



"Sales, Services and Marketing Measures" Privacy Policy

Dear customer,

As part of your visit, your Volkswagen dealership carries out all the processes necessary to provide the stipulated service and to satisfy your requirements. This typically leads to a series of processes in which information about you as a customer and your vehicle is processed and in which Volkswagen AG is involved as the manufacturer of your vehicle. In particular, this involves handling service processes and new car or used car purchases, or conducting customer surveys. We will inform you of the relevant data processing by Volkswagen AG in the following sections.

A. Controller

With this privacy policy we inform you about the collection, processing and use of your personal data.

The data controller within the meaning of Art. 4 No. 7 of the General Data Protection Regulation of the European Union (Regulation (EU) 2016/679 – "GDPR") is Volkswagen AG, Berliner Ring 2, 38440 Wolfsburg, kundenbetreuung@volkswagen.de, registered in the Commercial Register of the District Court of Braunschweig under No. HRB 100484 ("Volkswagen AG").

In the context of vehicle deliveries, Volkswagen Konzernlogistik GmbH & Co. OHG, Heßlinger Straße 12, 38436 Wolfsburg, datenschutz-auskunft.vwag.r.wob@volkswagen.de (hereinafter referred to as Group Logistics), registered in the Commercial Register of the District Court of Braunschweig under No. HRA 100170, is also the responsible entity within the meaning of GDPR; these cases are referred to separately in the data protection declaration.

B. Collecting, processing and use of your personal data

I. General information

Electronic control units are installed in your vehicle. Control units process data that, for example, they receive from vehicle sensors, generate themselves or exchange with other control units. Some control units are required for the safe functioning of your vehicle, others support you while driving (driver assist systems), and others enable convenience or infotainment functions. In particular, the control units required for the functioning of your vehicle play an important role in services such as repair and maintenance orders.

If you make use of services, the operating data stored can be read out and used together with the vehicle identification number ("**VIN**") if necessary. It can be read out from the vehicle by employees of the service network (e.g. workshops, manufacturers) or third parties (e.g. breakdown services). The same applies to warranty claims and quality assurance measures.



Likewise, your personal data may be processed by Volkswagen AG and Group Logistics in the course of new or used vehicle purchase transactions (including vehicle deliveries). In the event that customer surveys are carried out, your personal data may also be processed by Volkswagen AG in individual cases.

II. Reference to a specific person

In order to be able to provide certain services for your vehicle, it is necessary to collect vehicle-specific information about your vehicle. Information regarding the basic vehicle data, including the VIN, equipment features and construction status, is stored by us as the manufacturer of your vehicle to enable services such as the repair or replacement of vehicle parts over the entire service life of a vehicle.

Each vehicle is identified by a unique VIN. In Germany, this information can be traced back to the current and former owners of the vehicle by obtaining the corresponding information from the Federal Motor Transport Authority.

The data generated or processed by control units can therefore be personal – or can be personal under certain conditions.

III. Data processing by Volkswagen AG

Below you will find the specific processing purposes, the personal data that Volkswagen AG processes for these purposes, and the legal basis and storage period of the data.

1. Fulfilment of statutory requirements

In order to comply with statutory requirements, Volkswagen AG processes your name, address, VIN, the construction status of your vehicle and, if necessary, other personal data.

Volkswagen AG is subject to various statutory requirements that it must meet. These can result, for example, from statutory customs, tax and vehicle registration regulations.

For example, Volkswagen AG processes the VIN to check and ensure legal CO₂ emissions compliant with EU legislation for monitoring CO₂ emissions from passenger cars and light commercial vehicles. It receives the relevant VIN from the Volkswagen dealerships in the event of changes to the construction status of the vehicle and the resulting changes to the vehicle documents. If bodywork or completions are carried out on light commercial vehicles, WLPT results are transmitted to the body manufacturer for the purpose of ensuring legitimate CO₂ emissions.

Data processing is necessary to fulfil legal obligations (see Article 6 (1) (c) of the GDPR) or on the basis of an overriding legitimate interest (see Article 6 (1) (f) GDPR) if the processing of the customer data is used for processing the premium payment to the dealership.

The retention period depends on the respective processing purpose prescribed by the legal requirements.

In the event of price changes at short notice according to section 309 of the German Civil Code, the customer is entitled to the previous price if the vehicle was ordered before the effective date of the price increase. General vehicle data such as the VIN, the model and the engine power is required to determine the entitlement.



This data is processed on the basis of the fulfilment of contracts in accordance with Article 6 (1) (b) GDPR if the customer is a natural person (individual customer) or on the basis of the overriding legitimate interest (Article 6 (1) (f) GDPR) if the customer is an employee of a major customer. The legitimate interest involves fulfilling existing claims for old price billing, including in the interests of customer satisfaction, and complying with existing claims for old price billing and compliance with the dealership contract.

For tax law reasons, the data is stored for 15 years from the event.

2. Warranty and guarantee claims, maintenance and wear packages, and goodwill

In order to check and process guarantee and warranty claims, as well as maintenance and wear packages, Volkswagen AG processes your name, address, VIN, repair and invoice data and the construction status of your vehicle.

Volkswagen AG is happy to comply with existing claims arising from guarantee and warranty claims, as well as maintenance and wear packages. For this purpose, Volkswagen AG first checks whether claims are valid or are excluded, for example, due to modifications to the vehicle's construction status (e.g. tuning, conversions etc.) made by an owner. For this check, Volkswagen AG uses your contact and vehicle data.

The VIN, construction status data and mileage are also processed at the importer level to prepare and conduct warranty audits. These audits are required to check the proper application of the manufacturer's warranty specifications.

In addition, Volkswagen AG processes your personal data in the case of goodwill guarantees in the event of major damage (e.g. caused by hail or storm) or in the event of faults in the equipment of new vehicles you have ordered.

Volkswagen AG processes this data to fulfil the terms of your contract (see Article 6 (1) (b) GDPR) or on the basis of an overriding legitimate interest in accordance with Article 6 (1) (f) GDPR.

Your data that we process for handling guarantee and warranty claims as well as goodwill cases will be deleted, at the latest, 15 years after processing the transaction.

3. Mobility guarantee

If you have taken out a mobility guarantee, Volkswagen AG processes your name, contact details and the VIN and data of your vehicle when you use services provided on the basis of this guarantee.

With the aid of this data, Volkswagen AG checks whether you are entitled to the service provided. The data is also required to be able to offer you the specific service.

For example, if you use Roadside Assistance, we will also process your current location and the presumed reason for your vehicle's breakdown.

This data is required to provide immediate telephone assistance or, if necessary, to commission a Volkswagen dealership in the immediate vicinity to provide Roadside Assistance.



A mobility guarantee is automatically linked to the purchase or leasing of a Volkswagen ID family vehicle. The content of the mobility guarantee can be found in the warranty conditions provided. If you claim services from this warranty, your private identification data, your contact data, your address and your vehicle configuration data will be processed by Volkswagen AG.

With the aid of this data, Volkswagen AG checks whether you are entitled to the service provided. The data is also required to be able to offer you the specific service. If you use additional services, such as immediate assistance by telephone, courtesy cars or other mobility alternatives, your location data, driving licence information, credit card data and also the personal data of passengers may also be recorded and processed. This data is required to provide immediate telephone assistance or, if necessary, to commission a Volkswagen dealership or contracted provider in the immediate vicinity to provide Roadside Assistance. The Volkswagen dealerships or the contracted providers process the personal data under their own responsibility.

This data is processed to fulfil the terms of your mobility guarantee claim or mobility guarantee contract (see Article 6 (1) (b) GDPR).

When processing and settling breakdowns, such as the process of accepting the customer's request over the telephone or processing the internal settlement of the costs, Volkswagen AG uses Volkswagen Vertriebsbetreuungsgesellschaft GmbH and Volkswagen Group Service GmbH as processors. In certain cases (e.g. when the vehicle has to be transported or if a service needs to be invoiced), it may be necessary for Allgemeiner Deutscher Automobil-Club e.V. (ADAC) to act as the processor for Volkswagen AG. After handling and offsetting the services in the event of a breakdown, your private identification data (VIN) and your vehicle configuration are transferred from the Volkswagen dealership to Volkswagen AG. This transfer is based on the legitimate interest of Volkswagen AG (see Article 6 (1) (f) GDPR).

The legitimate interest of Volkswagen AG is to enable the best possible service for sold vehicles in terms of problem situations and breakdown situations. The vehicles are equipped with a mobility guarantee. This guarantee improves customer retention and also promotes vehicle sales.

Personally identifiable data are recorded in order to handle and settle breakdown assistance. In doing so, the non-disclosure obligation and all Group data protection rules are taken into account and ensured.

The data is usually deleted six months after the order date. This excludes the deletion of tax-relevant data, which is deleted after a retention period of 15 years.

4. Replacement parts

When certain replacement parts are ordered, Volkswagen AG receives the VIN of your vehicle, the equipment features and construction status of your vehicle, and the part number of the replacement part to be ordered. There are components in the vehicle that are specially manufactured for a vehicle and only fit specific vehicles (e.g. the key). Volkswagen AG requires this data to be able to provide the parts suitable for your vehicle.

Volkswagen AG processes this data to be able to fulfil the terms of your contract (see Article 6 (1) (b) GDPR).

In addition, when ordering such vehicle parts, a check is made as to whether the vehicle has been reported as scrapped or stolen. In these cases, the order is not executed.



This data processing is both in the legitimate interest of Volkswagen AG and the interests of those affected (see Article 6 (1) (f) GDPR). Volkswagen AG has an interest in preventing unauthorised access to your vehicle, initiating the necessary steps for an investigation and preventing the unauthorised enforcement of claims arising from a guarantee or warranty.

Your data is usually deleted 12 months after the order date. This excludes the deletion of tax-relevant data, which is deleted after a retention period of 15 years.

5. Product liability and field monitoring

For the purposes of product liability and field monitoring, Volkswagen AG receives the VIN, the construction status, the equipment, software version, vehicle operating values, other vehicle health data and data about repairs to your vehicle that have already been carried out.

Volkswagen AG is required by law to continuously monitor the products it places on the market during their life cycle in order to detect any possible defects promptly and to rectify them as quickly as possible. These include the obligations of product monitoring and hazard prevention. The product monitoring obligation includes the collection and evaluation of various information.

The data processing is necessary for the fulfilment of a legal obligation (see Art. 6 (1) (c) GDPR) or on the basis of an overriding legitimate interest (see Art. 6 (1) (f) GDPR). For the identification and analysis of anomalies and errors, the data of your vehicle and other vehicles are combined by Volkswagen AG. Only by taking a holistic view can a high level of quality and freedom from defects of the products brought to market be ensured at economically reasonable expense in the interest of the Volkswagen Group and in the interest of the customers.

The data processed for product liability and field monitoring will usually be deleted after 15 years.

6. Audit checks

In order to conduct internal audits, Volkswagen AG processes your name, contact data, VIN, contract data and additional data about your vehicle, depending on the internal process to be audited.

Volkswagen AG regularly carries out audits in order to check internal processes. It may be that your personal data specified above is required in order to assess a specific process.

Volkswagen AG draws on a legitimate interest in this regard (see Article 6 (1) (f) GDPR). The grounds for this interest are the fact that internal processes are audited for their legal compliance and effectiveness to improve them if necessary.

Your personal data will only be included in internal audit reports if this is necessary. Deletion usually takes place a maximum of 15 years after creation. This is to ensure that verification obligations are met.

7. Service quality and customer care

In order to answer any enquiries relating to a new or used car purchase or customer care and to guarantee you a high quality of service, Volkswagen AG processes the general data of your vehicle, such as the VIN and data about repairs to your vehicle that have already been carried out.



In this way, Volkswagen AG enables importers, dealerships and workshops to handle services in the most efficient way. This has the advantage for you that you can expect a high repair quality and avoid repeat repairs. In addition, the importer is able to provide sound answers to enquiries in your interest with the assistance of Volkswagen AG.

Volkswagen AG draws on an overriding legitimate interest in this regard (see Article 6 (1) (f) GDPR). The aim of this is to enable dealerships and/or workshops and Customer Care to provide you with the best possible service.

The data processed in this case is usually deleted directly after answering an enquiry or, in case of repair, after 15 years.

In addition, based on the VIN, Volkswagen AG provides importers, dealerships and workshops with information on the status of the digital products of your vehicle, in as far as your vehicle is technically enabled for their use. The aim is to allow enquiries relating to a new or used car purchase or in the workshop to be answered with a high service quality and to address customers actively in order to inform them of any usage restrictions, such as online navigation, voice control or the possibility of over the air updates if you have not installed the product portfolio or do not have the full product portfolio or when the initial licence period is about to expire.

Volkswagen AG draws on an overriding legitimate interest in this regard (see Article 6 (1) (f) GDPR). This interest lies in enabling the dealerships and workshops to provide the best possible advisory and support services for you.

The data processed here is deleted in accordance with the legal requirements.

8. Ensuring and improving product quality and fault rectification

In order to ensure the quality of our products, to improve them where necessary and to detect and remedy faults as quickly as possible, Volkswagen AG processes your vehicle's VIN, equipment features, construction status, repair data and complaints.

Volkswagen AG draws on an overriding legitimate interest in this regard (see Article 6 (1) (f) GDPR). This is founded in the identification, analysis, implementation of measures and the use of measures in the case of key issues identified for improving the product and customer satisfaction.

9. Special promotions for products and services

In order to process and check your entitlement to special conditions, Volkswagen AG processes your name, email address, telephone number, address, the VIN of your vehicle and, if applicable, copies of evidence, such as your driver's licence.

The data is processed in the context of processing your claiming of special conditions in order to execute the contract concluded with you (see Article 6 (1) (b) GDPR).

Volkswagen AG offers you certain products and services at special conditions at regular intervals. These offers are special conditions that are offered to you either directly by your Volkswagen dealership or which you may claim from Volkswagen AG.



Volkswagen AG also processes your data for the purpose of checking your entitlement to special conditions offered to you by your Volkswagen dealership on the basis of an overriding legitimate interest (see Article 6 (1) (f) GDPR).

The retention period depends on the statutory retention periods, for example those arising from tax law regulations.

10. Customer satisfaction survey and market research

For the purposes of customer satisfaction surveys and market research, Volkswagen AG processes the following data:

- Private contact and identification data (e.g. first name, surname, address, year of birth, language)
- General vehicle data (e.g. VIN)
- Contract data (e.g. country code, brand code, membership of customer club, selected membership / care programme, club card recipient)
- Credit rating and bank details (e.g. customer account, IBAN, BIC)

Data is processed on the basis of your consent (see Article 6 (1) (a) GDPR) or an overriding legitimate interest (see Article 6 (1) (f) GDPR).

If you provided consent to Volkswagen AG, you can revoke it at any time with future effect. You can find more detailed information on this in **Section C**.

As soon as the authorisation to process your data by Volkswagen AG ends, your data will be deleted. This is the case, for example, if you revoke the declaration(s) granted on your part and if there are no longer any statutory retention periods and your data will not be required to prevent legal claims.

Your data processed within the scope of the overriding legitimate interest will be deleted four years from creation.

11. Initiating and completing the purchase of an ID model

To initiate and process the purchase of an ID model, the Volkswagen dealership and Volkswagen AG must process your personal data (e.g. first name, surname, date of birth, postal address, telephone, and mobile phone number). This relates to the creation of offers and the execution of the sales contract (vehicle order, change of order, delivery, cancellation). In connection with sales contract processing, Volkswagen AG may contact you using the personal data you provide. Volkswagen AG processes the above-mentioned information, and further personal data you provide, to fulfil your contract (cf. Art. 6 (1) (b) GDPR) or to transfer the data to complete the purchase following conclusion of the purchase contract on the basis of a legitimate interest (cf. Art. 6 (1) (f) GDPR) that lies in the fulfilment of the sales activity in connection with exertion of contractual obligations and customer management, as well fraud protection.

For the delivery processing, we shall, if you wish, involve Autostadt GmbH and/or Volkswagen Sachsen GmbH and/or the delivering dealership. In such cases, a corresponding data transfer takes place for the purpose of providing the contractual service (see Article 6 (1) (b) GDPR).



In the event of a delayed payment and any subsequent dunning and debt collection, we involve Volkswagen Financial Services Digital Solutions GmbH, Gifhorner Straße 57, 38112 Braunschweig, Germany, to process the matter on behalf of Volkswagen AG.

The deletion and retention period for your data in the sales system in the case of a concluded sales contract is a maximum of ten years after delivery and a maximum of 15 years for the order data in the Volkswagen AG ordering system. After the deadline has expired, the corresponding data will be deleted routinely, as long as it is no longer required to fulfil the terms of the contract or to initiate the contract and/or there is no basis for further storage on our part.

If you choose a leasing contract, Volkswagen Leasing GmbH, Gifhorner Straße 57, 38112 Braunschweig, Germany, info@volkswagenleasing.de, entered in the register of companies at Braunschweig District Court under the register no. HRB 1858, is responsible for initiating, implementing and processing the leasing contract in terms of data protection. The data required for the creation of a request (in particular, your private identification data, your contact data, your address and your vehicle configuration) are transferred by Volkswagen AG to Volkswagen Leasing GmbH for the purpose of contract initiation (see Article 6 (1) (1) (b) GDPR). You can find detailed information about data processing in the data protection information of Volkswagen Leasing GmbH. If you conclude a leasing contract, only the vehicle configuration and leasing contract number are transferred to Volkswagen AG and stored and processed there.

12. Initiating and completing the purchase of vehicles by special customers

Certain customer groups such as people with disabilities conclude a sales contract directly with Volkswagen AG. During processing of the purchase process incl. clarification of funding measures, through to possible purchase cancellations, and the associated customer care measures, private contact and identification data (e.g. first name, surname, address), general vehicle data (e.g. VIN) and particularly sensitive data (e.g. disability status) will be processed. Processing of particularly sensitive data is necessary to check whether the purchase transaction is eligible for special funding.

Volkswagen AG processes this data to fulfil the terms of your contract (see Article 6 (1) (b) GDPR) or on the basis of an overriding legitimate interest in accordance with Article 6 (1) (f) GDPR or on the basis of consent (see Article 6 (1) (a); Article 9 (2) (a) GDPR).

The data processed here is usually deleted 15 years after processing the customer issue.

13. Manufacturer support for sales, service and marketing measures by dealerships and authorised workshops

To support dealerships and authorised workshops, it may be necessary to forward general vehicle data (e.g. VIN, commissioning number) and contract data (e.g. collection date) to Volkswagen AG in order, for example, to make vehicle corrections in the context of invoicing, or to check vehicle-specific, dealership-specific goodwill requests with the aim of approving goodwill for sales support measures and advertising cost subsidies if the check is successful, or to analyse potential sales for dealerships, or for delivery. For delivery processing, we will, if you wish, involve Autostadt GmbH and Volkswagen Sachsen GmbH.



Data processing takes place on the basis of an overriding legitimate interest in accordance with Article 6 (1) (f) GDPR or consent (see Article 6 (1) (a) GDPR) or on the basis of a contract or contract initiation (see Article 6 (1) (b) GDPR).

The data will be deleted after a maximum of 15 years.

Volkswagen AG supports importers, dealerships and authorised workshops in managing and carrying out their processes by providing IT systems. In this context, it also provides IT support services to partner companies in which customer data is recorded during ticket acceptance for recording malfunctions, for example.

The legal basis for this is an overriding legitimate interest in accordance with Article 6 (1) (f) GDPR, which is founded, among other things, on allocating work results in order to be able to pose targeted questions.

The data will be deleted after a maximum of 4 years.

Within the framework of dealership and service management, general vehicle data (e.g. VIN, commissioning number), private and/or professional contact data such as location and contract data, such as the order number, will be processed by Volkswagen AG, for example:

- To grant bonuses or sales promotion measures and the associated discount payments and final invoicing to the partner companies, for example
- To determine dealership potential
- As part of determining and conducting dealer awards
- For the granting of special support (transport costs from regional authorities)
- For evaluations for retail

The data will be deleted after a maximum of 15 years.

The legal basis for this is an overriding legitimate interest according to Article 6 (1) (f) GDPR or the fulfilment of your contract (see Article 6 (1) (b) GDPR).

14. Creating evaluations for company management

Volkswagen AG is constantly striving to improve business processes as part of company management and to optimise the associated costs. To achieve this goal, it is necessary to analyse the web analysis, offer, sales and order data in detail. For this reason, Volkswagen AG processes data from the web analysis, offer, sales and ordering systems, e.g.

- Pseudonymous identification data (e.g. a randomly generated pseudonymous user ID)
- Private contact and identification data (address)
- Contract data (e.g. vehicle equipment, order data, logistics data)
- Vehicle usage data (e.g. vehicle data)
- IT usage data (e.g. last login to the services, use of functions)



The purposes of processing, the processing itself and the corresponding legal basis are described in detail below.

In order to create evaluations for company management, Volkswagen AG carries out analyses of the web analysis, offer, sales and order data according to model, sales channel, ordering status, analyses according to the required variants and equipment and reporting on key business figures using an identification number. Furthermore, Volkswagen AG merges its data with external information such as socio-economic or socio-demographic characteristics. In the course of processing, your personal data is pseudonymised. Pseudonymisation involves removing all direct personal identification features (e.g. name, email, telephone number, vehicle identification number).

Indirectly traceable identification features (pseudonyms) are retained. The data is only analysed in the Volkswagen AG analytics systems once this pseudonymisation has been completed. The direct reference to a specific person is not restored at any time. The results of the analysis (especially metrics and key figures) are completely anonymous. In the case of processing extending beyond this (e.g. the calculation of segments, metrics and key figures), the data is anonymised in advance.

The described processing of your data takes place on the basis of the legitimate interest of Volkswagen AG to perform evaluations for company management (Article 6 (1) (f) GDPR).

Volkswagen AG deletes your pseudonymous data after three years or in accordance with the legal requirements, e.g. as soon as the purpose for which the data was collected no longer applies and provided that there are no other retention obligations.

Your personal data is processed in an Amazon Web Services cloud operated by Amazon Web Services EMEA SARL ("Amazon") in the European Union to create evaluations for company management purposes. Access to personal data by Amazon Web Services, Inc., based in the USA, cannot be excluded, so that the relevant EU standard contractual clauses (a contract approved by the European Commission that accords the same protection to personal data that they have in the EU during data processing in non-EU countries) have been concluded. Amazon will process your personal data only on our behalf and in accordance with our instructions under a data processing agreement. In addition, Volkswagen AG shall use Volkswagen Deutschland GmbH & Co. KG and CARIAD SE, both based in Germany, as the processor in order to safeguard operation and for further development.

You can view the EU standard contractual clauses used via the following link: [EUR-Lex - 32021D0914 - EN - EUR-Lex \(europa.eu\)](#)

15. Analysis of sales activities

Volkswagen AG is constantly striving to optimise the workflows and business processes relating to new vehicles business, to reduce the associated costs and to establish the decision-making criteria for sales activities. The basis for this is provided by the generation of reports on new vehicles business which are used as a medium-term and long-term planning instrument. Specifically, general reports, ad-hoc reports, insolvency reports and reports relating to dealership incentive programmes are obtained with the aid of a management information system. In order to generate reports and determine key figures regarding incoming orders, sales and inventories for the purposes of analysing new vehicles business, Volkswagen AG processes your vehicle identification data (e.g. the vehicle identification number (VIN), commissioning number) as well as associated delivery data (e.g. collection date, delivery date and time).



The described processing of your data takes place on the basis of the legitimate interest of Volkswagen AG to perform analyses on new vehicles business (Article 6 (1) (f) GDPR).

Volkswagen AG deletes your data after 10 years at the latest or in accordance with the legal requirements, e.g. as soon as the purpose for which the data was collected no longer applies and provided that there are no other retention obligations.

Your personal data is processed in an Amazon Web Services cloud operated by Amazon Web Services EMEA SARL ("Amazon") in the European Union to create evaluations for company management purposes. Access to personal data by Amazon Web Services, Inc., based in the USA, cannot be excluded, so that the relevant EU standard contractual clauses (a contract approved by the European Commission that accords the same protection to personal data that they have in the EU during data processing in non-EU countries) have been concluded. Amazon will process your personal data only on our behalf and in accordance with our instructions under a data processing agreement. In addition, Volkswagen AG shall use Volkswagen Deutschland GmbH & Co. KG, CARIAD SE, Adastra GmbH and Deloitte Consulting GmbH, all based in Germany, as processors in order to safeguard operation and for further development.

You can view the EU standard contractual clauses used via the following link: [EUR-Lex - 32021D0914 - EN - EUR-Lex \(europa.eu\)](#)

16. Systematic market cultivation

To support the dealership organisation with targeted market cultivation and the strategic alignment of the sales network on the part of Volkswagen AG, the vehicle identification number (VIN) of your vehicle is processed by Volkswagen AG. This data is used to obtain information regarding dealership performance and the leveraging of potential in a market area.

Data processing takes place on the basis of an overriding legitimate interest in accordance with Article 6 (1) (f) GDPR (weighing of interests). Volkswagen AG has a legitimate economic interest in this data, as market cultivation that is targeted in an analytical and decision-making-related manner is only possible with the aid of this type of supply chain data.

The data is deleted when it is overwritten automatically after ten months.

17. Processing customer data in the context of risk management

In the context of risk management (e.g. the calculation of compensation payments for payments made in the event that the VW partner company becomes insolvent, processing of payment problems, delivery delays, processing of customer data upon termination of a contract), Volkswagen AG processes private and vehicle-specific data such as your customer number, your vehicle identification number (VIN) and your new vehicle commissioning number.

For the data processing specified above, Volkswagen AG draws on an overriding legitimate interest (see Article 6 (1) (f) GDPR). The legitimate interest involves handling the necessary cash flows and processes in the event that a partner company becomes insolvent.



The data processed is usually retained for up to 15 years for tax law reasons and is then deleted.

18. Reading out on-board fuel consumption monitoring data (OBFCM data)

For compliance with legal requirements (Commission Implementing Regulation (EU) No. 2021/392), vehicle data recording fuel consumption and kilometres driven (known as on-board fuel consumption monitoring data) is read out when vehicles are taken in for service or repairs and sent to the European Commission together with the vehicle identification number.

Data processing, transfer and storage is regulated by the provisions of this legal requirement; customers may withdraw their consent to such activities prior to the data being read out in the authorised workshop.

Your data is deleted after 15 years at the latest or in accordance with the legal requirements, e.g. as soon as the purpose for which the data was collected no longer applies and provided that there are no other retention obligations.

19. Processing customer data in the context of risk management

To achieve a favourable classification of Volkswagen AG vehicles and thereby provide our customers with vehicles that are inexpensive to insure, Volkswagen AG transfers the specific information relating to the installed driver assistance systems to GDV-Dienstleistungs-GmbH with headquarters in Germany. This information is transferred and evaluated in pseudomised form. GDV-Dienstleistungs-GmbH then presents the analysis results to the Classification Commission, made up of members of the Federal Motor Transport Authority (KBA), for example, who check these and may subsequently take them into account in the initial classification of new vehicle models.

Volkswagen AG processes these data on the basis of an overriding legitimate interest in accordance with Art. 6 (1) (f) GDPR.

The legitimate interest of Volkswagen AG is constituted by the fact that the advantage and benefit of data transfer from installed driver assistance systems by the manufacturer to GDV Dienstleistungs-GmbH could, in the best case, produce a possible bonus in the insurance classification for comprehensive, partially comprehensive, and third-party liability premiums, for example. This could quite probably result in a lower insurance premium for the customer.

Your data that is processed in the effectiveness study for driver assistance systems under realistic accident situations will be deleted 1 year after creation at the latest.

IV. Processing of personal data by group logistics

Personal data (personal contact and identification data and vehicle usage data, in particular the VIN) may be processed by Group Logistics as part of the timely and efficient processing of vehicle deliveries.

Data processing takes place on the basis of an overriding legitimate interest in accordance with Article 6 (1) (f) GDPR (weighing of interests). The overriding interests of Group Logistics are to enable simple and timely processing of vehicle deliveries. Vehicles to be delivered are assigned to a transport destination via the VIN and delivered accordingly.

The data processed in this way will be deleted immediately after the legal basis ceases to apply, when it is no longer required for the purposes stated or the purposes stated cease to apply, and if there is no other legal basis (e.g., retention periods under commercial and tax law), at the latest after 15 years.



V. Recipients of the data outside Volkswagen AG

Volkswagen AG will only pass on your personal data to processors or third parties if a legal basis exists for this.

For example, Volkswagen AG uses order processors for data processing. They support Volkswagen AG in the above-mentioned processes. Order processing contracts have been concluded with the order processors in accordance with Article 28 of the GDPR so that your data is also subject to the high level of protection of Volkswagen AG in the area of protection of the order processor.

The order processors provide support e.g. by hosting IT systems, providing technical support and customer care.

Furthermore, in a few cases, Volkswagen AG will pass on your data to other offices responsible under the terms of data protection law. For example, Volkswagen AG is legally obliged to pass on the VIN and the construction status of your vehicle to damage assessors. These determine the current value of the vehicle on your behalf.

As part of orderly business operations by Volkswagen AG and as part of business correspondence, data is regularly transmitted to development and production facilities as well as to importers. For example, Volkswagen AG may pass on your VIN to foreign production sites as part of eliminating product faults and improving products.

Investigating authorities and courts present specific queries relating to motor vehicles that are affected by investigations to Volkswagen AG. In this context, your personal data may be passed on to the aforementioned bodies.

In the context of vehicle deliveries, Volkswagen AG may pass on your data to the Group Logistics (Chapter IV).

VI. Data transfer to third countries

Volkswagen AG and Group Logistics strictly observe the relevant data protection requirements when transferring data to "third countries" (those that are neither members of the European Union nor the European Economic Area). For example, Volkswagen AG or Group Logistics only transmits data to recipients (e.g. IT service providers who provide technical support or production facilities that perform quality inspections on vehicle models manufactured there) in third countries if the European Commission has deemed this appropriate for the respective third country or if the data transfer is adequately protected by the conclusion of EU standard contract clauses, as created by the European Commission, with the recipient of the data.

You have the option of obtaining a copy of these appropriate guarantees that we conclude to ensure an adequate level of data protection. Please contact us in this regard via the contact details listed in Section D.



C. Your rights

You may exercise the following rights vis-à-vis Volkswagen AG at any time, free of charge. You can obtain further information about exercising your rights on the following website: <https://datenschutz.volkswagen.de>

You are also entitled to the following rights when your data is processed by Group Logistics, and you can exercise these rights free of charge at any time. For more information please contact: datenschutz-auskunft.vwag.r.wob@volkswagen.de

Right to information: You have the right to obtain information from us regarding the processing of your personal data.

Right to rectification: You have the right to obtain from us the rectification of any inaccurate or incomplete personal data concerning yourself.

Right to erasure: You have the right to have your data erased if the conditions set out in Article 17 of the GDPR are met. According to this, you can demand, for example, that your data is erased if it is no longer necessary for the purposes for which it was collected. In addition, you can demand erasure if we process your data on the basis of your consent and you withdraw this consent.

Right to restriction of processing: You have the right to ask for a restriction of the processing of your data if the conditions set out in Article 18 of the GDPR are met. This is the case, for example, if you dispute the accuracy of your data. You can demand restriction of processing for the period during which the data is being checked.

Right to object: You have the right to object to the processing of your data if processing is based on an overriding interest or your data is used for the purposes of direct advertising. An objection is permitted if processing is conducted in either the public interest or for the exercise of official authority, or if it is conducted for a legitimate interest of Volkswagen AG or of a third party. If you object to the processing of your data, please notify us of the reasons for your objection. Furthermore, you have the right to object to data processing for the purposes of direct marketing. This also applies to profiling where this is connected to direct marketing.

Right to data portability: If data processing is based on consent or performance of a contract and the processing is performed by automated means, you have the right to receive your data in a structured, commonly used and machine-readable format and to transmit this data to another data processor.

Right to withdraw consent: Where data processing is based on consent, you have the right to withdraw your consent to data processing, with future effect, at any time free of charge.

Right of complaint: You also have the right to lodge a complaint about our processing of your data with a supervisory authority (such as the Data Protection Commissioner for the State of Lower Saxony [Landesbeauftragte für den Datenschutz Niedersachsen]).



D. Your contacts

Contacts for exercising your rights

The contact persons for exercising your rights, along with further information, can be found on the following website: <https://datenschutz.volkswagen.de>.

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Data protection officer

Our data protection officer is your contact person for matters relating to data protection:

Data protection officer at Volkswagen AG
Berliner Ring 2, 38440 Wolfsburg, Germany
datenschutz@volkswagen.de

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