



# Data protection notice for Audi driving experience

In this data protection notice we provide information about the processing of your personal data by Audi AG, Auto-Union-Strasse 1, 85045 Ingolstadt ("we") in connection with registration and participation in Audi driving experience events.

## 1. Who is responsible for data processing and who can I contact?

The entity responsible for processing your personal data is: AUDI AG Auto-Union-Strasse 1, 85045 Ingolstadt.  
For data protection issues you can also contact our company data protection officer:  
AUDI AG, Data Protection Officer, Auto-Union-Strasse 1, 85045 Ingolstadt. Email: [datenschutz@audi.de](mailto:datenschutz@audi.de).

## 2. Which data do we process and where does it come from?

We process the personal data you provided in the registration and participation forms or in the event contract for the Audi driving experience, the data you entered in the application for information about the Audi driving experience (e.g. event catalogue) or the data provided by others in the context of the booking and the data you or a passenger entered in the log (driver, time and duration of trip).  
If you commit a traffic violation in the Audi driving experience we receive the relevant information from the responsible authorities.

## 3. For what purposes do we process your data and what is the legal basis?

We process your personal data in compliance with the provisions of the General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG) for the purposes of booking and managing events you attend as a participant, guest or companion, and to document the event and resolve and pursue possible traffic violations, administrative offences or crimes. This processing is for the purpose of precontractual measures and performance of a contract with you (Art. 6 para. 1 (b) GDPR) and the latter also to meet any Audi AG legal obligations.

If you order the Audi driving experience events catalogue or give your declaration of consent under data protection law on the registration/participation form, we process your data on the basis of your consent (Art. 6 para. 1, subpara. 1 (a) GDPR).

## 4. Who gets my data?

In providing specific services we use event agencies as order processors who assist us in participation management. We also forward your personal data, if necessary, to the event hotels, if you request this service in the context of the event, and we send your full name to the instructors for the event you booked. In the event of traffic violations we forward your personal data to the responsible authorities. No data is transmitted to countries outside the EU (i.e. countries which are members of neither the European Union nor the European Economic Area).

## 5. How long is the data stored?

We store your data for the duration of the event and subsequently for the duration of the relevant statutory retention obligations (up to 10 years). Subsequent storage is also subject to the statutory retention limits (up to 30 years, regular limit 3 years).

## 6. What rights do I have?

Naturally, you have your relevant data protection rights to notification, rectification, erasure and restriction of processing with regard to processing your personal data in connection with your participation. You may revoke or amend your consent at any time with future effect without stating reasons. If you wish to contact us, please do so:

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

You can find further information on this and on your right to complain to the responsible data protection authority in our detailed data protection notice at [www.audi.de/datenschutz](http://www.audi.de/datenschutz).

## 7. Contact

If you have questions about this data protection notice or processing of your personal data by Audi AG, or wish to exercise your data protection rights, please contact the following:  
AUDI AG Kundenbetreuung Deutschland, PO Box 10 04 57, 85045 Ingolstadt, Email: [kundenbetreuung@audi.de](mailto:kundenbetreuung@audi.de)

**For more information on data protection at Audi: [www.audi.de/datenschutz](http://www.audi.de/datenschutz)**