

## Data Protection Notice for Annual General Meeting of AUDI AG 2020

This Data Protection Notice pursuant to Art. 13, 14 EU GDPR provides information on the processing of your personal data by AUDI AG, Ettinger Str. 70, 85057 Ingolstadt, Germany (hereinafter referred to as “we”) in relation to registration for the Annual General Meeting of AUDI AG and use of the shareholder portal.

**Personal data** include all information related to an identified or identifiable natural person. An identifiable natural person is one who 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 responsible for data processing and who can I contact about this?

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

AUDI AG, Ettinger Str. 70, 85057 Ingolstadt, Germany.

If you have any concerns about data protection, you can also contact our **Company Data Protection Officer**:

AUDI AG, Data Protection Officer, Auto-Union-Straße 1, 85045 Ingolstadt, Germany.

Email: [datenschutz@audi.de](mailto:datenschutz@audi.de)

If you would like to assert your **data protection rights**, please use the contact options at

[www.gdpr.audi.com](http://www.gdpr.audi.com)

You will find more information there about how you can assert your data protection rights. You can also send a request by mail to the following address:

AUDI AG, EU GDPR Data Subject Rights, Auto-Union-Straße 1, 85057 Ingolstadt, Germany

Should you have **general questions about this Data Protection Notice** or about the processing of your personal data by AUDI AG, please use the following contact options:

AUDI AG, Investor Relations, Auto-Union-Straße 1, 85045 Ingolstadt, Germany

email: [ir@audi.de](mailto:ir@audi.de)

### 2. What data do we process and where do we get them from?

We process personal data we receive from you as a shareholder of AUDI AG or as a proxy within the context of registering for the Annual General Meeting or issuing a voting proxy, as well as within the scope of using the share portal.

Relevant personal data includes:

- **Name**
- **Contact details** (e.g. mailing address, e-mail address and/or cell phone number)
- **Data related to the shares** (e.g. share number, number of shares, class of shares, type of ownership of shares)
- **Data related to the Annual General Meeting** (e.g. admission card number)

Access to the portal:

Each time you use the portal, your browser automatically transfers certain information, which we store in what are known as log files.

The following information in particular is transmitted automatically for the purpose of establishing an electronic connection:

- **Login data** (e.g. admission card number, Internet access code);

- **Login timestamp** (for automatic logout after 30 minutes of inactivity),
- **IP address (Internet Protocol address) of the end-user device from which the online content is accessed;**
- **Internet address of the website from which the online content was accessed** (the source or referrer URL);
- **Name of the files accessed;**
- **Date and time of access;**
- **Report whether access was successful;**
- **Information on the Internet browser used;**
- **Authentication token, session data** (identification of returning visitors).

In addition, we process the data that you voluntarily transmit to the shareholder portal during the Annual General Meeting.

Video and audio recordings will be made and photographs taken during the event; these will be transmitted live via the website for the Annual General Meeting. These will focus on the stage and the speakers. No video and audio recordings or photographs of shareholders or their proxies will be created during the event.

### **3. For what purposes and on what legal grounds do we process your data?**

We process your personal data for a variety of reasons in accordance with the stipulations of the General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG).

The processing of your personal data must be supported by one of the following legal bases:

- You have provided your consent (Art. 6 (1) (1) (a) GDPR);
- Processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract (Art. 6 (1) (1) (b) GDPR);
- Processing is necessary for compliance with a legal obligation pursuant to EU law or the law of an EU Member State to which we are subject (Art. 6 (1) 1 (c) GDPR);
- Processing is necessary in order to protect your vital interests or the interests of another natural person (Art. 6 (1) 1 (d) GDPR);
- Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us (Art. 6 (1) 1 (e) GDPR);
- Processing is necessary for the purposes of the legitimate interests pursued by Audi AG or by a third party, except where such interests are overridden by your interests or fundamental rights and freedoms which require protection of personal data, in particular where the data subject is a child (Art. 6 (1) 1 (f) GDPR);

Where in exceptional cases we process special categories of data about you (data revealing racial or ethnic origin, political opinions, religious or philosophical views or trade union membership and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation), one of the following legal bases must apply:

- You have given your explicit consent (Art. 9 (2) (a) GDPR);
- Processing is necessary to protect your vital interests or those of another natural person where the data subject is physically or legally incapable of giving consent (Art. 9 (2) (c) GDPR);
- The processing relates to personal data which you have manifestly made public (Art. 9 (2) (e) GDPR);
- The processing is necessary for the establishment, exercise or defense of legal claims (Art. 9 (2) (f) GDPR);
- Processing is necessary for reasons of substantial public interest on the basis of Union or Member State law which are proportionate to the aim pursued, respect the essence of the right to data protection and provide for suitable and specific measures to safeguard your fundamental rights and interests (Art. 9 (2) (g) GDPR).

Further to the foregoing, we process your personal data on the basis of the following legal grounds and for the following purposes:

<b>Purpose</b>	<b>Legal grounds</b>	<b>Legitimate interest in the balance of interests</b>
Organization and execution of the Annual General Meeting	Performance of contract, balancing of interests	Proper execution, check of the shareholder status to prevent misuse
Provision of the shareholder portal for participation in the virtual Annual General Meeting	Performance of contract, balancing of interests	Virtual holding of the Annual General Meeting
Compliance with corporate law requirements (e.g. for the list of attendees)	Compliance with statutory obligations	
Provision of option to exercise shareholder rights via the shareholder portal (e.g. voting)	Compliance with statutory obligations	
Settlement of legal disputes	Balancing of interests	Assertion, exercise or defense of legal claims
Disclosure within the scope of official/judicial measures for the purpose of collecting evidence, law enforcement and pressing civil law claims	Compliance with statutory requirements, balancing of interests	Compliance with statutory and official directives
Establishment of an electronic connection, identification or returning visitors, automated logout after session has expired	Balancing of interests	Provision and easy operation of the shareholder portal

Please note your rights to object to the processing of data for direct marketing purposes or for personal reasons and your right to withdraw consent (see Section “What rights do I have?” and Section “Information about your right to object”).

### **3.1 Am I obliged to provide personal data?**

To exercise your rights in connection with the Annual General Meeting, you are only obliged to provide the personal data needed for you to register for and for us to hold the Annual General Meeting, or that we are required to collect by law. If you do not provide this data, we will unfortunately have to decline your registration for the Annual General Meeting.

### **4. Who gets my data?**

Due to the scope and complexity of data processing at Audi AG, it is not possible to individually list every recipient of your personal data in this Data Protection Notice, which is why we typically just name categories of recipients.

Within AUDI AG, only the departments that need your data to organize and hold the Annual General Meeting receive your data (e.g. PR department, legal services, finance department).

Service providers enlisted by us and working on our behalf (so-called processors) that support us in our data processing remit also receive data for such purposes. We only use processors for attendee management and support within Germany.

Your personal data will in principle only be forwarded to third parties insofar as this is required to perform the contract, we or the third party have a legitimate interest in forwarding this data, or you have provided your consent for this purpose. Your data may also be forwarded to third parties if we are obliged to do so on legal grounds or as a result of an enforceable administrative or judicial order. Third parties to whom we forward your personal data and who act in the capacity of officers under data protection law include

- Authorities within the framework of their responsibilities (e.g. the tax office, police or public prosecutors);

- Courts,
- Other third parties that you instruct us to transfer data to or consent to us doing so.

**5. Are data transferred to third countries?**

We process your data in Germany. We do not normally transmit your data to other countries or to third countries (countries that are neither members of the European Union nor of the European Economic Area), nor to international organizations.

**6. How long are my data stored?**

We store your data for as long as is necessary for us to hold the Annual General Meeting, or for as long as we have a legitimate interest in continuing to store them.

We store your data for the duration of the event and thereafter for as long as required by the applicable statutory retention obligations (generally up to ten years). In addition, the storage period also depends on the statutory limitation period (up to 30 years, regular limitation period: 3 years).

Login timestamp and session data: The session memory is intended for scenarios where a user performs an individual operation. This is used for automatic logout after 30 minutes. The session storage attribute of the window object keeps key/value pairs for all pages that are loaded during the validity period of an individual tab (for the duration of the browser context of the top level). We store these data exclusively for the duration of your visit to our website.

We are also bound by various retention and documentation obligations, some of which are set forth in the German Commercial Code (HGB) and Fiscal Code (AO). These prescribe retention and documentation periods of up to ten years. The storage duration is further determined by the statutory retention periods, for instance under Arts. 195 et seq. of the German Civil Code (BGB), which may last as long as 30 years, although the regular retention period is three years.

In some circumstances your data have to be stored for longer, for example if a *legal hold* or *litigation hold* is ordered in connection with official or court proceedings (i.e. the data may not be deleted for the duration of the proceedings).

**7. What rights do I have?**

As a data subject you are in general entitled to the following data protection rights:

<b>Information:</b>	You have the right to request information about the data stored about you by Audi AG and the scope of the data processing and forwarding carried out by Audi AG, and to receive a copy of the personal data stored about you.
<b>Rectification:</b>	You have the right to request immediate correction of information related to you that is incorrect as well as to the completion of incomplete personal data that AUDI AG has on file for you.
<b>Erasure:</b>	<p>You have the right to request immediate deletion of the personal data about you stored at AUDI AG if the statutory conditions are met.</p> <p>This is especially the case if:</p> <ul style="list-style-type: none"> <li>• Your personal data are no longer required for the purposes for which it was collected;</li> <li>• Your consent constituted the sole legal grounds for processing and you have withdrawn this consent;</li> </ul>

	<ul style="list-style-type: none"> <li>• You have objected on personal grounds to processing that has been authorized on the legal basis of the weighing up of interests and we cannot prove that there are overriding legitimate grounds for processing;</li> <li>• Your personal data was processed unlawfully; or</li> <li>• Your personal data must be deleted to comply with statutory requirements.</li> </ul> <p>If we have passed on your data to third parties, we will inform them about the deletion where legally required.</p> <p>Please note that your right to erasure is subject to certain restrictions. For example, we are not permitted to delete data that we are obliged to continue retaining due to statutory retention periods. Data required by us to assert, exercise or defend ourselves against legal claims are likewise excluded from the right to erasure.</p>
<p><b>Restriction of processing:</b></p>	<p>Under certain conditions, you have the right to request restricted processing of your personal data (i.e. the marking of stored personal data with the aim of restricting future processing). These conditions are:</p> <ul style="list-style-type: none"> <li>• The accuracy of the personal data is disputed by you and AUDI AG must review the accuracy of the personal data;</li> <li>• The processing is unlawful, but you reject the deletion of your personal data and instead request restricted use be made thereof;</li> <li>• AUDI AG no longer needs your personal data for the purpose of processing, but you need the data to assert, exercise or defend legal claims;</li> <li>• You have objected to the processing of your personal data, but it is still not clear whether the legitimate interests of AUDI AG outweigh your interests.</li> </ul> <p>If processing is restricted, aside from being stored, your personal data are marked accordingly and processed only with your consent or to assert, exercise or defend against legal claims or protect the rights of another natural person or legal entity, or if the European Union or an EU Member State has an important public interest in doing so.</p>
<p><b>Data portability:</b></p>	<p>If the personal data that you have provided us on the basis of your consent or a contract (including your employment contract) are processed by us in an automated manner, you have the right to receive the data in a structured, standard and machine-readable format, and to transmit these data to another controller without being prevented from doing so by AUDI AG. You also have the right to have the personal data transferred directly by AUDI AG to another controller, insofar as this is technically feasible and insofar as the rights and freedoms of other persons are not affected by this.</p>
<p><b>Objection:</b></p>	<p>If we process your personal data on the grounds of legitimate interests or in the public interest, you have the right to object to such processing on personal grounds. Furthermore, you have the unrestricted right to object if we process your data for our direct advertising. Please see our special note on this in the section entitled “Information on your right to object.”</p>
<p><b>Withdrawal of consent:</b></p>	<p>If you have granted consent for the processing of your personal data, you can withdraw this consent at any time. Please note that revocation applies only to future processing. Any processing carried out before consent is withdrawn remains unaffected by the revocation.</p>

**Complaints:**

You also have the right to lodge a complaint with a data protection supervisory authority if you believe that your personal data are being processed unlawfully. You have the right to lodge such a complaint irrespective of any other administrative or judicial remedies. The address of the data protection authority responsible for AUDI AG is:

**Bayerisches Landesamt für Datenschutzaufsicht**

Promenade 18  
D-91522 Ansbach  
Germany

**7.1 Information on your right to object****Right to object for personal reasons**

You have the right, for reasons arising from your specific situation, to object to the processing of your personal data. The requirement for this is that the data processing is done in the public interest or done with the intention of balancing interests. The same applies to any profiling.

Insofar as we process your personal data based on a balance of interests, we generally assume that compelling legitimate grounds can be demonstrated but will of course attempt to validate every individual case.

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

- we can prove compelling legitimate grounds for the processing of the data that outweigh your interests, rights and freedoms, or
- your personal data serve to establish, exercise or defend any legal claims.

**Exercising the right to object**

The objection can be made informally and, where possible, should be sent using the contact information provided in this Data Protection Notice.