

## PRIVACY POLICY

### Privacy Policy of PIERER Mobility AG (hereinafter referred to “PIERER Mobility“):

We at PIERER Mobility respect and protect the privacy of all our customers and visitors to our website (hereinafter “visitors”) and adhere strictly to the regulations under data protection law. Personal data will be collected on this website only to the extent required. Under no circumstances will the data stored be sold. The following policy gives you an overview of how we ensure this protection and the information required under Article 13 of the General Data Protection Regulation on the processing of your data, in particular which categories of data PIERER Mobility stores in respect of the users of the website [www.pierermobility.com](http://www.pierermobility.com). In this context, this PIERER Mobility Privacy Policy also applies in respect of all group companies which may collect and/or process data.

#### 1. Collection and processing of personal data

In general, it is not necessary to provide personal data in order to use our website. However, we may require your personal data insofar as it is necessary for the performance of a contract with us or for the implementation of pre-contractual measures (see Art. 6 (1) (b) of the GDPR). All your personal data, specifically your email address, your name, your residential address, and your date of birth, are collected by us only when you provide this to us. Visitors can of course choose not to provide any data in order to use the website anonymously, but must then be aware that some functions may in certain circumstances only be available to a limited extent.

PIERER Mobility recognizes and respects the importance of the responsible use of the data collected from visitors and customers. PIERER Mobility will not use this data to contact you and inform you of product news, services and offers without your permission.

#### 2. Transfer of personal data to third parties

If required by law or contract, or if we have a legal and legitimate interest, it may be necessary in an individual case to submit your data to our group companies or external business partners.

Your data will not be sold, leased, or otherwise transmitted to external third parties. This does not include: trustworthy partners who support us in operating the website, in the course of doing business, or in other services in which it is, of course, ensured that they are obligated to maintain confidentiality.

The transmission of the data to the group companies of PIERER Mobility or other third parties shall only take place to the extent such recipients have provided PIERER Mobility with an undertaking to observe the applicable data protection regulations.

Insofar as we involve external business partners in the context of data processing, we have ensured that these have been selected and are monitored in accordance with

the relevant statutory provisions and are also obliged to comply with the data protection regulations and laws. Apart from this, your data is not transferred.

We also take in-house data protection within the group very seriously. Our employees and subcontracted business partners are obliged by us to maintain confidentiality and to adhere to the data protection regulations.

The respective PIERER Mobility' group company works with trustworthy partners.

### **3. Collection and storage of usage data**

When accessing the website, the following electronic communication metadata are stored: IP address, date and time of access, name of the file called up, sub-page as well as anonymous username, city, user's region and country, user's operating system, user's browser, user's browser version, user's interactions on the website, pages visited by the user, duration of the session and number of sessions of the user, date of the first visit to the website, date and time of each interaction of the user, time spent on the website, duration of requests by the user, user's requests, exception errors of the website, date and time and duration of exception errors. The data can be evaluated anonymously for statistical purposes. This data is kept strictly confidential and not transferred outside the system of the PIERER Mobility Group or made accessible to other third parties, unless this is necessary to fulfil legal or contractual obligations or to fulfil the legal and legitimate interests of PIERER Mobility.

We delete or anonymize your data as soon as it is no longer needed for the transmission of a communication. If the processing of the electronic communications metadata is for billing purposes, we shall retain the relevant communication metadata up to the end of the period during which the invoice may be legally challenged or the claim for payment asserted. We store this electronic communications metadata for a period of three years from the conclusion of the contract because in terms of the Austrian General Civil Code (ABGB) a claim on the grounds of error must be asserted within three years from conclusion of the contract (see Art. 1487 of the ABGB) and claims for supplies of goods or services to a commercial business lapse after three years (see Art. 1486, para. 1, line 1 of the ABGB).

Unless an explicit storage period is specified at the time of collection (in particular in the case of disclosure via the form in the "Investor Relations" section of the website or by other means for the purpose of receiving capital market communications), we will delete or anonymise your personal data as soon as you inform us that you no longer wish to receive capital market communications directly or that you are exercising your statutory right to delete and no statutory retention obligations or the assertion of legal claims stand in the way of deletion. The same applies in the event that data collected for purposes other than capital market communication is no longer required.

### **4. Cookies**

Cookies may be used on certain PIERER Mobility websites. A cookie is a small data record that can be stored on your hard drive. This data record is generated and sent to you by the web server with which you are connected via your browser. The cookie enables you to be recognized when visiting the website without having to re-enter the data that you previously entered. The default setting of most browsers is to

automatically accept cookies. You can, however, reset your browser to decline such cookies or display them in advance including the necessary requirements for acceptance. You can also delete cookies from your system at any time.

The following personal data are processed through the use of cookies: First name, last name, street, postal code, city, country, email address, date of birth.

We use cookies for the sole purpose of carrying out the necessary electronic communication process (see Art. 6 (1) (f) of the GDPR) or if this is necessary for the provision of the services requested by customers via our website (see Art. 6 (1) (b) of the GDPR). In addition, cookies are only used if you give your express consent (see Art. 6 (1) (a) of the GDPR).

You can accept or refuse the cookies from this portal via the following links: [Accept cookies](#) / [Refuse cookies](#).

To the extent that the collection and storage of data with cookies is lawful, this occurs exclusively in an anonymous form, so that it is not possible to draw any conclusion about you as a natural person.

The following cookies are currently used on websites for the following purposes:

- » **ai\_user** – Set by a third-party service of Microsoft Azure called Application Insights. The cookie is used to check performance, to log errors that arise for the client, and to track how the website is used.
- » **.ASPXANONYMOUS**– Unique and anonymous username used to collect information to personalize the website.
- » **ASP.NET\_SessionId** – Unique and anonymous username used to collect information to personalize the website.
- » **WishListAnonymousId** – Unique and anonymous username used to store products in a wish list for the current visitor.
- » **cookies-accepted** – Used to identify whether the current user has removed the cookie notification on the website.
- » **UserDetails** – Used to store data on the user's nationality and position (in latitude and longitude). Specifically for personalization and map-related services on the website (such as dealer search).
- » **Redirector** – Used to store data about the group of languages of the website that the user is visiting, and to redirect the user to the correct group of languages on returning to the website.
- » **\_gat** – Set by a third-party service of Google called Google Analytics. Used to limit the number of requests being simultaneously sent to Google Analytics.
- » **ai\_session** – Set by a third-party service of Microsoft Azure called Application Insights. The cookie is used to check performance, to log errors that arise for the client, and to track how the website is used.
- » **\_ga** – Set by a third-party service of Google called Google Analytics. This is a unique and anonymous username that identifies the user on the website when tracking user interactions and page visits.
- » **\_gid** – Set by a third-party service of Google called Google Analytics. This is a unique and anonymous username that identifies the user on the website when tracking user interactions and page visits.
- » **VehicleProduct-\*\*\*\*\*** – Used to store the user's configuration code for the specific configuration of a model on the website by means of the configurator. The \*\*\*\*\* part

is the code of the vehicle variant for which the cookie was generated. Depending on the vehicle for which the user is using the configurator, several variants of this cookie can be generated.

## **5. Scope of data collection**

The data that you submit to us will be processed by us for the purposes of implementing a contract (see Art. 6 (1) (b) of the GDPR), for processing your requests, and for compliance with legal obligations (see Art. 6 (1) (c) of the GDPR).

## **6. Use of web analysis services**

This website uses Google Analytics, a web analysis service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter called "Google"). Google Analytics uses cookies that are text files stored on your computer and enable an analysis of your usage of the website. The information generated by means of cookies about your usage of the website (including your IP address) is transmitted to a Google server in the USA and stored there. We would like to clarify that we use Google Analytics with IP anonymization activated, so that your IP address is shortened beforehand by Google within the Member States of the European Union or in other EEA Member States. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Further, we would like to point out that the same level of data protection cannot be guaranteed in the USA as within the EU.

Google uses this information to analyze your usage of the website, to create reports on website activities for the website operator, and to provide additional services related to website usage and Internet usage. Google may also provide this information to third parties, insofar as this is required by law or to the extent that third parties process this data on behalf of Google. Google will not under any circumstances link your IP address with other Google data. You can prevent the installation of cookies by selecting the corresponding setting in your browser software; however, we must point out that, in this event, you may not be able to use all the functions of this website to their full extent. You can also prevent the collection of data generated by the cookie and related to your use of a website (incl. the IP address) to Google as well as the processing of this data by Google by downloading and installing the browser plugin available under the following link (<http://tools.google.com/dlpage/gaoptout?hl=en>). For more information on terms of use and data protection in connection with Google Analytics, please visit <https://www.google.com/analytics/terms/>.

## **7. Storage and protection of personal data**

We have taken a number of security measures to guarantee the safety of your personal data. We adopt appropriate data collection, storage and processing practices, and security measures for protection against unauthorized access, changes, transfer, or destruction of personal data, user names, passwords, transactions, information and other data stored on our website. These processes can be maintained by our suppliers. The transfer of this data may include the processing and completion of orders on our website, as well as the provision of support services. We take all appropriate measures to ensure that personal data is handled securely and according to our data protection guidelines.

The information is protected in a secure environment by a combination of physical and technical measures. There is no public access to this information. All information provided can only be accessed by specially authorized persons with access rights to our system, who are obliged to treat the information as strictly confidential. In addition, national legislation might oblige us to store information for a certain period of time.

The Internet is not secure. You should accordingly be careful of the information you disclose when you are online. We cannot guarantee the security of information that we have gathered electronically or by other means, we do, however, take all necessary steps to provide the best possible security. Consequently, visitors transfer information to us at their own risk.

The data protection laws are governed by the principle that personal data is only to be stored for as long as it is necessary for the purposes for which it is processed. Depending on the purpose for which your personal data is stored, we accordingly retain your data for different periods of time:

- » **ai\_user** – 1 year from creation.
- » **.ASPXANONYMOUS** – 3 months from creation.
- » **ASP.NET\_SessionId** – after closing the website.
- » **WishListAnonymousId** – 1 month from creation.
- » **cookies-accepted** – 10 years from creation.
- » **UserDetails** – 1 day from creation.
- » **Redirector** – 1 day from creation.
- » **\_gat** – after closing the website.
- » **ai\_session** – after closing the website.
- » **\_ga** – 2 years from creation.
- » **\_gid** – 24 hours from creation.
- » **VehicleProduct-\*\*\*\*\*** – 1 day from creation.

## 8. Rights of the data subject

You have the right at any time and without providing reasons to obtain information in regard to your stored personal data, its origin and recipients, as well as the purpose of the storage (Art. 15 of the GDPR). In this regard, please use the contact address provided in point 12. In order to receive information, you must identify yourself as the person about which the information is to be provided or submit proof that you are authorized to receive information about a third party. Furthermore, we would also like to inform you that you have the right to have your data corrected or deleted (Art. 16 of the GDPR); have the right to request the processing of your data to be restricted (Art. 18 of the GDPR); have the right to object to data processing (Art. 21 of the GDPR) and the right to data portability (Art. 20 of the GDPR).

If, in spite of our obligation to process your data lawfully, your right to the legitimate processing of your data is infringed, contrary to expectation, you have the right to lodge a complaint with the regulatory authority or to apply to court for relief.

## 9. Capital market communication

In the course of capital market communication (this concerns in particular the distribution of ad-hoc announcements, corporate news and other regulatory

announcements), we process personal data of shareholders, interested investors, journalists and analysts.

The personal data processed in this context relates in particular to the categories of name and contact details as well as other personal data that are provided in the context of or for the purpose of capital market communication or are generated in this context or arise in the context of capital market communication. In particular, we process data submitted by interested persons using the form available in the "Investor Relations" section of the website for the purpose of capital market communication.

By using this form and submitting your data via this form, you expressly consent to this use of your personal data as well as to the transmission of information addressed to investors (in particular ad-hoc announcements, corporate news and other regulatory announcements). You can revoke this consent at any time; the easiest way to do so is by clicking the "unsubscribe" button which can be found in every e-mail with which such information is distributed.

For the purpose of handling capital market communications, we also transmit data to our partner EQS Group AG, Karlstrasse 47, 80333 Munich, Germany.

The permissibility of data processing in the course of capital market communication is based on Article 6 (1) (a) (your consent; for example, when using the investor relations form) or Article 6 (1) (f) (our legitimate interest in capital market communication) of the GDPR.

#### **10. Links to external websites**

The website may contain hyperlinks to external websites that do not belong to the PIERER Mobility organization. If you visit such websites, PIERER Mobility can no longer be responsible for the treatment of your data as confidential. The transmission of your data from the Internet occurs in part unencrypted. Consequently, unauthorized access by third parties cannot be entirely excluded.

#### **11. Modifications to this privacy policy**

Due to the fast development of the Internet and the legal situation, it may be necessary to make occasional changes to our Privacy Policy. Accordingly, please always take note the currently applicable version.

#### **12. Contact**

If you have any questions that have not been answered by this Privacy Policy, or if you require more detailed information on a particular point, please feel free to write to PIERER Mobility at any time at the following address:

PIERER Mobility AG  
Edisonstraße 1  
4600 Wels  
Email: [privacy@pierermobility.com](mailto:privacy@pierermobility.com)