

## Prize draw privacy policy, Autostadt ticket raffle

### A. Person responsible for processing the data

This privacy policy provides information about the collection, processing and use of your personal data by Volkswagen AG, Berliner Ring 2, 38440 Wolfsburg, [einstieg@volkswagen.de](mailto:einstieg@volkswagen.de), entered in the register of companies at Braunschweig District Court under No. HRB 100484 ("Volkswagen AG") when you participate in external prize draws.

### B. Collection, processing and use of your personal data

#### I. Prize draw

The organiser of the prize draw is the Electric Drive & Gearbox Development department at Volkswagen AG. The prize draw is intended for visitors to the EPE. Volkswagen AG would like to enable the winner of the prize draw to receive tickets to Autostadt. The winners will be drawn at random.

The personal data of participants (first and last name, professional email address, telephone number) will be collected for the purpose of participation in internal prize draws, contacting the winners, handing over the prize and taxing the non-cash benefit on a lump-sum basis.

We will transfer your personal data to third parties to the extent necessary to carry out the prize draw or to transfer the prize. This is done exclusively for the purpose of issuing access rights at the event location by the event organiser.

#### II. Legal basis for the processing of personal data

The personal data is required for participation in the prize draw and in particular for contacting you if you win. The purpose of processing the data is therefore to fulfil the contract (Art. 6 (1) (b) GDPR).

#### III. Duration of storage of your personal data

The personal data of the winners (surname, first name, professional email address) will be stored for a maximum of 4 months after being collected. After that the data will be deleted.

Due to tax and social insurance law, the personal data of the winners will be kept in the event ticket allocation (ETV) system for 15 years after being collected. After that the data will be deleted.

The data of the other participants will be deleted 90 days after the end of the prize draw, provided that there are no legal retention periods, in particular with regard to compliance with tax regulations.

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## C. Your rights

You can assert your following rights against Volkswagen AG at any time and free of charge. Further information on asserting your rights is provided in section D.

**Right of access:** You are entitled to access information from us about how we process your personal data.

**Right to rectification:** You have the right to demand from us the rectification of any inaccurate or incomplete personal data concerning yourself.

**Right to erasure:** You have the right to have your data erased if the conditions set out in Article 17 GDPR are met. According to this, you can demand, for example, that your data is erased if it is no longer necessary for the purposes for which it was collected. In addition, you can demand erasure if we process your data on the basis of your consent and you withdraw this consent.

**Right to restriction of processing:** You have the right to demand a restriction of the processing of your data if the conditions set out in Article 18 GDPR are met. This is the case, for example, if you dispute the accuracy of your data. You can demand restriction of processing for the period during which the accuracy of the data is being checked.

**Right to object:** You have the right to object to the processing of your data if processing is based on an overriding interest or your data is used for the purposes of direct marketing. If you object to the processing of your data, please notify us of the reasons for your objection. Furthermore, you have the right to object to data processing for the purposes of direct marketing. This also applies to profiling where this is connected to direct marketing.

**Right to data portability:** If data processing is based on consent or performance of a contract and the processing is performed by automated means, you have the right to receive your data in a structured, commonly used and machine-readable format and to transmit this data to another data processor.

**Right to withdraw consent:** Where data processing is based on consent, you have the right to withdraw your consent to data processing, with future effect, at any time free of charge.

**Right of complaint:** You also have the right to lodge a complaint about our processing of your data with a supervisory authority (such as the Data Protection Commissioner for the State of Lower Saxony [Landesbeauftragte für den Datenschutz Niedersachsen]).

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## **D. Your contact person:**

### **Contact persons for exercising your rights**

The contact persons for exercising your rights and further information can be found at the following website <https://datenschutz.volkswagen.de>.

### **Data protection officer**

Our data protection officer is your point of contact for all matters relating to data protection and if you wish to exercise your rights. Please direct your enquiries to:

Data Protection Officer, Volkswagen AG  
Berliner Ring 2, 38440 Wolfsburg, Germany  
[datenschutz@volkswagen.de](mailto:datenschutz@volkswagen.de)

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