

## Privacy Notice applicable to the purchase and use of Audi vehicles

AUDI AG, Auto-Union-Straße 1, 85057 Ingolstadt, Deutschland / Germany (“we” or “Audi”) is committed to protecting your privacy. This version of the Privacy Notice is particularly designed to inform our customers in the United States and describes Audi AG’s practices regarding how we collect and process your personal data when you purchase or use your Audi vehicle in the United States. As Audi AG is incorporated in Germany, you may also benefit from data privacy rights under the European Union’s General Data Protection Regulation (“GDPR”) to the extent that certain legal requirements are met. Your rights under GDPR, to the extent they are applicable, are available at . Please note that this Privacy Notice relates only to Audi AG, for the privacy practices of Audi of America, Inc., an operating division of Volkswagen Group of America, Inc. (“Audi USA”) please refer to their privacy notice located at <https://www.audiusa.com/en/compliance/privacy/>.

### Part A – Notice regarding Processing of Data under laws of the United States

#### Personal Information We May Collect

We collect and process personal information you, other Audi Group companies, Audi partners, and our service providers may share with us. In particular, we have collected the following categories of personal information in the last twelve (12) months:

Category of Data	Source of Data	Purpose of Processing
Identifiers such as a name, postal address	You; Audi Group companies; Audi partners;	Legal affairs and compliance;
Commercial information, including: <ul style="list-style-type: none"> <li>• Vehicle master data and identification,</li> <li>• Data on vehicle history and workshop visits,</li> <li>• Vehicle usage data,</li> <li>• legal transactions / contract data</li> <li>• Details that the Audi partner forwards to Audi in connection with repair and service support,</li> <li>• Details that are required to fulfil legal obligations (including product observation) to Audi, and</li> <li>• Details that are needed by Audi for quality assurance or quality improvement and for product optimization and further development.</li> </ul>	You; Audi Group companies; Audi partners;	Review and optimization of systems, facilities, workflows and processes; Legal affairs and compliance; Warranty management including product recalls;
Professional or employment-related information	You; Audi Group companies; Audi partners;	Legal affairs and compliance;
Sensitive data, such as data revealing your racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, as well as the	You; Audi Group companies;	Legal affairs and compliance; Customer enquiries

processing of your genetic data, biometric data for the purpose of uniquely identifying you, data concerning your health or data concerning your sex life or sexual orientation	Audi partners;	
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**Categories of Personal Information Disclosed, Recipients, and Purposes of the Disclosures**

We may disclose your personal information to certain vendors and third parties for our business and operational purposes. These vendors typically provide services such as ensuring physical and logical security of our people and assets and providing data storage and other IT services.

We have disclosed the following categories of personal information for business purposes to third parties in the last twelve (12) months:

<b>Category of Data</b>	<b>Category of Recipients</b>	<b>Purpose of Disclosure</b>
Identifiers	Other Audi Group companies Other VW Group companies; Public authorities;  Legal, economic and financial representatives;  Trading partners, including local importers in your country of purchase	Respond to questions and requests as required by law, regulations, or judicial orders;  At your request
Commercial information	Our service providers; Other Audi Group companies Other VW Group companies; Public authorities;  Legal, economic and financial representatives;  Trading partners, including local importers in your country of purchase	Fulfil our contractual and statutory obligations  Safeguard our legitimate interests  Respond to questions and requests as required by law, regulations, or judicial orders;  At your request
Professional or employment-related information	Other Audi Group companies Other VW Group companies; Public authorities;  Legal, economic and financial representatives;  Trading partners, including local importers in your country of purchase	Respond to questions and requests as required by law, regulations, or judicial orders;  At your request
Sensitive data	Same as above	Same as above  (Note that the purposes may not be those identified in California Consumer Privacy Act

		Regulations section 7027, sub-section (m))
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## Your Rights

Residents of California and other states with comprehensive data privacy laws are entitled to certain rights under those laws and associated regulations. Those rights include the following:

- **Right to know and access personal information:** You have the right to request that we disclose: (1) the categories of personal information we have collected about you; (2) the sources from which we collected the personal information; (3) the business or commercial purpose for the collection, selling or sharing of personal information; (4) the categories of third parties to whom we disclose personal information; (5) the categories of personal information that we sold or disclosed for a business purpose; and (6) the specific pieces of personal information we have collected about you.
- **Right to correct:** If you find that we have inaccurate personal information about you, you have the right to request that we correct that inaccurate personal information, taking into account the nature of the personal information and the purposes of processing the personal information.
- **Right to delete:** You have the right to request that we delete your personal information. There are some exceptions to this right.
- **Right of data portability:** You have the right to obtain a copy of your personal data in a portable and readily usable format that allows you to transmit the data to another controller without impediment. There are some limits to this right.
- **Right to Opt-out:** You have the right to opt-out of the sale or sharing of your personal information, the use of your personal information for targeted advertising, and the use of your personal information for profiling. If you visit our website and use an opt-out preference signal following the Global Privacy Control (GPC) specification, we will process your opt-out preference in a frictionless manner at the device level using our cookie compliance tool. You can set your browser to send these signals, but the specific settings that need to be configured depend on the specific browser you use. Some browsers may require a browser extension. To learn more about the GPC and browsers which support it, visit the Global Privacy Control website. This right may also be exercised immediately at this [link](#). If you have questions about opting out or need a different way to opt-out, please submit a request to [privacy@Audi.com](mailto:privacy@Audi.com).
- **Right to Limit:** You may ask us to limit our use of your sensitive personal information to that which is necessary to perform the services or provide the goods, with some narrowly tailored exceptions. This right may be exercised immediately at this [link](#).
- **Non-discrimination and financial incentives:** We will not discriminate or retaliate against you for exercising your privacy rights.
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### Exercising Your Rights and Contacting Us

You may exercise these rights via the submission form on the Audi AG website available [here](#) or contacting us by using the contact options provided at: <https://data-subject-rights.audi.com/>

You may designate an authorized agent to make a request for you. The process for making the request is the same. If you use an authorized agent, we may require the agent to submit proof that they are authorized to act on your behalf.

If we decline your request, partially or fully, you may appeal the decision. Simply follow the same process for submitting a request and include “Appeal” in the title or other part of the request. If that Appeal is denied, you may contact your Attorney General’s office under certain local privacy laws or other relevant regulators to submit a complaint.

### **Children's Privacy**

We do not knowingly collect any information from children under the age of 13. If we learn that a child under the age of 13 has improperly provided us with personal information, we will delete it in accordance with applicable law. If you are a parent or guardian and believe we have inadvertently collected information from your child in a manner not permitted by law, please contact us.

### **Retaining Your Personal Information**

We retain personal information only as long as necessary for the purposes provided in this notice or to meet other legal, regulatory, tax, or accounting requirements. When establishing retention periods, we consider factors such as the sensitivity of the information, existence of automatic controls to delete the data, and legal, contractual, or similar obligations to retain your information. Because these factors can vary based on the information collected and your interaction with us, actual retention periods can vary significantly.

We may keep an anonymized form of your personal data, which will no longer refer to you or have personally identifying information, without time limits, to the extent that we have a legitimate and lawful purpose in doing so.

If there is personal information that we are unable, for technical reasons, to delete entirely from our systems, we will put in place appropriate measures to prevent any further processing or use of the data.

### **Selling and Sharing Personal Information**

We do not sell personal information and have not done so in the last twelve (12) months. We do not share personal information for the purpose of targeted advertising, cross-context behavioral advertising, or similar uses, and has not done so in the last twelve (12) months. This statement includes consumers under 16 years of age.

### **Privacy Notice**

This Privacy Notice was last updated on 01/09/2025 We may update this Policy from time to time. If we make changes to this Policy, we will post an updated version with a revised "Last Updated" date.

## Part B – Notice regarding Processing of Data under General Data Protection Regulation

In this Privacy Notice according to Art. 13, 14 EU-GDPR we are informing you about the automated, electronic processing of your personal data by AUDI AG, Auto-Union-Straße 1, 85057 Ingolstadt, Deutschland / Germany ("we") in the context of the purchase and subsequent use of an Audi brand vehicle.

**Personal data** means any **information** relating to an identified or identifiable natural or, if foreseen under local law, legal person, including, as the case may be, sensitive personal data as defined under the laws of the country where you are located at the relevant time ('data subject'); a data subject is one that can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. **Processing** means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

### 1. Who is the controller for the processing?

The **controller** for the processing of your personal data is:

**AUDI AG**, Auto-Union-Straße 1, 85057 Ingolstadt, Germany.

Tax identification number / Registration number: DE811115368 / HRB Nr./Commercial Register No.: 1

### 2. Who can I contact?

If you wish to assert your data protection rights, please use the contact options at

<https://data-subject-rights.audi.com/>

There, you will find further information regarding how you can assert your data protection rights. You may also send your request via mail: AUDI AG, DSGVO-Betroffenenrechte, 85045 Ingolstadt, Germany.

### 3. Contact details of the data protection officer

For matters concerning data protection, you can also consult our **company data protection officer**, using your own language:

AUDI AG, Data Protection Officer, 85045 Ingolstadt, Germany

- Email: [datenschutz@audi.de](mailto:datenschutz@audi.de)
- Telephone number: +49841 890
- Office address of the company data protection officer: AUDI AG, Data Protection Officer, Auto-Union-Straße 1, 85057 Ingolstadt, Germany

### 4. Which data do we process for which purposes and from which sources does it originate?

We process - insofar as necessary in connection with your vehicle purchase (e.g. vehicle production, vehicle delivery, provision of purchased services) and/or that we lawfully receive from Audi Service Partners via Audi of America in the course of carrying out repairs, services or processing your enquiries (e.g. for the execution of orders, for the performance of contracts or on the basis of your consent).- personal data which we have received from other companies of the AUDI- or VW-Group or from third parties (e.g. AUDI dealers, workshops, etc.).

These include:

- Private contact and master data
- Professional work and organizational data
- Vehicle master data and identification
- Data on vehicle history and workshop visits
- Vehicle usage data (vehicle usage and operating data)
- Legal transactions / contract data
- Particularly sensitive personal data

The vehicle identification number of your vehicle serves as a unique identifier for your vehicle in the event of possible warranty or guarantee cases, repair, maintenance and support services and our internal quality monitoring. The service partner processes the data extracted in order to analyze and resolve your complaint. As a principle, we generally only process such data forwarded to us by an Audi Service Partner relating to you or to your vehicle which is necessary for the efficient processing of your request and to support the service partner or us in the repair.

#### 4.2 Statutory data disclosure requirements

Where there are statutory requirements, manufacturers have a duty, in individual cases, to comply with government agency requests to provide data stored at the manufacturer to the extent necessary (for example, to assist with the investigation of a criminal offense).

Within the scope of the applicable law, government agencies are also authorized to read data from vehicles themselves in individual cases. For example, if there is an accident, data can be read from the airbag control unit to help with investigation of the accident.

### 5. Which data do we process for which purposes and which legal bases apply?

We process your personal data in accordance with the provisions of the General Data Protection Regulation (“GDPR”) and the German Federal Data Protection Act (Bundesdatenschutzgesetz, “BDSG”) and applicable local US law for various purposes.

Purpose	Legal grounds	Legitimate interest	Categories of data
Review and optimization of systems, facilities, workflows and processes	Compliance with a legal obligation, balancing of interests	Control of product quality and prevention of product damage, preventive complaint management	See section 4
Prevention of legal violations (especially criminal offenses) and abuse	Fulfillment of legal obligations, balancing of interests	- Compliance with legal and regulatory requirements - Verification of compliance with legal provisions, internal company guidelines, rules and standards of AUDI AG, Group companies, employees, business partners and other third parties	See section 4
Development and testing of components, products and services	Contract fulfillment (e.g. service contract, vehicle purchase contract or contract for special equipment) and consent, balancing of interests	- Improvement of road safety and own products, promotion of science - maintenance and improvement of product quality	See section 4

Legal affairs and compliance	Compliance with a legal obligation, public interest, fulfillment of legal obligations, balancing of interests, fulfillment of contract	<ul style="list-style-type: none"> <li>- Compliance with legal and regulatory requirements</li> <li>- Verification of compliance with legal provisions, internal company guidelines, rules and standards of AUDI AG, Group companies, employees, business partners and other third parties,</li> <li>- Compliance with legal and regulatory requirements, assertion, exercise or defense of legal claims of or against AUDI AG or the respective Audi dealer</li> <li>- Verification of compliance with contractual and legal obligations by AUDI AG, its employees and its sales partners, suppliers, etc., if necessary using the vehicle identification number</li> <li>- Review of conflicts of interest, prevention of industrial espionage</li> </ul>	See section 4
Warranty management including product recalls	Contract fulfillment (service contract), balancing of interests, contract fulfillment	<ul style="list-style-type: none"> <li>- If there are concrete indications that a fault was caused during the warranty or guarantee period by modifications to the vehicle (tuning, conversions, etc.), AUDI AG has a legitimate interest in recognizing this</li> <li>- Effective fault detection and analysis in order to be able to rectify faults;</li> <li>- Support for the AUDI dealer in fulfilling its legal obligations towards you;</li> </ul>	See section 4

**Please note:** If the applicable local law of the country where you are located at the relevant time foresees additional requirements regarding the legal bases, we will comply with such additional requirements and will inform you accordingly. This in particular applies, where such local law requires (express) consent for the processing of your personal data.

Please note your rights to object to the processing of data for the purpose of direct marketing or for personal reasons and your right to withdraw consent (see section "Which rights do you have?" and the section "Information on your right to object").

**6. Is there an obligation to provide personal data?**

As part of our business relationship, you only need to provide the personal data that is required to enter into and conduct a business relationship, or that we are required or permitted to collect by law. Without this data, we will generally have to refuse to enter into the contract or to execute the order, or will be unable to perform an existing contract and possibly have to terminate it.

## 7. Who receives my data?

Within AUDI AG, those entities receive your data that need your data for data processing purposes (e.g. the Audi Training sales department, Sales Germany, IT).

Service providers employed by us and working on our behalf (so-called processors), who support data processing on our behalf, also receive data for these purposes. For example, your email address may be passed on to a service provider so that they can deliver a newsletter you have ordered. Service providers may also be commissioned to provide server capacity. This includes:

Category of Processor	Name of Processor	Processing purpose
Group companies	Volkswagen AG	IT operation, hosting and support service providers
Group companies	Cariad SE	IT operation, hosting and support service providers

We will generally share your personal data with third parties only if this is necessary for the performance of the contract, if we or the third party have a legitimate interest in the disclosure, or if you have given your consent, subject to applicable local laws. In addition, data may be shared with third parties (including investigative or security authorities) to the extent we should be required to do so by law or by enforceable regulatory or judicial orders. Third parties to whom we disclose your personal data and who act as data controllers under data protection law include

- Public authorities
- Legal, economic and financial representatives
- Trading partners

Third Party Name	Items of transmitted personal data	Purpose of transfer
Audi of America, Inc.	See section 4	See section 5

## 8. Is data transferred 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 (countries that are neither members of the European Union nor the European Economic Area) or to international organizations.

A transfer of data to third countries (i.e. countries that are neither members of the European Union nor of the European Economic Area) may take place, to the extent this is required for the provision of services to you, is required by law, or you have given us your consent (in the absence of any other appropriate safeguarding mechanism under applicable law). **Please note:** Under the applicable local laws of the jurisdiction where

you are located at, a transfer to a third country might be defined as a transfer outside of the territory or country where you are located at the relevant time.

Please note that not all third countries have a level of data protection recognized as adequate by the competent body of the country where you are located at the relevant time (e.g. the European Commission). AUDI AG will only transfer your personal data to third countries to the extent permitted by applicable law. Insofar as AUDI AG relies on appropriate safeguards in accordance with applicable law (e.g. Standard Contractual Clauses or Binding Corporate Rules pursuant to Art. 46(2) GDPR for third country transfers), AUDI AG will take such additional technical and/or organizational measures to the extent necessary to maintain an adequate level of protection of your personal data, as required under applicable laws.

You can obtain a copy from us of the specific applicable or agreed rules to ensure the adequate level of data protection. Please use the information in the Contact section for this purpose.

Your data will be transferred to the following recipients in a third country:

Name of recipient	Name of third country	Purpose of third-country transfer	Recipient of onward transfer
Audi of America, Inc.	Country of purchase	Execution of the sales contract	

## 9. How long will my data be stored?

We store your data as long as it is necessary for the provision of our services to you or we have a legitimate interest in the further storage.

In addition, we are subject to various retention and documentation obligations, which result, inter alia, from the German Commercial Code (*Handelsgesetzbuch*, "HGB") and the German Tax Code (*Abgabenordnung*, "AO"). The periods specified therein for retention and documentation are up to ten years. Finally, the storage period is also assessed according to the statutory limitation periods, which can be up to thirty years, for example, according to Sections 195 et seqq. of the German Civil Code (*Bürgerliches Gesetzbuch*, "BGB"), with the regular period of limitation being three years.

Under certain circumstances, your data may also need to be retained for a longer period of time, such as when a so-called *legal hold* or *litigation hold* (i.e. a prohibition of data deletion for the duration of the proceedings) is ordered in connection with administrative or judicial proceedings.

We may also be subject to retention and documentation obligations in line with the local legislation of your country.

## 10. Which rights do I have?

All the below described rights concerning the personal data and the processing thereof may be subject to limitations, according to the applicable EU and/ or national laws. Depending on your jurisdiction, as the data subject, you may be entitled to the following data protection rights. **Please note:** Your data protection rights under the local laws of the country where you are located at the relevant time may differ from the rights described below. Please see Annex 1 for additional, country-specific information, in particular on rights that you might have under local laws. Such rights apply, to the extent the legal requirements are met, in addition to your rights provided under the GDPR.

As a data subject, you are generally entitled to the following data protection rights:

**Access:** You have the right to request information about the data stored about you at AUDI AG and the scope of the data processing and disclosure carried out by AUDI AG and to receive a copy of the personal data stored about you.

**Rectification:** You have the right to obtain without undue delay the rectification of inaccurate personal data concerning you as well as the completion of incomplete personal data stored concerning you at AUDI AG.

**Erasure:** You have the right to obtain the erasure of the personal data concerning you stored at AUDI AG without undue delay if the statutory requirements are met.

This may be the case, in particular, if

- Your personal data are no longer necessary in relation to the purposes for which they were collected;
- The sole legal ground for the processing was your consent and you have withdrawn it;
- You have objected to the processing based on the legal ground of balancing of interests on grounds relating to your particular situation and we cannot prove that there are overriding legitimate grounds for the processing;
- Your personal data have been unlawfully processed; or
- Your personal data have to be erased for compliance with a legal obligation.

If we have shared your data with third parties, we will inform them about the erasure, insofar as required by law.

Please note that your right to erasure is subject to restrictions. For example, we are not required or allowed to delete data that we are still obligated to retain due to statutory retention periods. Similarly, data that we need for the establishment, exercise or defense of legal claims are excluded from your right of erasure.

**Restriction of processing:** You have the right to obtain, under certain conditions, restriction of processing (i.e. the marking of stored personal data in order to restrict their future processing). The requirements are, in particular:

- The accuracy of your personal data is contested by you and AUDI AG must verify the accuracy of your personal data;
- The processing is unlawful, but you oppose the erasure of the personal data and instead request the restriction of the use of the personal data;
- AUDI AG no longer needs your personal data for the purposes of processing, but you require the data for the establishment, exercise or defense of legal claims;
- You have objected to the processing and the verification is pending whether the legitimate grounds of AUDI AG override yours.

In the event of a restriction of the processing, the data will be marked accordingly and will be – except for their storage – only processed with your consent

or for the establishment, exercise or defense of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the EU or of a EU Member State or of the country where you are located at the relevant time, in each case only to the extent permitted under applicable data protection laws.

Please note that the restriction of the processing of your personal data may be also employed as an alternative to the erasure of your personal data, where permitted by applicable law.

**Data portability:**

To the extent that we automatically process your personal data provided to us based on 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 transfer those data to another controller without hindrance from AUDI AG. You also have the right to have the personal data transferred directly from AUDI AG to another controller where technically feasible and provided that this does not adversely affect the rights and freedoms of others.

**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 on personal grounds. In addition, you have an unrestricted right to object if we process your data for our direct marketing. Please see our separate note in the "Information on your right to object" section.

**Withdrawal of consent:**

If you have given consent to the processing of your personal data, you may withdraw it at any time. Please note that the withdrawal shall only be effective for the future. Processing that occurred before the withdrawal shall not be affected.

**Complaint:**

In addition, you have the right to lodge a complaint with a data protection supervisory authority if you believe that the processing of your personal data is unlawful. The right to lodge a complaint is without prejudice to any other administrative or judicial remedy. The address of the data protection supervisory authority responsible for AUDI AG is:

**Bayerisches Landesamt für Datenschutzaufsicht**

Promenade 18

91522 Ansbach

Deutschland / Germany

**Information on your right to object**

**Right to object on grounds relating to your particular situation**

You have the right to object to the processing of your personal data on grounds relating to your particular situation. The prerequisite for this is that the data processing takes place in the public interest or on the basis of balancing of interests. This also applies for any profiling.

Insofar as we base the processing of your personal data on balancing of interests, we generally assume that we can demonstrate compelling legitimate grounds, but we will, of course, examine each individual case.

In the event of an objection, we will no longer process your personal data, unless,

- we can demonstrate compelling legitimate grounds for the processing of such data which override your interests, rights and freedoms or
- your personal data are used for the establishment, exercise or defense of legal claims.

**Objection to the processing of your data for our direct marketing purposes**

Where we process your personal data for direct marketing purposes, you have the right to object at any time to the processing of personal data concerning you for such marketing; this also applies to profiling to the extent that it is related to such direct marketing. If you object to the processing for direct marketing purposes, we will no longer process your personal data for such purposes, which includes profiling to the extent that it is related to such direct marketing.

If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

**Objection to the processing of your data for product improvement and general customer analysis**

As part of the legitimate interests, we grant you a separate right of objection with regard to the processing of your personal data for product improvement and general customer analysis.

If you object to the processing for the purpose of product improvement and/or general customer analysis, we will no longer process your personal data for these purposes. Purely statistical evaluations of aggregated or otherwise anonymous data remain unaffected by this.

**Exercise of the right to object**

The objection can be exercised in any form and should preferably be addressed to the contact details listed in this privacy notice.