



## Internet Privacy Policy

Porsche recognizes the importance of protecting the personal privacy of its customers, potential customers and website visitors. This privacy policy ("Privacy Policy") describes the information that may be collected by Porsche, through our websites, through our Porsche Centres and through your communications with us. It also sets out the choices you can make about our use of your personal information and how we protect your personal information.

### Scope and Terms Used

While this website may contain links to other websites, this Privacy Policy applies only to websites operated by or on behalf of Porsche Cars Canada, Ltd. and only to those websites which provide a direct link to this Privacy Policy (the "Sites"). Unless otherwise indicated, all references to "Porsche," "we" or "our" in this Privacy Policy shall mean Porsche Cars Canada, Ltd.

Some of the Sites may contain links to the websites of other Porsche companies or to the websites of third parties. Porsche is not responsible and has no liability for the privacy policies or practices of those websites. We recommend that you review the privacy policies of each website you visit.

The Sites are designed for consumers located exclusively in Canada. If you are located outside Canada, please return to [www.porsche.com](http://www.porsche.com) and use the drop down box to find the website for users in your location, but please do not use the Sites, as the Sites' personal information practices and the terms of this Privacy Policy may or may not comply with foreign law.

As used in this Privacy Policy, "personal information" means information that may be used to identify a specific individual, or that is about an identifiable individual,

such as name, e-mail address, phone number or credit card number. "Aggregate information" refers to combined demographic information which has been derived from personal information but which cannot be used to identify any individual or that is not about an identifiable individual.

### Information We Collect and How We Use It

You can visit the Sites and learn about our products and programs without providing personal information. However, to participate in our programs or receive newsletters, you will need to provide certain personal information. Porsche does not collect any personal information unless you provide it voluntarily. You may also choose to provide personal information to us when visiting Porsche Centres or corresponding with us by mail.

In addition to our General Uses listed below, we use the personal information you provide only for purposes consistent with the reason you provide it, such as:

**Registration / Porsche Travel Club and Other Programs / Webspecials:** At your option, you may register as a Porsche Site user to allow for easy registration for programs through the Porsche Travel Club or our driving schools, access to Webspecials offered only to online users, or other programs offered on the Sites. As part of registration, we collect your name, e-mail address, mailing address and other contact information. We may ask for other information in connection with specific programs (e.g. travel dates for the Travel Club), or more generally about your vehicles or interests in order to better customize your website experience or our offers to you. We indicate at the time of collection which information is mandatory and which information is optional to provide.

**Information Requests:** We may ask you to provide personal information in order to allow us to respond to your requests for information or other requests made over the Sites, at the Porsche Centres or by mail.

**Purchases of Products and Services.** Where the Sites allow you to purchase products or services online, we collect your credit card or other payment information in addition to your name, address and other identifying information. We may also verify your eligibility for certain programs, such as requesting your drivers' license number for driving school programs.

In addition, when you enter into business transactions at a Porsche Centre (whether a purchase, lease or service transaction), we collect your name, address and other identifying information, as well as information about your vehicle and your transaction with the Porsche Centre. We use this information to understand our customer base and for other internal purposes, and to contact you for customer care surveys or with offers of products and services that may be of interest to you (see below as to your opt-out choices).

**Newsletter:** On the newsletter section of the Sites, you may provide us with your e-mail address in order to subscribe for the Porsche newsletter, which contains the latest information on our products, events and our other offerings. Alternatively, you may provide us with your mailing address in order to receive newsletters by mail.

**Contests and Surveys:** In addition to your name, address and other identifying information, we may ask you to provide other information about your household and interests if you choose to participate in Porsche's contests or surveys. You can always choose not to participate.

**Employment Opportunities:** Where the Sites allow the option of submitting your resumé or other indications of interest for employment at Porsche, we collect personal information such as name, contact information, job history and other background.

**Non-personal Information:** We collect non-personal information such as your Internet browser type, operating system, and the IP address of the website from which you are linked to the Sites. We use this information to help us tailor our Sites in a manner to better match your computer settings, interests and preferences.

**Other Sources:** To the extent permitted by law, we may obtain other information about you such as change of address or demographic information from commercially available sources. To the extent permitted by law, we may also obtain contact information through commercially or publicly available sources.

**General Uses:** We will use your personal information as specifically described in the Site to which you submit it, in accordance with any published legal terms for such Site. We may also use your personal information internally to customize your experience with our company and our Sites, to communicate with you about our products or services, to help us develop new products and services, to verify your identity, to collect debts owed to us, or to investigate or settle inquiries or disputes, and for other legally required or permissible purposes.

**Retention:** We retain personal information for the period of time we deem necessary to fulfill the purposes for which it was collected.

## **What Are Cookies and How Does Porsche Use Them?**

Cookies are small text files stored by your browser that allow us to learn more information about your visit or use of the Sites. We may use cookies to remember your personal information, including your registration information, and to deliver personalized and relevant information specific to your needs. We may also use cookies to track patterns on the Sites to help us improve visitor or customer experience.

Most browsers automatically accept cookies. To learn more about cookies, including how to refuse cookies on your computer, click here:

<http://www.microsoft.com/info/cookies.htm>

## Your Choices In How We Use Your Personal Information

While Porsche may contact you with offers and information concerning Porsche or its products, services or promotions, you always have the choice not to receive such items. You may contact us at 1-800-PORSCHE to communicate your marketing preferences and request to be removed from marketing lists, or you may write to us at the address provided below under "Contact Us." You may also request that your personal information not be shared with independent Porsche dealerships as part of related marketing and customer care programs (although you should be aware that these dealerships also collect personal data directly from you).

In addition, the Sites allow you to communicate your marketing preferences as follows (or as otherwise specifically indicated on the Sites):

- At the time of registering as a Porsche Site user, you will be given a choice whether to receive promotional e-mails from Porsche. Each promotional e-mail you receive from us will provide you a specific opt-out mechanism to allow you to unsubscribe from receipt of these promotional e-mails.
- By accessing your profile under "Porsche Login" on the Site, you may also update your personal information in our database or change your marketing preferences.
- Whether or not registered as a Porsche Site user, users who subscribe to the Porsche Newsletter may unsubscribe from the newsletter by following the link provided in the newsletter, by calling 1-800-PORSCHE or by updating their preferences on the Newsletter section of the Sites.

You may contact us at 1-800-PORSCHE or e-mail our privacy officer at [privacy@porsche.ca](mailto:privacy@porsche.ca) with any questions or concerns you may have about our privacy practices, including requests to update or correct your personal information or be removed from e-mail and other marke-

ting lists. Even if you choose not to receive promotional e-mails or mailings from Porsche, we may continue to use your personal information in order to contact you in connection with product recalls or other transactional purposes.

## Our Sharing of Your Information

Porsche does not sell or rent your personal information to non-affiliated third parties for those parties' promotional purposes, except that as part of our customer care and marketing efforts, we may provide your name, address, vehicle and similar information to independent, authorized Porsche Centres. In addition, Porsche Cars Canada, Ltd. may share the personal information you submit with other members of our affiliated group of companies. If you wish to opt out of any of the data sharing practices described in this paragraph, please contact 1-800-PORSCHE or write to us as shown below under "Contact Us."

Other than as described in the paragraph above, Porsche will not share your personal information with third parties without your permission, except as necessary or appropriate to (i) process or fulfill your order, (ii) respond to your requests or answer your inquiries, (iii) enter you in contests, sweepstakes or other promotional activities upon your request, (iv) comply with any applicable law, court order or other judicial process, or (v) enforce or apply agreements with you, or protect the rights, property or safety of Porsche or third parties, or as otherwise required or permitted by law. In addition, in the event of a corporate transaction such as a sale, merger or reorganization involving Porsche or its parent companies, personal information may be disclosed or transferred to the acquiring company(ies). Porsche may collect and share aggregate website statistical information (such as sales, traffic patterns or related information) with third parties. No such shared statistics will contain any personally identifying user information.

Porsche may occasionally hire contractors to provide certain services on its behalf, including information processing and storage or the management of con-

tests, sweepstakes and surveys. These contractors are required to maintain the confidentiality of information they receive from Porsche and are restricted from using the information for any purposes other than those authorized by Porsche.

## **How We Protect Your Information**

When you submit sensitive information via our Sites, such as credit card information, that information is subject secure sockets layer (SSL) encryption technology. However, no data transmission over the Internet can be guaranteed as 100% secure. As a result, while we strive to protect your personal information during transmission, we cannot ensure or warrant the security of any information you transmit to us or receive from us. Any personal information submitted to Porsche in writing is kept in a secure location. We instruct our employees and computer service providers with access to your personal information that they must comply with the principles set forth in this Privacy Policy and applicable laws.

## **Submissions**

Suggestions, materials or other intellectual property sent or transmitted to Porsche via our Sites or otherwise are governed by the separate terms applicable to such materials identified at the time of submission (if any). If no such terms are identified, all such items shall be deemed to be non-confidential and public domain, and Porsche shall have no obligation of any kind with respect to such items and shall be free to use and distribute them to others without limitation, including, but not limited to developing and marketing products incorporating them.

## **Children's Privacy**

Our Sites are not intended for use by children under the age of majority. We ask that children under the age of majority do not use our Sites and do not submit any personal information to us.

## **Contact Us**

If you have any questions or comments about this Privacy Policy or your personal information, you may contact us at 1-800-PORSCHE, by sending an e-mail to [privacy@porsche.ca](mailto:privacy@porsche.ca), or by mail to Porsche Cars Canada, Ltd., 5925 Airport Road, Suite 420, Mississauga, ON, L4V 1W1; Attn: Privacy Department.

## **Your Acceptance of Our Privacy Policy**

By using our Sites, or by submitting personal information, you signify your acceptance of this Privacy Policy, consent to our use of the personal information you submit to Porsche in accordance with this Privacy Policy, and you agree to adhere to the terms and conditions posted on the Sites under "Legal notice." If you do not agree with the terms of this Privacy Policy, please do not submit any personal information to us.

## **Changes to the Privacy Policy**

Porsche reserves the right to modify this Privacy Policy at any time, so you should review it frequently. If we make changes to this Privacy Policy, we will post such changes here and/or on our Sites.

**Effective Date: July 1, 2010**

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