#### **Porsche (China) Motors Ltd. Privacy Policy**

#### Consent to Use Likeness

I hereby authorize Porsche (China) Motors Limited, and its affiliated companies (collectively, “Porsche”) to use my image which depicts me participating in Porsche-related activities for any purpose whatsoever, whether promotional or otherwise, without limitation regarding duration, territory or content.

I understand that this agreement applies to static photography and video (including audio). I understand these images may be used for marketing materials, print ads, press materials, commercials, promotional videos, TV shows, internet content (including live streams), or any other promotional or informational materials, in any medium now existing or hereafter developed, as Porsche desires. I consent to my name and any other information provided by me to Porsche being displayed in connection with the appearance of my Image.

Porsche may crop, alter or modify images of me and combine such images with other images, text, audio recordings and graphics. I consent to any of my personal Information provided by me to Porsche, including images of me, being stored, used or processed by Porsche.

I understand that I will receive no compensation, whether monetary or non-monetary, for the use of my image, unless previously contracted for with Porsche. I understand all images of me captured by Porsche‘s representatives are the sole property of Porsche, and I have no legal right to them.

By signing this Consent form I grant to Porsche a full and complete release of all claims, now and hereafter, with respect to the use of my image. My consent to the foregoing is given voluntarily and without any threats or promises of any kind.

I hereby affirm and attest that I am at least 18 years of age and I am competent to sign this consent in my own name, and that I intend and agree to be bound by this Consent form.

PRC law shall apply to this Consent form.

This privacy policy (“**Privacy Policy**”) describes the information that Porsche (China) Motors Ltd. and authorized Porsche dealers (collectively, "**Porsche**") collects about you, how we use and share your information, and your choices.

#### **Scope**

This Privacy Policy applies to information collected and processed about you by or on behalf of Porsche as set forth in the below “Information We Collect” section, including through any Porsche's physical stores, auto shows, websites, online services or programs, mobile applications and social media platforms (including but not limited to our WeChat official account and WeChat mini-programs or other derivative or affiliate programs (applications)) and any other Porsche's online or offline products, services and events where this Privacy Policy is posted, linked or otherwise presented to you (our “Services”). Unless otherwise indicated, all references to “Porsche”, “we” or “our” in this Privacy Policy means Porsche (China) Motors Ltd. and authorized Porsche dealers.

#### **Links, Third-Party Websites, and Social Media Platforms**

Our Services may contain links to the websites of third parties, as well as to social media platforms such as Weibo or WeChat (“Linked Sites”). Porsche is not responsible and has no liability for the privacy policies or practices of Linked Sites. We recommend that you review the privacy policies of each Linked Site you visit.

#### **Geographical Scope of Services**

Our Services are for users located exclusively in the mainland of the People's Republic of China. If you are located outside the mainland of the People's Republic of China, please return to www.porsche.com and use the drop down box to find the website for users in your location.

#### **Information We Collect**

As used in this Privacy Policy, “Personal Information” means all kinds of information recorded by electronic or otherwise that can be used to independently identify or be combined with other information to identify natural persons. “Information” is collectively used herein to refer to both Personal Information and other information that does not identify a specific individual.

Through various online and/or offline forms (e.g., web pages, applications, emails, SMS, letters, face-to-face collection, etc.), we collect your personal information in different occasions, including but not limited to when you:

* order and/or purchase any of our products or services from us;
* participate in any Porsche event or program, including any event, program, contest, survey, auto show, sweepstake or other promotion that we may offer from time to time (collectively, “**Events**”);
* subscribe to the Porsche marketing materials, newsletter, or other communications from us;
* contact or communicate with us and/or request information from us (e.g., via web pages, applications, emails, SMS, letters, face-to-face communication, etc.);
* access or use Porsche-related pages or accounts on any third-party social media platforms (“Social Media Platforms”);
* access or use Porsche-related pages or accounts on any third-party vertical websites ("Vertical Websites");
* provide or submit comments, suggestions, experiences, or other content to us; and/or
* otherwise interact with us and our Services.

**In addition, if you have purchased Porsche vehicle(s), we will also collect relevant vehicle information in accordance with applicable legal and regulatory requirements and/or Porsche technical requirements when you are possessing and using Porsche vehicle(s). Please refer to the Statutory Information section.**

Following your submission a Declaration of Consent representing your consent to our collection and processing of your Personal Information, we will collect all kinds of Personal Information relating to the purpose of this Privacy Policy, including but not limited to:

* basic personal information, including your name, citizen ID, occupation and income status；
* contact information, including mobile phone number, email address, postal address and zip code;
* demographic information, such as your gender, birthday, nationality;
* driving information, such as your driver's license number, your current and past vehicles, and your vehicle preferences;
* purchase information, including the product you purchased and its price, and other transaction details;
* payment information, including payment channels, credit card/debit card information;
* comment and communication information, including the Personal Information contained in your reviews or correspondence with us regarding the products and/or services we provide;
* interaction information, including Personal Information contained in any Events and other interaction with us and our Services that you choose to respond to or participate in;
* Vertical Websites information, including any information generated or submitted during your access or using of Porsche-related pages or accounts on any third-party vertical websites;

Social Media Platform information, including:

* your basic information of social media platforms that you authorize social media platforms to share with official account operators (such as us) on such platforms when you registered your social media platform account or in the process of using social media platform services, such as your account name and nickname, profile picture, gender, city, your language settings, when you followed our social media platform official account, etc.
* the information you provide to us such as your contact information, details of any transactions you make, and other information we may obtain when you use or interact with our social media platform official account and any mini-programs operated by us on the social media platforms (including social media platforms applets or other derivative or affiliate programs (applications));
* Personal Information contained in your correspondence with us, such as reporting problems or submitting queries, subscriptions or comments about our social media platform official account or its contents;
* the MAC (Media Access Control) address of your mobile device that we detect only for the purpose of providing you with the latest in-store product and service information through our social media platform official account when you visit or enter a certain distance from our stores.

You may voluntarily provide any of the above information. In many cases, if you choose not to provide the above information, we will not be able to provide you with our products or services, or respond to any of your problems or other needs.