****Scope of application****

This Cookie Policy applies in addition to the general privacy policy for our website and describes the type, scope, purposes of, legal basis for, and opt-out options for data processing in relation to cookies. The general privacy policy for our website applies to all other information. Status [25/05/18].

****What are cookies?****

We use "cookies" in order to provide you with a comprehensive scope of functions, make it easier to use our service, and optimize our offerings. Cookies are small files, which are stored on your device by your Internet browser.

****Categories of cookies****

We use cookies for different purposes and with different functions. We make a distinction according to whether the cookie is technically required (technical requirement), how long it is stored for and used (duration of storage), whether it was created by our website itself or by a third party and who the provider who created the cookie is (cookie provider).

Technical requirement

Cookies required for technical reasons: We use certain cookies because they are required for our website and its functions to work properly. These cookies are set automatically when the website or a specific function is called up, unless you have disabled cookies in your browser settings.

Cookies not required for technical reasons: By contrast, cookies that are not required are set to improve your experience with our website or to store specific settings that you have configured. We also use cookies that are not required for technical reasons to obtain information on the frequency of use of certain areas of our website so that we can better tailor them to your needs. We do not store cookies that are not required for technical reasons until you click on the corresponding field to confirm that you have read our cookie notice and continue using our website.

Duration of storage

Session cookies: Most cookies are required only for the duration of your current service call or session and are deleted or become invalid as soon as you exit our website or your current session expires. Session cookies are used, for example, to retain certain information such as your login for the website during your session.

Permanent cookies: Cookies are occasionally stored over a longer period for the purposes of recognizing you when you subsequently call up our website again and retrieving saved settings. This makes it faster and easier for you to access our website and means that you do not have to repeat settings such as your selected language, for example. Permanent cookies are deleted automatically at the end of a predefined period when you visit the page or domain from which the cookie was set.

Flow cookies: These cookies are used for communication between various internal Porsche servers. They are created at the start of a user interaction and deleted again when it is ended. Flow cookies are assigned a unique identification number during the interaction. However, this does not allow any conclusions to be drawn with respect to the identity of the actual customer or user.

Cookie provider

Third-party cookies: "Third-party cookies" are created and used by other bodies or websites, for example by providers of web analysis tools. Further information on web analysis tools and reach measurement can be found further on in this policy. Third parties can also use cookies to show advertising or to integrate content from social networks such as social plugins, for example.

****Use of cookies for web analysis and reach measurement****

We use Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics uses third-party cookies to identify the frequency of use of certain areas of our website as well as preferences. The information on your use of our website (including your shortened IP address) generated by the cookie is transferred to a server operated by Google in the USA and stored there. Google uses this information on our behalf and on the basis of a contract for order processing to analyze your use of our website to compile reports on our website activities for us, and to provide other services relating to the use of the service and Internet usage. The legal basis for the use of Google Analytics is Article 6 (1) (f) GDPR; our legitimate interests arise to this extent from the above-mentioned purposes, particularly the analysis, optimization, and cost-effective operation of our website.

****Deletion of and objection to the use of cookies****

The acceptance of cookies is not obligatory when using our website; if you would prefer not to have cookies saved on your device, you can disable the relevant option in the system settings of your browser. Saved cookies can be deleted at any time in the system settings of your browser. If you choose not to accept any cookies, this can, however, lead to restrictions in the functions offered on our website.