

Data Protection Declaration: the e-tron room microsite

This Data Protection Declaration pursuant to Art. 13 and 14 EU-GDPR serves as information on how your personal data is processed by Audi AG, Auto-Union-Strasse 1, 85045 Ingolstadt, Germany (hereinafter referred to as “we” or “us”) in connection with the e-tron room microsite as registration tool for the brand experience in the myAudi Sphere at Munich Airport .

The page provides information on the e-tron room experience and allows users to book participant slots during the timeframe of the event.

Personal data refers to all information that relates to an identified or identifiable natural person. A natural person is deemed identifiable if he/she can be identified either directly or indirectly by an identifier such as a name, a reference number, location data, an online identifier or one or more special features that are an expression of the physical, physiological, genetic, psychological, economic, cultural or social identity of this natural person. Processing is any operation or set of operations which is performed on personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, querying, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, deletion or destruction.

1. Who is responsible for data processing and whom can I contact if I have questions?

The controller of the processing of your personal data is:

AUDI AG Auto-Union-Strasse 1, 85045 Ingolstadt, Germany.

For data protection issues you can also contact our company data protection officer:

AUDI AG, Data Protection Officer, Auto-Union-Strasse 1, 85045 Ingolstadt, Germany

Email: datenschutz@audi.de.

If you would like to assert your data protection-related rights, please contact us via

www.audi.de/betroffenenrechte

There you will find further information about how you can assert your data protection rights.

If you have any general questions about this data protection notice or about the processing of your personal data by Audi AG, please contact us using the following contact details:

General contact:

AUDI AG, DSGVO Central Contact, Ettinger Straße, 85045 Ingolstadt

Email: dsgvo-zentrale-anlaufstelle@audi.de

2. What data do we process and where does this data come from?

2.1 Access to the website

In principle, you can use the website to sign up without providing personal data. Registration for the event, however, requires that you provide your personal data (for more information, see subsection 2.2).

Every time you visit the website, your Internet browser automatically sends us specific information which we store in so-called log files.

Specifically, the following information will be sent automatically:

- IP address (Internet protocol address) of the terminal being used to access the online offer
- Internet address of the website from which the online offer was called up (the referrer URL)
- Name of the service provider through which the online offering is being accessed
- Name of the files or information accessed
- Date, time and length of the visit
- Volume of data transferred
- Operating system and information about the Internet browser used, including any add-ons installed (i.e. for Flash Player)
- http status code (i.e. "Request successful" or "Requested file not found").

The above data is stored in the log files without your complete IP address, so that it is not possible to draw conclusions about your IP address.

2.2 Using the website / data provided by you

We process personal data we receive from you when you sign up on the registration page for the event as well as while you are attending the event.

The relevant personal data includes:

- Master data (title, gender, first name, last name, telephone number and email address, driver's license number)
- Event data (number of participants, preferred date and time of appointment, test drive yes/no, language GER/ENG)

3. For which purposes do we process your data and on what 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 (BDSG) for various purposes:

The processing of your personal data must be supported by one of the following legal bases:

- You have provided your consent (Art. 6, para. 1, sub-para. 1a) GDPR).
- Processing is necessary for performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract (Art. 6, para. 1, sub-para. 1b) GDPR).
- Processing is necessary for compliance with a legal obligation pursuant to EU law or the law of an EU member state to which we are subject (Art. 6, para. 1, sub-para. 1c) GDPR).
- Processing is necessary to protect your vital interests or the vital interests of another person (Art. 6, para. 1, sub-para. 1d) 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, para. 1, sub-para. 1e) GDPR).
- Processing is necessary to safeguard the legitimate interests of Audi AG or a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child (Art. 6, para. 1, sub-para. 1f) 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, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation) pertaining to you, one of the following legal bases must also be provided:

- You have provided your express consent (Art. 9, para. 2a) GDPR).
- Processing is necessary to protect your vital interests or the vital interests of another person and the data subject is physically or legally incapable of giving his/her consent (Art. 9, para. 2c) GDPR).
- Processing relates to personal data which you have made publicly available (Art. 9, para. 2e) GDPR).
- Processing is essential for the purpose of establishing, exercising or defending legal claims (Art. 9, para. 2f) 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 shall be proportionate to the aim pursued, respect the essence of the right to data protection and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject (Art. 9, para. 2g) GDPR).

Based on the foregoing, we process your personal data based on the following legal principles and for the following purposes:

Purpose	Legal principle	Legitimate interest when balancing interests
Provision of the website for the general public and to offer contact options to customers and interested parties	Contract fulfilment or weighing of interests	We have a legitimate interest in providing an Internet presence, also to non-registered users, in order to provide general information about our company.

In individual cases we may also process your personal data for the following purposes:

Purpose	Legal principle	Legitimate interest when balancing interests
---------	-----------------	--

Audits and special audits, internal investigations Weighing of interests Review of compliance with contractual and statutory obligations by AUDI AG, its employees and its sales partners, suppliers, etc., using the vehicle identification number where necessary

Statistical analysis of corporate management

Cost recording and controlling Weighing of interests We have a legitimate interest in performing evaluations on managing our business processes and controlling costs on the basis of the analysis of sales and order data according to the sales channel model, order status, analysis of in-demand versions and equipment, reporting on performance indicators, using the vehicle identification number where necessary.

Assertion of legal claims and their defence

In the case of legal disputes Weighing of interests We have a legitimate interest in asserting, exercising or defending legal claims.

Please note your rights of objection when processing data for the purpose of direct marketing or for personal reasons and your right to withdraw consent (see section “What rights do I have?” and section “Information about your right to object”).

3.1 Am I obliged to provide personal data?

In the framework of our business relationship, you must only provide us with personal data that are necessary to commence and carry out a business relationship, or which we are legally obliged to collect. Without these data, we would generally have to refuse to conclude the contract or carry out the order, or we would no longer be able to carry out an existing contract and it may have to be terminated.

4. Who receives my data?

Due to the amount and complexity of data processing undertaken by Audi AG, it is not possible to list every recipient of your personal data individually in this data protection notice. We therefore generally specify only categories of recipients. Within AUDI AG, your data is made available to the units that require it within the framework of data processing (e.g. Sales department Audi Training Ingolstadt and myAudi Sphere Munich, Sales Germany). Service providers (so-called processors) employed and commissioned by us which process data on our behalf also receive data for these purposes. We only use processors domiciled in Germany. Thus, for example, your IP address may be forwarded to a service provider so they can send you a newsletter you have ordered, for instance. Service providers may also be asked to make server capacities available. These include:

- Participant management
- Event agency
- Hosting providers and support partners

Your personal data will generally only be given by us to third parties if this is necessary for the fulfilment of the contract, if we or the third party have a legitimate interest in the disclosure of the data or if you give your consent. In addition, data may be transmitted to third parties if we are required to do so on the basis of statutory provisions or an enforceable regulatory or judicial

authority. The third parties to which we forward your personal data and which act as data protection officers include

- Project-related service providers (e.g. management of test drives; where appropriate, caterers and hostesses)

5. Will my data be transmitted 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 (i.e. countries that are members of neither the European Union nor the European Economic Area) or international organisations.

Data may be transmitted to third countries (i.e. countries that are not members of the European Union or the European Economic Area) in exceptional cases [in addition] if doing so is required for the provision of services to you, if it is required by law or you have given us your consent.

Please note that not all third countries have a level of data protection recognised as adequate by the European Commission. If data is transmitted to third countries where the level of data protection is not adequate, we ensure that the recipient either has an adequate level of data protection (e.g. through self-certification by the recipient as part of the EU-US Privacy Shield, or the agreement of the European Union's so-called EU standard contractual clauses with the recipient) or we have the express consent of our users. Please use the contact information provided above for this purpose.

You can obtain from us a copy of the specifically applicable or agreed rules ensuring an adequate level of data protection. Please see the contact information under the "Contact" section.

6. How long will my data be stored for?

We store your data for as long as this is necessary to provide our services to you or we have a legitimate interest in continued storage. We store your data for the duration of the event, up to a maximum of 6 months following your appointment.

Under certain circumstances, your data may also need to be stored longer, e.g. if a so-called legal hold or litigation hold is ordered in connection with official or judicial proceedings (i.e. a prohibition against deleting the data for the duration of the proceedings).

7. What rights do I have?

As a data subject, you have the following data protection rights: Information: You have the right to receive information about the data stored about you at Audi AG as well as the scope of the data that is processed and shared by Audi AG, and to obtain a copy of your personal data that we have on file.

Correction: You have the right to request immediate correction of information related to you that is incorrect as well as completion of incomplete personal data that Audi AG has on file for you.

Deletion: You have the right to request immediate deletion of the personal data on file for you at Audi AG if the statutory requirements for doing so have been met.

This is the case in particular if:

- Your personal data are no longer needed for the purposes for which they were collected;
- Your consent formed the sole legal basis for processing the data and you have revoked this consent;

- You object to processing for personal reasons on the legal basis of a weighing of interests and we cannot prove that there are overriding legitimate interests in favour of the processing;
- Your personal data have been unlawfully processed; or
- Your personal data must be deleted in order to comply with statutory requirements.

If we have disclosed your data to third parties, we will inform such third parties about the deletion if this is required by law.

Please note that your right to deletion is subject to restrictions. For example, we must not or may not delete any data that we are required to retain on the basis of statutory retention periods. Data that we need to assert, exercise or defend legal claims is also exempt from your right to deletion.

Restricted processing: Under certain conditions, you have the right to request that the processing of your personal data is restricted (i.e. the designation of stored personal data with the aim of limiting future processing of it). These conditions are:

- The accuracy of the personal data is disputed and AUDI AG must review the accuracy of the personal data.
- The processing is unlawful, but you do not want the personal data to be deleted and instead request restricted use of the personal data.
- AUDI AG no longer needs your personal data for the purpose of processing, but you need the data to assert, exercise or defend legal claims.
- You have objected to the processing of your personal data, but it is still not clear whether the legitimate interests of AUDI AG outweigh your interests.

If the processing is limited, your data will be designated accordingly and will – apart from being stored – only be processed with your consent or to assert, exercise or defend legal claims or to protect the rights of natural persons or legal entities or if the EU or an EU member state has an important public interest in doing so. Data portability: If we automatically process your personal data that you have provided to us on the basis of 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 transmit this data to another controller without obstruction by Audi AG. You also have the right to request that the personal data be transmitted directly from Audi AG to another controller if this is technically feasible and provided that doing so does not affect the rights and freedoms of other persons. 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 for personal reasons. You also have an unlimited right to object if we process your data for our direct advertising. Please see the separate information provided in the section “Information about your right to object”. Revocation of consent: If you have granted consent for the processing of your personal data, you can revoke this consent at any time. Note that such revocation applies only to future processing. Any processing carried out before the revocation is not affected. Complaints:

You also have the right to lodge complaints with a data protection authority if you believe that your personal data was processed unlawfully. You have the right to lodge such a complaint irrespective of any other administrative or judicial remedies. The address of the relevant data protection authority for Audi AG is:

Bayerisches Landesamt fuer Datenschutzaufsicht

Promenade 27 (Schloss)

91522 Ansbach

Germany

7.1 Information about your right to object

Right to object for personal reasons

You have the right to object to the processing of your personal data for reasons arising from your particular situation. The prerequisite for this is that the data processing is carried out in the public interest or on the basis of a weighing of interests. This also applies for profiling.

If we process your personal data on the basis of a weighing up of interests, we generally assume that there are compelling legitimate reasons for doing so, but we will, of course, review each individual case.

If we receive an objection, we will no longer process your personal data, unless:

We can demonstrate compelling legitimate reasons for processing these data that outweigh your interests, rights and freedoms; or

- Your personal data help us to assert, exercise or defend legal claims.

Object to the processing of your data for our direct advertising

If we process your personal data for direct advertising purposes, you have the right to object to the processing of your personal data for such purposes at any time; this also applies to profiling if the profiling is connected with such direct advertising.

If you object to the processing of your personal data for the purpose of direct advertising, we will no longer process your personal data for this purpose.

Object to the processing of your personal data to make product improvements and perform general customer analyses

In the balancing of interests, we grant you a separate right to object with regard to processing your personal data to make product improvements and perform general customer analyses.

If you object to processing for the purpose of product improvements and/or general customer analyses, we will no longer process any data pertaining to your person for these purposes. Purely statistical analyses of aggregated data or data anonymised in another manner shall not be affected by this.

Exercising the right to object

The objection does not require the use of a form; it should be sent to the address specified in this data protection notice.