PEC, as well as data entered in the releases for the use of the vehicles and equipment]. This data will be processed to (i) execute the contract relating to our goods and/or services, (ii) to fulfil your specific requests prior to the acceptance of the contract, (iii) to enable you to use the Service (Art. 6(1)(b) of the GDPR); (iv) to comply with legal obligations (in connection with purchases made, we will process your personal data in order to comply with legal obligations regarding taxation and consumer protection), pursuant to Art. 6(1)(c) of the GDPR; (v) for our legitimate interest in ensuring the protection of the assets and security of the premises and facilities of the PEC and of the services provided through the PEC, pursuant to Arts. 6(1)(c) and (f); (vi) for the performance of statistical analysis of the PEC's services, using aggregated data, on the basis of its own legitimate interests, pursuant to Article 6(1)(c) of the GDPR. For further information on the processing of personal data carried out through the PEC's video surveillance system, please read the dedicated policy, which can be accessed by clicking this [link](#).

With regard to the processing of the personal data of users wishing to connect to the WI-FI network open to the public, present at the PEC, please refer to the provisions contained in the specific information notice, which can be consulted when accessing the WI-FI service through the link indicated at the bottom of the WI-FI service registration form.

3.5.1 "The Flat by Macan Tasting" Experience

If, during a visit at "The Flat by Macan" (link: <https://theflatbymacan.com/>), you have received a card with which you can book, at the PEC, an experience consisting of driving activities and other ancillary activities/services (hereinafter referred to as "The Flat by Macan Tasting") and you freely decide to contact us in order to enjoy it free of charge, we will process your personal data (name, surname, e-mail address, telephone number and postal code) to perform the contract relating to our goods and/or services and thus allow you to benefit from The Flat by Macan Tasting. After contacting us by phone, using the telephone number indicated on the card and providing us with your personal and contact details indicated above, the company we have appointed to manage telephone bookings at the PEC, duly appointed as data processor, pursuant to art. 28 of the GDPR, will follow up on your request to book this experience on the date you indicated, cross-referencing it with the availability of the PEC, and will send you an e-mail summarizing what has been agreed. The Flat by Macan Tasting will be considered effectively booked only when you respond by e-mail to the communication received, confirming your willingness to participate in the experience and declaring that you have read and accepted the terms and conditions for the use of the same. Your personal data may also be processed to send you communications strictly related to the organization and execution of The Flat by Macan Tasting (such as, for example, in the event of a postponement of the date of the event or any additional service communications). This processing is based on the performance of the contract, pursuant to art. 6, para. 1, letter. b) of the GDPR.

3.6 Data on audio / photo / video recordings in connection with Track Driving Activities

With your free and optional consent (Article 6(1)(a) of the GDPR), we may collect your personal data consisting of audio, photo and video recordings bearing your image and/or voice, during the course of the track and/or karting activities in which you participate at the PEC (hereinafter referred to as "**Track Driving Activities**"). Indeed, both photographs and audio/video recordings (hereinafter collectively referred to as "Recordings") may

be taken and made during the course of the Track Driving Activity. The Recordings may be made available to participants in Track Driving Activities and published in print, on the websites, social media of Porsche Italia S.p.A. and/or in other promotional media. However, in the event that you do not wish to appear in the Recordings, you may withhold your consent to the processing of the relevant personal data and inform the Company's staff. In this case, you will be given a badge indicating those persons who do not wish to be filmed. Your personal data contained in the Registrations shall be retained for as long as the Recordings are published on the channels referred to in this section 3.6 and, in any event, for a period not exceeding the period provided for in section 8(v) below, or until your consent is withdrawn, whichever is earlier.

3.7 Data contained in disclaimers for Track Driving Activities, E-Karts and Simulators

The personal data contained in the disclaimers, acceptance of regulations and assumption of liability (personal and contact details, as well as driving licence, where required to access Track Driving Activities) will be processed by the Company to (i) execute the disclaimer or respond to your specific requests prior to signing the disclaimer (art. 6(1)(b) of the GDPR, and (ii) and where necessary, exercise or defend a right of the Company in and out of court (art. 6(1)(f) of the GDPR. The data referred to in this section will be processed and stored by the Company until the end of the period of validity and effectiveness of the disclaimers.

3.8. Processing of personal data in the context of the "Porsche&Ducati Experience" purchase

Porsche Italia and Ducati Motor Holding S.p.A., Tax ID and VAT no. 05113870967, with registered office in Bologna (BO), via Antonio Cavalieri Ducati, n. 3 (hereafter "**DMH**") have jointly conceived and organised the "Porsche & Ducati Experience", an exclusive experience that provides purchasers of the same, the opportunity to take part in a safe driving course for both Porsche-branded cars and Ducati motorbikes on the same day. Porsche Italia and DMH, in the context of the execution of the "Porsche & Ducati Experience", process the personal data of purchasers as joint controllers within the meaning of Art. 26 of the GDPR, jointly determining the purposes and means. In particular, your personal data, belonging to the categories of personal and contact data (such as title, name and surname, date, place of birth, tax code and/or VAT number for invoicing purposes, postal address and e-mail address, telephone number), personal information contained in your driving licence and information regarding payments made will be collected by Porsche Italia and processed (i) in order to execute the "Porsche & Ducati Experience" sales contract, (ii) to fulfil your specific requests prior to acceptance of the contract, (iii) to allow you to enjoy the "Porsche & Ducati Experience" purchased, in accordance with art. Ducati Experience", (ii) to fulfil your specific requests prior to acceptance of the contract, (iii) to allow you to access the "Porsche & Ducati Experience" purchased, in accordance with art. 6(1)(b) of the GDPR; (iv) to comply with legal obligations (in connection with purchases made, we will process your personal data in order to comply with legal obligations regarding taxation and consumer protection), pursuant to Art. 6(1)(c) of the GDPR; (v) to exercise or defend a right of the joint controller, related to the execution of the Porsche & Ducati Experience", in and out of court, pursuant to Art. 6, para. 1, letter. f) of the GDPR. In addition, both PIT and DMH, acting as autonomous data controllers, may process your personal data in order to carry out statistical analyses on the sales of the "Porsche & Ducati Experience", using exclusively aggregated data, in order to pursue the legitimate interest of

improving the offer of their goods and services, in accordance with Art. 6(1)(f) of the GDPR. The personal data collected by PIT in the context of the purchase of the "Porsche & Ducati Experience" by the data subjects will be shared with DMH, as joint controller, for the completion of the administrative-accounting procedures relating to the purchase of the experience. We have also defined in a joint controller agreement, according to Article 26 of the GDPR, how the respective tasks and responsibilities in the area of the processing of personal data are divided between Porsche Italia and DMH, and furthermore, we have identified who is obliged to fulfil which obligations, in compliance with the personal data protection legislation. We also inform you that Porsche Italia is at your disposal as central contact point, which you can reach using the addresses listed in section 11 below and, in addition, you can assert your rights in connection with the processing operations handled by DMH as joint controller by contacting it by mail, for the attention of the Data Protection Officer (D.P.O.) at the address: Bologna (BO), via Antonio Cavalieri Ducati, no. 3 or, by e-mail, to the following address privacy@ducati.com. The data relating to the "Porsche & Ducati Experience" purchases made and the related payments shall be retained until the completion of the administrative-accounting procedures and the expiry of the statute of limitations for any disputes, as well as in accordance with the obligations under applicable tax law. If, on the other hand, you have contacted us in relation to a purchase of the "Porsche & Ducati Experience", made on the Website or at the PEC through one of the contact channels on the Store, we will keep the correspondence for the time necessary to execute the requests, in compliance with the applicable regulations on the preservation of business records and correspondence. Further information on the processing of personal data carried out by Porsche Italia and DMH, in their capacity as joint controllers, in the context of the purchase and use of the "Porsche & Ducati Experience" can be found in the relevant policy, which can be found at the following link https://experience.porscheitalia.com/pdf/Informativa_Privacy_Porsche_Ducati_Experience.pdf and is also published in the section of the Website dedicated to the purchase of this service.

3.9. Protection of legitimate interest

The Company will also process the user's personal data in order to protect its own legitimate interests. In addition to the interests specified in the description of individual offers and services in Sections 3.1, 3.3, 3.4, 3.5, data processing procedures are implemented on the Website or following the completion of registration, in particular in the context of the following interests:

- ensuring the availability, operation and security of technical systems, as well as the technical management of data;
- further development of products, services and support offers;
- data processing on downstream and upstream systems for sales and customer loyalty purposes in order to offer personalised assistance;
- needs analysis and customer segmentation, e.g. calculation and assessment of ability;
- to pursue our legitimate interest in exercising or defending a right of ours in court or out-of-court proceedings,

These data are processed on the basis of Article 6 (1) (f) of the GDPR.

3.10. Consent for processing for the purpose of sending and analysing questionnaires dedicated to surveying the degree of customer satisfaction in relation to the experience at the PEC

With your free and optional consent (Article 6(1)(a) of the GDPR), we will process your data (e.g. first and last name, e-mail address, date of your visit to the PEC and experience purchased) in order to send you, by e-mail and at the end of your experience at the PEC, a questionnaire concerning your degree of satisfaction with the experience (hereinafter the "**Questionnaires**"). The Questionnaires and the information contained therein, once freely and voluntarily filled in by you, will be received and processed anonymously by the Controller to analyse the answers contained therein, in order to improve the quality of the services offered by the Controller at the PEC. The personal data and information indicated in this section are processed on the basis of your free, specific, informed and unequivocal consent, pursuant to Article 6(1)(a) of the GDPR. Consent to the processing of your personal data is free and optional, and in the event that consent is not given, the possibility of entering into a contract with us will in no way be affected, nor will you suffer any prejudicial consequences. You may withdraw your consent to the processing of your data for the purposes set out in this section at any time and free of charge, without any consequences, by contacting us, in the manner set out in paragraph 11 below, and informing us that you no longer wish to receive the Questionnaires by e-mail, without prejudice to the validity of the processing carried out by the Controller prior to revocation. If you provide us with personal data by filling in the *form for customer enquiries and/or comments* within each Questionnaire, this will always be done on a voluntary basis. Your information will be processed by us for the purpose of processing your contact request and in accordance with Article 6(1)(b) (if your request relates to a possible contract to be concluded with us or a contract already concluded with us) or (f) (for any other type of request) of the GDPR, and in this context, if you so request, it may also, for example, be passed on to third parties (e.g. to Porsche Centres that are part of our official sales and service network).

3.11. Fulfilment of legal obligations

We also process your personal data to fulfil the legal obligations to which we are subject. Data processing is based on Article 6(1)(c) of the GDPR. Obligations may derive, for example, from civil law, tax law, anti-money laundering law, or criminal law. The purposes of the processing therefore derive from the legal obligation relevant to the individual case; as a rule, processing is necessary to comply with the requirements of supervisory authorities and reporting obligations.

4. Further purpose of processing

In the event that we process your personal data for a purpose other than the purpose for which it was collected, it being understood that we will only do so where there is adequate consent or an additional legitimate legal basis, we will take into consideration, in accordance with Article 6(4) of the GDPR, the compatibility between the original purpose and the further purpose pursued, the nature of the personal data processed, the possible consequences for you of such further processing and the safeguards for the protection of your personal data.

5. Automated decision-making process, pursuant to Article 22 GDPR

We do not carry out automated decision-making processes, including profiling, within the meaning of Article 22 of the GDPR

6. Recipients of personal data

Internal recipients: within Porsche Italia, the only persons who have access are those who need it for the stated purposes.

External recipients: the Company will only forward the user's personal data to recipients outside Porsche Italia if this is necessary for the handling or processing of the request, if another legal authorisation exists or if the Company has received the user's consent to the forwarding of the data.

External recipients may be:

a) Processors

Group companies within Porsche Italia or external service providers to whom the Company calls upon to provide services, e.g. in the areas of maintenance and technical infrastructure for the Porsche Italia offer or the provision of content or the sending and analysis of Questionnaires. The Company carefully selects and regularly audits these data processors to ensure privacy protection. Service providers may only use the data for the purposes specified by the Company and in compliance with the Company's instructions.

b) Public bodies

Public authorities and bodies, such as public prosecutors' offices, courts or financial authorities to which the company is obliged to transmit personal data for legal reasons. Data are transmitted on the basis of Article 6 (1) (c) of the GDPR.

c) Private entities

Porsche Dealers and service companies, partners (also as joint controllers as mentioned in section 3.8 above), service providers or persons to whom data is transmitted on the basis of consent, for the performance of a contract with the user or for the protection of legitimate interests, e.g. other Porsche Dealers and Porsche Service Centres, financing institutions, providers of other services or transport service providers. Data are transmitted on the basis of Article 6 (1) (a), (b) and/or (f) of the GDPR.

7. Data processing in third countries

If the data transmission is carried out by entities whose head office or place of data processing is not located in a member state of the European Union or in another country outside the European Union that is a signatory to the Treaty, the Company shall ensure, prior to the data transmission, that, other than in exceptional cases permitted by law concerning the recipient, an appropriate level of data protection exists (e.g. either by means of an adequacy decision of the European Commission pursuant to Article 45 of the GDPR, by adequate safeguards

pursuant to Article 45 of the GDPR or by entering into so-called EU standard contractual clauses with the data importer pursuant to Article 46(2)(c) of the GDPR or, alternatively, by fulfilling the obligations and providing the safeguards provided for in Article 49(1) GDPR) or you have given your consent to such data transfer pursuant to Article 49(1)(a) of the GDPR. The Company may provide you with a summary of the recipients located in third countries and a copy of the regulations specifically agreed upon to ensure the appropriate level of data protection. To receive it, please refer to the contact information in section 11 below.

8. Limited storage period and erasure

If the description of individual offers and services does not contain specific information on the limited storage period or erasure of data, the following shall apply.

The Company stores the user's personal data exclusively for the period of time necessary to achieve the intended purpose or, if consent has been given, until the consent is withdrawn. If the user withdraws his or her consent to the processing of personal data, the Company will erase them unless the relevant legal provisions provide for the possibility of further processing. The company will also erase personal data if it is obliged to do so for other legal reasons.

In line with these general principles, the company will generally erase personal data immediately:

- if the legal basis on which the processing is based should cease to exist, unless further storage is necessary to comply with legal obligations or to pursue other legitimate processing purposes. If the latter is the case, we will erase the data after the further legal basis also ceases to exist;
- if they are no longer necessary for the purposes of preparation and execution of a contract or legitimate interests and there is no other legal basis (such as if further storage is necessary to fulfil legal obligations in tax matters or the retention of business records). If, on the other hand, there is another legal basis, we will erase the data when the other legal basis also ceases to exist.

For instance, personal data belonging to the following categories will be retained for the periods indicated below:

- (i) your data, collected during registration, will be kept as long as your account remains active and will be erased after the closure of your account, which will take place if you expressly request and, in any case, once five (5) years have elapsed since your last access/use of the account.
- (ii) the data relating to purchases made at the PEC and the related payments will be retained until the completion of the administrative-accounting procedures and the expiry of the statute of limitations for any disputes, as well as in accordance with the obligations under the applicable tax law;
- (iii) if you have contacted us in relation to a purchase made on the Website or at the PEC via one of the contact channels on the Store, we will retain the correspondence for as long as necessary to execute your request in accordance with applicable laws on retention of business records and correspondence;
- (iv) the data relating to the images taken through the video surveillance system of the PEC will be kept for the time strictly necessary to pursue the purposes indicated in section 3.5 and in any case, at present, for no longer than twenty-four (24) hours and will subsequently be automatically erased,

except for special needs for further storage in relation to holidays or closure of the PEC, as well as in the event of a specific investigative request by the judicial authorities or judicial police, as indicated in the relevant policy, which can be reached by clicking this [link](#);

- (v) the data referred to in section 3.6 (Data relating to audio/photo/video recordings in connection with Track Driving Activities) shall be retained for two (2) years after their collection or until withdrawal of your consent, whichever is earlier;
- (vi) the data referred to in section 3.7 (Data contained in disclaimers for Track Driving Activities, karts and simulators) shall be retained for ten (10) years from the date of collection, except for further retention, in the event of litigation, until the final judgment defining such litigation;
- (vii) In the event that you have consented to the processing of your personal data for the purpose of sending and analysing Questionnaires, pursuant to section 3.10, your personal data will be erased immediately after the Questionnaire has been sent to your e-mail address or until you have withdrawn your consent to the processing of your data for the purpose of receiving Questionnaires. Contact details will in any case be retained in order to pursue any further purposes of processing, if there are further legitimate legal grounds. If you provide us with personal data by filling in the form intended for customer enquiries and/or comments, which is included within each Questionnaire, we will retain such data until your enquiry has been processed, unless further retention is justified by the existence of an additional legitimate legal basis;
- (viii) The personal data processed in the context of the purchase of the "Porsche & Ducati Experience" will be retained by the joint controllers for the period indicated in section 3.8;
- (ix) Information on how long cookies are stored can be found in our [Cookie Policy](#).

9. Rights of data subjects

As a data subject, you have various rights. In particular, by contacting us as indicated in section 11 below:

Right of access: you have the right to obtain information from the Company in relation to your data stored by it.

Right to rectification and erasure: the user has the right to ask the company to rectify inaccurate data and to request erasure, subject to compliance with statutory obligations.

Restriction of processing: the user has the right to ask the Company to restrict the processing of data, provided that legal obligations are observed.

Right to data portability: If the processing of your data is based on consent or on a contract and is carried out by automated means, you have the right to receive in a structured, commonly used and machine-readable format the personal data concerning you and you have the right to transmit these data to another data controller without hindrance.

Right to object: You have the right to object at any time, on grounds relating to your particular situation, to processing of personal data concerning you which is based on Article 6(1)(f) of the Regulation (processing based on legitimate interest), including profiling based on those provisions. Where personal data are processed for direct marketing purposes, data subjects have the right to object at any time to processing of personal data concerning them for such marketing, including profiling to the extent that it is related to such direct marketing;

Right to lodge a complaint with a supervisory authority: You have the right to lodge a complaint with the competent supervisory authority if he considers that the processing of his data violates the applicable law. You may contact the Data Protection Authority (www.garanteprivacy.it) or the other supervisory authority of the EU Member State where you reside or work.

10. Third-party services integrated into the Website

In the event that services provided by external providers are integrated into the Website to provide you with certain content or functions (e.g. video playback) involving the processing of personal data, this is done on the basis of Article 6(1)(b) and (f) of the GDPR. This is because the data processing carried out in this context is necessary to implement the functions selected by you or to protect our legitimate interest in providing you with an optimal range of functions on the Website. To the extent that cookies and similar technologies may also be used as part of these third-party services, the provisions of section 3.2 shall apply. With regard to these third-party services, please also refer to the privacy policy of the respective service provider.

Unless otherwise indicated, the services made available by external providers that we integrate or refer to on our website are provided by the respective third parties as autonomous data controllers. Therefore, we have no influence on the content and operation of these services and cannot be responsible for the processing of your personal data by the third parties, unless the services provided by the latter have been completely designed on our behalf and then integrated on the Website, by us, under our own responsibility. Insofar as, on the other hand, the integration of a third-party service would lead us to establish joint processes with the provider of that service, we will define with the latter in a joint controller agreement, within the meaning of Article 26 of the GDPR, how the respective tasks and responsibilities in the context of the processing of personal data are divided and, furthermore, we will identify who is obliged to fulfil which obligations, in compliance with the personal data protection legislation. In the event that cookies and other tracking technologies require your consent to be set, we will provide you with further information on the responsibility for setting such cookies and any associated third party services in the relevant section of the consent management area.

Unless otherwise specified, social media profiles are generally only present on the website in the form of links to corresponding third-party services. Indeed, after clicking on the integrated text link or image, you will be redirected to the offer of the respective social media provider. After redirection, personal data will be processed directly by that provider. In the event that you have logged into your social media account, which is provided by the respective third-party provider, this provider may associate the information collected as part of your navigation on our Website with your personal user account. Furthermore, in the event that you use the 'share' button on a social media site provided by the respective third-party provider, the information you share may be stored in your personal user account and, if necessary, published. If you wish to prevent the information collected from being directly associated with your user account, you must log out before clicking on the text/image link on the Website.

11. How to contact us

You can contact us free of charge if you have any questions about the processing of your personal data and to exercise your rights. Please contact us by email at privacy@porsche.it or by post at the above address in point 1. Please be sure to identify yourself clearly. Porsche Italia has appointed a Data Protection Officer (DPO), who can be contacted by post at the above-mentioned Porsche Italia address (for the attention of the DPO) or by email at privacy@porsche.it.

12. Version of the Privacy Policy

The latest version of this privacy policy dated 14/02/2025 applies.