



Data protection notice Audi driving experience

In this data protection notice we set out how your personal data is processed by AUDI AG, Auto-Union-Str. 1, 85057 Ingolstadt (“we”) in connection with registering for and participating in Audi driving experience events.

1. Who is responsible for data processing, and whom can I contact?

The controller responsible for processing your personal data is: AUDI AG, Auto-Union-Str. 1, 85057 Ingolstadt.

If you have any concerns about data protection, you can also contact our company’s Data Protection Officers:

AUDI AG, Data Protection Officer, 85045 Ingolstadt, email: datenschutz@audi.de

If you would like to assert any of your rights as a data subject, please contact us via <https://gdpr.audi.com/>

There you will find further information on how to exercise your rights as a data subject.

You can also contact us by post at the following address: AUDI AG, DSGVO-Betroffenenrechte, 85045 Ingolstadt

If you have any general questions about this data protection information or about the processing of your personal data by AUDIAG, please contact us using the following contact details:

By post: AUDI AG, Audi driving experience, 85045 Ingolstadt, via email: drive@audi.de, via fax: +49 (0) 841 – 89 84 3 29 00

2. What data do we process and what sources do such data come from?

We process personal data that we receive from you or the person accompanying you in the course of our business relationship (registration for and organisation of Audi driving experience events, dispatch of the Audi driving experience event catalogue).

The personal data include:

- Contact/identification details (personal): Form of address, first name, surname, address, date of birth, telephone numbers and e-mail address
- Contact/organisation details (work): e.g. work address, email and telephone number, company, department
- Bank details (IBAN, BIC, account number, bank sort code, credit institution, account holder)
- Vehicle identification number (VIN), driver, front passenger, driving time and duration within the framework of the logbook
- IT usage data in the case of online registration (IP address)
- Video recordings

3. For what purposes do we process your data and on what legal basis?

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”]) for the following purposes:

Purpose	Legal Basis	Legitimate Interest for Balancing of Interests	Data category
Registration (including via the booking tool) and running the event	Performance of a contract (Art. 6, para. 1b) GDPR		Personal or work contact details, bank details, IT usage data
Video recording of the participant during the driving experience (only if this is a component of the contract)	Performance of a contract (Art. 6, para. 1b) GDPR		Video recordings
Video recordings from permitted surveillance equipment (surveillance of the plant boundary)	Balancing of interests (Art. 6, para. 1f) GDPR		Video recordings
Sanctions list check	Compliance with legal obligations (Art. 6, para. 1c) GDPR		Personal or work contact details
Dispatch of event catalogue/ newsletter (promotional communication)	Consent (Art. 6, para. 1a) GDPR		Personal or work contact details, IT usage data
Compliance with fiscal control and reporting obligations, archiving of data	Compliance with legal obligations (Art. 6, para. 1c) GDPR, balancing of interests (Art. 6, para. 1f) GDPR	Compliance with legal and regulatory requirements	Personal or work contact details
Disclosure within the scope of official/judicial measures for the purposes of gathering evidence, prosecution and enforcement of civil claims	Compliance with legal obligations (Art. 6, para. 1c) GDPR, balancing of interests (Art. 6, para. 1f) GDPR	Compliance with legal and regulatory requirements	Driver, front passenger, driving time and duration within the framework of the logbook, video recordings

4. Who receives my data?

In providing the services we use processors who support us with data processing. This includes:

- Event agency (Audi Events & Services GmbH)
- IT service providers (VW Group Services)
- Service provider for sending newsletter (salesforce.com Germany GmbH and Vision 11 GmbH)

We also forward your personal data, if necessary, to third parties, who act as independent controllers. This includes: Event hotels and locations (room reservation and access authorisation), Travel agencies (flight reservation), if applicable, authorities within their jurisdiction

5. Are data transmitted to a third country?

In General, we process your data in the European Union. A transfer to a third country (i.e. a transfer to countries that are neither a member of the European Union nor the European Economic Area) may exceptionally take place in the following case: As part of the dispatch of the newsletter, we use the Customer Relationship Management Tool of salesforce.com Germany GmbH. Your data will generally be stored within the European Union or in Great Britain. With regard to Great Britain, the transfer takes place on the basis of an adequacy decision of the European Commission. Besides, (support) access cannot be excluded from the following third countries: USA and India. The following measures have been taken to maintain adequate protection of your personal data: Conclusion of standard contractual clauses or binding corporate rules by salesforce.com Germany GmbH. In addition, further technical and/or organizational measures are taken to protect your data. Further information can be found at www.salesforce.com/company/privacy

6. How long will my data be stored?

We store your data for the duration of the event and subsequently for the relevant statutory retention period (up to 10 years). In addition, the storage period is also assessed according to the statutory limitation periods (up to 30 years, regular limitation period 3 years).

7. What rights do I have?

Naturally, you also have the relevant data protection rights to access, rectification, erasure and restriction of processing with regard to the processing of your personal data in connection with your participation. You may revoke or amend your consent at any time with future effect without stating reasons.

Further information on this and on your right to complain to the relevant data protection authorities can be found in our detailed data protection notice at www.audi.com/en/privacy-policy.html