



Pure Travels GmbH's Data Privacy Policy

Welcome to www.porsche.com/ultimate

We are delighted to have sparked your interest in our offers. Protection of your privacy and personal data is particularly important to us. Accordingly, we are collecting and using your data strictly in accordance with the provisions of the German Privacy Code (Bundesdatenschutzgesetz) as well as the German Tele Media Code (Telemediengesetz) Below we would like to inform you about the data we collect and how we process such data.

1. Personally Identifiable Data

According to the German Privacy Code, personally identifiable data is defined as any information on personal or factual circumstances that can be used to identify an individual person. Personally identifiable data is only saved and filed to the extent that this is necessary either in order to perform a booked service or in order to be compliant with statutory legal provisions or for the purposes mentioned here below.

2. Anonymised Data

You can visit our website without registering any personally identifiable data. Nonetheless, each visit triggers the saving and filing of certain anonymised data such as e.g. which site or which offer has been selected. Such data is, however, not personally identifiable and is hence not covered by the provisions of the German Privacy Code. In such cases, data is solely collected for statistical evaluation purposes in order for us to be able to improve our portfolio. In this regard, kindly note the below passage titled "Right to be Informed / Right to Revoke".

3. Purpose of Collecting Personally Identifiable Data

Collecting personally identifiable data becomes indispensable, however, once you decide to book a travel service or other service via our website, moreover, when you contact us, subscribe to our newsletter or wish to use further service offers on our website, the performance of which is only possible by using personally identifiable data such as purchasing vouchers or participating in prize contests e.g.

In accordance with the relevant statutory provisions, and in the interest of handling data economically, as a rule, only such data is collected which is necessary in order to perform a particular service. If and to the extent that any additional data is being requested within our forms it is disclosed voluntarily and will also be marked as such. Any data collected when a travel service or other service is booked for the purposes of making performance of such service possible, is also used for advertisement and statistical purposes.

Moreover, if you have subscribed to our newsletter, we save, file and use the personal data as well as booking related information provided by you when booking a travel service, in order to better cater for your needs as subscriber to our newsletter. In addition, we use all saved and filed personally identifiable data for customer relationship management and customer care purposes (e.g. details about how performance of your journey was managed), for advertisement and marketing purposes (e.g. dissemination of brochures and mailings in compliance with the respectively relevant statutory legal provisions, assessing customer satisfaction) and in order to perform the services you have booked.

4. Making Personally Identifiable Data Available to Third Parties

Your personally identifiable data is made available to others strictly within the boundaries of the respectively relevant legislation, especially the statutory provisions of privacy and completion law.

To the extent that this is necessary in order to duly perform our contractual or legal obligations, data is being made available to our sub-contractors and service providers in order for them to perform services for us or on our behalf (e.g. technical management of postal or email services, collection of payments, customer service).

Moreover, your data is made available to persons or enterprises in order to perform your booked service, especially to airlines, tour operators, hoteliers, inbound agencies, rental car companies, shipping companies, official authorities etc. Kindly note, that the relevant statutory provisions of privacy law applicable in each of the countries where such parties are located, may differ from the applicable German privacy law.





Strictly within the relevant legal boundaries, your personal data is also made available to our selected partners, enabling them to inform you about offers which may be of interest to you.

Your data is also disclosed and made available if and to the extent we are obliged to do so, either by law or due to a final court ruling.

5. Making data available to Porsche and using tracking data of Porsche rental cars.

Within the scope of PTG operating the "Porsche Ultimate" programme for Dr. Ing. h.c. F. Porsche AG (referred to herein as "Porsche") your data is also made available to Porsche for customer relationship management purposes.

If a booked travel service contains the use of a Porsche vehicle, kindly note that all such vehicles are equipped with a GPS-location device. PTG reserves the right, to locate vehicles in the event of any facts occurring which indicate that a vehicle may be subject to theft or embezzlement (e.g. in case of client's failure to return vehicle at the agreed place of return), to any material breach of the terms and conditions applied in relation to the booked travel service (e.g. any use of vehicle outside the agreed countries of allowed use) or to any accident or other emergency. Vehicle locations accordingly determined shall be applied to further investigate and assess such facts and in order to apply any assistance or remedial measures. Moreover, tracking of vehicles by GPS shall be allowed for the purposes of complying with official or statutory obligations or constraints such as orders issued by official agencies, state prosecutors or courts.

6. Storing and Deleting Data

Within the scope of the purposes mentioned within the passage titled "Purposes of Collecting Data" your data is also saved and filed. Legislation defines a variety of obligations to store data as well as respectively applicable periods of storage. Upon expiry of such periods, the accordingly relevant data is routinely deleted. To the extent that any data is not accordingly affected, it is deleted as soon as the purposes mentioned in sections 3 and 4 above have become obsolete.

7. Use of Cookies

We use cookies (small files containing text information that our site's service provider transfers to your web browser) only if this is advantageous for you. For example, certain information is only shown once, if you allow us to use a cookie. Moreover, our cookies have an expiry date. Should you delete your cookies manually prior to such expiry, you will be provided with a new cookie when visiting our site again, provided you have not blocked the saving of cookies.

The relevant technical specifications provide that servers can only read the cookies which have also been sent by same. We assure you that no personally identifiable data is stored in our cookies.

Unfortunately, the possibility of using our offers without accepting cookies is limited. We recommend you therefore to constantly activate cookies for our site. Most web browsers are set to accept cookies automatically. It is possible, however, to deactivate the filing of cookies and adjust the settings of your web browser so that you are warned each time when cookies are sent.

8. Use of Google Analytics

This site uses Google Analytics, a web analysis service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (referred to herein as "Google"). Google Analytics uses so called „Cookies“, text files, which are saved and filed on your computer for the purposes of analysing how you are using the site. All information collected by the cookie in relation to you using the website (including your IP address) is transferred to a Google server in the U.S. where it is stored. Google will use this information, in order to evaluate your manner of using the site, to compile reports on website activities for website operators and in order to provide other services affiliated with analysing website and internet use. Moreover, Google may make such information available to third parties, if this is either prescribed by law or if and to the extent that third parties process such data as a service for Google. Under no circumstances whatsoever, will Google merge your IP address with other data available to Google. You can prevent the installation of cookies by adjusting the settings of your browser software accordingly; you are herewith informed, however, that you may not be able to use all available functions on our site, should you decide to do so. By using this website you consent to all data, which Google has collected about you being processed by Google in the manner and for the purposes as described above.





The Google tracking codes of this website use the function called “anonymizeIp()” which ensures that IP addresses are processed only in an abbreviated manner, in order to avoid direct personal identifiability. You may at any time object to any and all data being collected and processed. By clicking the button “deactivate” all tracking activities are disabled. In order to be able to constantly consider any such objections raised the web browser used must be set to accept cookies. Alternatively, you may object to the collection of data by using Google browser-plugins.

9. Security, Questions and Suggestions

Ensuring security is dependant also on your system. You should handle your access information confidentially at all times, never allow your web browser to save passwords and close your web browser window, once you are finished visiting our site. By doing so, it becomes more difficult for third parties to access to your personally identifiable data.

Use an operation system which caters for the administration of user rights. Establish different users on your system also within your family and refrain from ever using the internet as administrator. Make use of security software such as virus scanners and fire walls and see to it that your system is continually maintained up to date.

Questions and suggestions may be directed to the below mentioned address.

10. Right to Information / Right to Revoke

You are entitled to obtain information about any of your personally identifiable data which we have stored at any time and free of charge. Moreover, you are entitled to revoke your consent given upon collection of your data as regards its further use.

Moreover, you are entitled to demand deletion, blockage or correction of your data at any time and free of charge. However, there may be legislation prohibiting the deletion of data, especially with regard to purposes related to invoicing and accounting.

Unsubscribing newsletters

If you no longer wish to receive our newsletter or advertisement emails, kindly click the link “unsubscribe newsletter”, which can be found at the end of all our emails.

In order to revoke your consent given to use your data or to apply for information or correction, blockage or deletion of data, kindly turn to the below mentioned contacts:

Porsche Ultimate

operated by Pure Travels GmbH

Tübinger Strasse 12-16

70178 Stuttgart

Germany

Telephone: +49 711 911 28 911

E-mail: info@porsche-ultimate.com

