ROLLS-ROYCE
MOTOR CARS
MUNICH

PRIVACY POLICY

We are delighted that you are visiting our website. The protection and security of your personal information whilst using our website is very important to us. We would therefore like to take this opportunity to inform you about which of your personal data we collect when you visit our website and for what purposes it is used.

Who is responsible and how can I contact them?

Responsible data controller

for the processing of personal data within the EU General Data Protection Regulation (GDPR)

Schmidt Premium Cars GmbH München

Oberdiller Straße 29

82065 Baierbrunn

+ 49 89 45224180

Data Protection Officer

MB Konzept GmbH

Hofstraße 13

D-52499 Baesweiler

Jost Spicher

spicher@mbkonzept.de

What Is This About?

This Privacy Policy fulfills the legal requirements for transparency regarding the processing of personal data. Personal data means any information relating to an identified or identifiable natural person. This includes, for example, your name, telephone number, email address, IP address, or user behavior when visiting a website. Information that cannot be associated with you, either at all or only with disproportionate effort, for example through anonymization, is not considered personal data.

The processing of personal data (such as its collection, retrieval, use, storage, or transmission) always requires a legal basis and a defined purpose.

Stored personal data will be deleted as soon as the purpose for processing has been fulfilled and there are no legal grounds for retaining the data. For each individual processing activity, we inform you of the applicable retention periods or the criteria used to determine the retention period.

Irrespective of this, we may retain your personal data in individual cases where this is necessary for the assertion, exercise, or defense of legal claims, or where statutory retention obligations apply.

Who Receives My Data?

We only share the personal data we process on our website with third parties where this is necessary to fulfill the purposes for which the data is processed and is covered by the applicable legal basis (e.g. your consent or the protection of legitimate interests).

In individual cases, we may also share personal data with third parties where this is necessary for the assertion, exercise, or defense of legal claims. Potential recipients may include, for example, law enforcement authorities, lawyers, auditors, courts, and other relevant parties.

Where we use service providers to operate our website who process personal data on our behalf as data processors in accordance with Art. 28 GDPR, these service providers may also receive your personal data.

Further information on the use of data processors and web services can be found in the overview of the individual processing activities.

Do You Use Cookies?

Cookies are small text files that we send to the browser of your device when you visit our website and that are stored there. As an alternative to using cookies, information may also be stored in your browser's local storage.

Some functions of our website cannot be provided without the use of cookies or local storage (technically necessary cookies). Other cookies enable us to perform various analyses, allowing us, for example, to recognize the browser you use when you revisit our website and to transmit various information to us (non-essential cookies).

Cookies help us make our website more user-friendly and effective. For example, they enable us to understand how you use our website and to identify your preferred settings, such as country and language preferences.

Where third parties process information through cookies, they collect this information directly through your browser.

Cookies do not cause any damage to your device. They cannot execute programs and cannot contain viruses.

What Rights Do I Have?

Subject to the requirements set out in the applicable provisions of the General Data Protection Regulation (GDPR), you, as a data subject, have the following rights:

- Right of access (Art. 15 GDPR): You have the right to obtain information about the personal data we store about you, including meaningful information about the details of the processing, as well as a copy of your data.
- Right to rectification (Art. 16 GDPR): You have the right to request the correction of inaccurate or incomplete personal data that we have stored about you.
- Right to erasure (Art. 17 GDPR): You have the right to request the deletion of your personal data stored by us, unless the processing is necessary for exercising the right to freedom of expression and information, for compliance with a legal obligation, for reasons of public interest, or for the establishment, exercise, or defense of legal claims.
- Right to restriction of processing (Art. 18 GDPR): You have the right to request the restriction of processing where you contest the accuracy of the data, where the processing is unlawful, where we no longer need the data but you refuse its deletion because you require it for the establishment, exercise, or defense of legal claims, or where you have objected to the processing pursuant to Art. 21 GDPR.
- Right to data portability (Art. 20 GDPR): You have the right to receive the personal data you have provided to us on the basis of consent pursuant to Art. 6(1)(a) GDPR or a contract pursuant to Art. 6(1)(b) GDPR, provided that the data is processed by automated means. You will receive your data in a structured, commonly used, and machine-readable format. Where technically feasible, we will transmit the data directly to another controller.
- Right to object (Art. 21 GDPR): You have the right to object to the processing of your personal data where such processing is based on Art. 6(1)(e) or (f) GDPR and there are grounds relating to your particular situation. You may also object where your personal data is processed for direct marketing purposes. The right to object does not apply where compelling legitimate grounds for the processing can be demonstrated that override your interests, rights, and freedoms, or where the processing serves the establishment, exercise, or defense of legal claims. Where the right to object does not apply to individual processing activities, this will be indicated accordingly.
- Right to withdraw consent (Art. 7(3) GDPR): You have the right to withdraw any consent you have given at any time, with effect for the future.
- Right to lodge a complaint (Art. 77 GDPR): You have the right to lodge a complaint with a supervisory authority if you believe that the processing of your personal data infringes the GDPR. As a general rule, you may contact the supervisory authority in your habitual place of residence, your place of work, or the location of our registered office.

How Is My Data Processed in Detail?

Below, we provide information about the individual processing activities, the scope and purpose of the data processing, the legal basis, whether you are required to provide your data, and the respective retention period. No automated decision-making in individual cases, including profiling, takes place.

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Presence on Social Media Platforms

We maintain so-called fan pages, accounts, or channels on the social networks listed below in order to provide you with information and offers through social networks, as well as to offer you additional ways to contact us and learn more about our services.

Below, we provide information about which data we and the respective social network process in connection with your access to and use of our fan pages, accounts, or channels.

Data We Process About You

If you contact us via Messenger or direct message through the respective social network, we generally process the username you use to contact us and, where applicable, store any additional information you provide to us, insofar as this is necessary to process and respond to your inquiry.

The legal basis for this processing is Art. 6(1)(f) GDPR (processing is necessary for the purposes of the legitimate interests pursued by the controller).

(Static) Usage Data We Receive from Social Networks

We receive automatically generated statistics about our accounts through the respective social networks' Insights features. These statistics include, among other things, the total number of page views, likes, information about page activity and post interactions, reach, video views, as well as information about the proportion of male and female fans/followers.

The statistics contain only aggregated data that cannot be attributed to individual persons. We cannot identify individuals based on this data.

What Data Do Social Networks Process About You?

To view the content on our fan pages or accounts, you do not need to be a member of the respective social network, and no user account for the respective social network is required.

Please note, however, that when you access a social network, the social network may collect and store data from website visitors even if they do not have a user account (e.g. technical data required to display the website to you) and may use cookies and similar technologies. We have no influence over these processing activities. Further details can be found in the privacy policies of the respective social networks (see the relevant links above).

If you wish to interact with the content on our fan pages/accounts, for example by commenting on, sharing, or liking our posts, and/or contacting us via messenger functions, prior registration with the respective social network and the provision of personal data are required.

We have no influence over the data processing carried out by the social networks when you use their services. To the best of our knowledge, your data is processed and stored in particular in connection with the provision of the respective social network's services. In addition, the social networks analyze user behavior using cookies, pixels/web beacons, and similar technologies. Based on this analysis, interest-based advertising may be displayed both within and outside the respective social network.

It cannot be ruled out that the social networks may also store your data outside the EU/EEA and disclose it to third parties.

Information on, among other things, the exact scope and purposes of the processing of your personal data, retention periods/deletion, and the use of cookies and similar technologies in connection with registration and use of the social networks can be found in the privacy policies and cookie policies of the respective social networks. These policies also contain information about your rights and options for objecting to the processing of your data.

Facebook Page

When you visit our Facebook Page, Facebook (Meta) collects, among other things, your IP address and other information stored on your device in the form of cookies. This information is used to provide us, as the operator of the Facebook Page, with statistical information about the use of the Page. Further information on this is provided by Facebook at the following link: https://facebook.com/help/pages/insights.

The statistical information provided to us does not enable us to draw conclusions about individual users. We use this information solely to better understand the interests of our users, continuously improve our online presence, and ensure its quality.

We collect your data via our fan page solely for the purpose of enabling communication and interaction with us. This generally includes your name, the content of messages and comments, as well as profile information that you have made publicly available.

The processing of your personal data for the purposes described above is based on our legitimate business and communication interests in providing an information and communication channel pursuant to Art. 6(1)(f) GDPR. If you, as a user, have given the respective social network provider your consent to the processing of your data, the legal basis for the processing is also Art. 6(1)(a) and Art. 7 GDPR.

As the actual data processing is carried out by the social network provider, our ability to access your data is limited. Only the social network provider has comprehensive access to your data. Consequently, only the provider can directly take and implement the appropriate measures to fulfill your data subject rights (such as requests for access, deletion, or objection). Therefore, asserting these rights directly with the respective provider is generally the most effective approach.

We are jointly responsible with Facebook for the personal data processed in connection with the fan page. Data subject rights may be asserted against both Meta Platforms Ireland Ltd. and us.

Pursuant to the GDPR, Facebook has primary responsibility for the processing of Insights data and fulfills all obligations under the GDPR with regard to the processing of Insights data. Meta Platforms Ireland Ltd. provides data subjects with the essential information contained in the Page Insights Supplement.

We do not make any decisions regarding the processing of Insights data or the retention period of cookies on users' devices.

Further information can be found directly on Facebook in the Page: https://www.facebook.com/legal/terms/page_controller_addendum.

Further information, including details on the exact scope and purposes of the processing of your personal data, retention periods/deletion, as well as policies regarding the use of cookies and similar technologies in connection with registration and use, can be found in Facebook's Privacy Policy and Cookie Policy:

https://www.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0
https://www.facebook.com/policies/cookies

Instagram-page

Beim Besuch unserer Instagram-Seite erfasst Instagram (Meta) unter anderem Ihre IP-Adresse sowie weitere Informationen, die in Form von Cookies auf Ihrem PC vorhanden sind. Diese Informationen werden verwendet, um uns als Betreiber der Instagram-Seiten statistische Informationen über die Inanspruchnahme der Instagram-Seite zur Verfügung zu stellen. Nähere Informationen hierzu stellt Instagram unter folgendem Link zur Verfügung (Hinweis: durch Anklicken des nachfolgenden Links gelangen Sie auf die Website des sozialen Netzwerks Facebook, ebenfalls Teil des Meta-Konzerns. Die über den Link bereitgestellten Informationen gelten für das soziale Netzwerk Instagram jedoch gleichermaßen): https://facebook.com/help/pages/insights.

The statistical information provided to us does not enable us to draw conclusions about individual users. We use this information solely to better understand the interests of our users, continuously improve our online presence, and ensure its quality.

We collect your data via our fan page solely for the purpose of enabling communication and interaction with us. This generally includes your name, the content of messages and comments, as well as profile information that you have made publicly available.

The processing of your personal data for the purposes described above is based on our legitimate business and communication interests in providing an information and

communication channel pursuant to Art. 6(1)(f) GDPR. If you, as a user, have given the respective social network provider your consent to the processing of your data, the legal basis for the processing is also Art. 6(1)(a) and Art. 7 GDPR.

As the actual data processing is carried out by the social network provider, our ability to access your data is limited. Only the social network provider has comprehensive access to your data. Consequently, only the provider can directly take and implement the appropriate measures to fulfill your data subject rights (such as requests for access, deletion, or objection). Therefore, asserting these rights directly with the respective provider is generally the most effective approach.

We are jointly responsible with Instagram for the personal data processed in connection with the fan page. Data subject rights may be asserted against both Meta Platforms Ireland Ltd. and us.

Pursuant to the GDPR, Instagram has primary responsibility for the processing of Insights data and fulfills all obligations under the GDPR with regard to the processing of Insights data. Meta Platforms Ireland Ltd. provides data subjects with the essential information contained in the Page Insights Supplement.

We do not make any decisions regarding the processing of Insights data or the retention period of cookies on users' devices.

Further information can be found directly on Instagram in the Page: https://www.facebook.com/legal/terms/page_controller_addendum.

Further information, including details on the exact scope and purposes of the processing of your personal data, retention periods/deletion, and policies regarding the use of cookies and similar technologies in connection with registration and use, can be found in Instagram's Privacy Policy and Cookie Policy. Please note that clicking the following link will take you to the Facebook website:

https://help.instagram.com/519522125107875/?helpref=uf_share

This information is also available in the Help Center on Instagram's website via the following link: https://help.instagram.com/581066165581870

LinkedIn Ads and LinkedIn Insight Tag

We use the LinkedIn Insight Tag provided by LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland ("LinkedIn") on our website.

The LinkedIn Insight Tag enables us to measure the effectiveness of our advertisements on LinkedIn, track conversions, and create target audiences for our LinkedIn advertising. It also allows us to understand how visitors use our website after arriving via a LinkedIn advertisement.

The Insight Tag may collect information about your visit to our website. This may include, in particular, the URL visited, the previously visited website (referrer), your IP address, information about the browser and device used, and timestamps. LinkedIn may match this information with data from your respective LinkedIn member account.

In addition, LinkedIn may collect so-called Website Actions. These may include, for example, page views, button clicks, or interactions with forms.

Legal Basis

The processing only takes place if you have given your prior consent, insofar as such consent is legally required. The legal basis for the processing of personal data in this case is Art. 6(1)(a) GDPR. Where required, access to information stored on your device or the storage of information on your device is based on the applicable provisions of the German Telecommunications and Telemedia Data Protection Act (TDDDG).

You may withdraw or change your consent at any time with effect for the future via the cookie settings on our website.

Conversion Tracking

We use LinkedIn Conversion Tracking to measure which actions visitors take on our website after clicking on a LinkedIn advertisement. This enables us, for example, to determine whether an advertisement has resulted in an inquiry, registration, or another defined objective.

LinkedIn provides us with reports that allow us to analyze the performance of our advertising campaigns. LinkedIn states that the reports provided to advertisers do not identify individual members.

Remarketing

If enabled, we can use the LinkedIn Insight Tag to include visitors to our website in target audiences for LinkedIn advertising. This enables LinkedIn to show these individuals tailored advertisements on LinkedIn or as part of its applicable advertising services.

Data Transfer

When using the LinkedIn Insight Tag, data is transmitted to and processed by LinkedIn. LinkedIn states that data collected through the Insight Tag may be processed on servers in the United States and Canada. For transfers of personal data from the EEA, LinkedIn uses appropriate data protection mechanisms, including the EU-U.S. Data Privacy Framework, where its requirements are met.

LinkedIn describes the data processed through the Insight Tag as including, among other things, pseudonymized information about website visits, IP addresses, device and browser characteristics, timestamps, and URLs.

Further information about the processing of personal data by LinkedIn can be found in LinkedIn's Privacy Policy and Cookie Policy.

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Provider:

LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland

Further information: LinkedIn Privacy Policy: https://www.linkedin.com/legal/privacy-policy

Further information on the LinkedIn Insight Tag: LinkedIn Insight Tag

GoogleAds

We use Google Ads on our website, an online advertising service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Ads enables us to display advertisements in Google Search as well as on websites and apps within the Google advertising network.

Google Ads may use cookies and similar technologies to measure the effectiveness of our advertisements and, provided that you have given your consent, to display relevant advertising to you.

Recipients and Data Transfers

Google may transfer data processed in connection with Google Ads to affiliated companies and other service providers. Processing may also take place outside the European Economic Area (EEA). For such transfers, Google uses the applicable legal and contractual safeguards.

Further information about Google's data protection measures and the processing of personal data can be found in Google's privacy information.

Provider:

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

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