Volkswagen Accessories Privacy Policy

1. Responsible person

With this privacy policy, we inform you about the collection, processing and use of your personal data by Volkswagen Zubehör GmbH, An der Trift 67, 63303 Dreieich, registered in the commercial register of the district court of Offenbach under the number HRB 30686 ("Volkswagen Accessories") in connection with the use of the website www.wac2025.de Volkswagen Zubehör GmbH.

2. Purpose of the processing of personal data

We process your personal data for the organisation and implementation of the "World Accessories and Lifestyle Conference (WAC) 2025" and only to the extent necessary for the fulfilment of this purpose.

3. Categories of personal data

We collect the following data directly from you when you register on www.wac2025.de via the registration form:

• Professional contact and organisational data: first name, last name, e-mail address, telephone number, address, country, company name, position (**required fields**)

• Your acceptance or rejection (**required field**)

• Other personal data: gender, title, salutation, diet, food intolerances (**optional fields**)

In addition, when you access the website, the following information in particular is automatically transmitted:

• IP address (Internet Protocol address) of the end device from which the online offer is accessed;

• Date and time of retrieval;

• Information about the Internet browser used;

4. Legal basis for the processing of personal data

In view of the above purposes, all processing of your personal data will be carried out on the basis of the legitimate interest in accordance with Article 6 (1) (f) GDPR.

5. Use of cookies

To ensure the functionality of our website, only technically necessary cookies are used.

In addition, the system will track if you have clicked on the registration link from the invitation email. In this case, your e-mail address will be written into a database and may be evaluated by us for further analysis of user behaviour.

6. Transfers of personal data to third countries

Your personal data will not be transferred to unsafe third countries.

7. Storage period

Your personal data will only be processed and stored for as long as the respective purpose exists or a law prescribes it. The following is an overview of the periods after which we delete your personal data:

• **max. 6 months**: Personal data with our data processor or subcontractor

• **max. 3 years**: Personal data held by Volkswagen Zubehör GmbH in connection with the organisation and implementation of WAC 2025

8. Disclosure of data to third parties

Volkswagen Accessories has commissioned the service provider NEST ONE GmbH, Mittelweg 22, 20148 Hamburg, which acts as a data processor within the meaning of Art. 28 GDPR, for the organisation and implementation of WAC 2025.

NEST ONE GmbH has commissioned the service provider AirLST GmbH, Seitzstraße 23, 80538 Munich, as a subcontractor, which controls the digital participant management with all-in-one software and also takes over the hosting. AIRLST GmbH processes only necessary data in accordance with the agreements made with us exclusively on data servers in the European Union.

In the event of a registration, we will pass on your data (first name, last name, and, if applicable, if you have provided information in this regard, your diet and food intolerances) to the conference hotel (Bold Campus, Ölmühlweg 65, 61462 Königstein im Taunus) so that the room can be reserved in your name and the catering can take your wishes into account.

9. Links to external websites

External links on our website are marked with this icon . If you click on a link to an external site, you will leave our website. Volkswagen Zubehör GmbH is not responsible for the content, services, products, privacy or technical security of the linked website.

10. Your rights as a data subject

As a data subject, you have the following data protection rights:

a. Right of access

You have the right to obtain information from us (Art. 15 GDPR) about the processing of your personal data.

b. Right of correction

You have the right to request that we correct (Art. 16 GDPR) any incorrect or incomplete personal data concerning you.

c. Right to erasure

You have the right to request the deletion of your data if the conditions specified in Art. 17 GDPR are met. After that, you can, for example, request the deletion of your data if it is no longer necessary for the purposes for which it was collected. You can also request erasure if we process your data on the basis of your consent and you withdraw this consent.

d. Right to restriction of processing

You have the right to request the restriction of the processing of your data if the requirements of Art. 18 GDPR are met. This is the case, for example, if you dispute the accuracy of your data. For the duration of the verification of the accuracy of the data, you can then demand the restriction of processing.

e. Right to data portability

If the data processing is based on consent or the performance of a contract, and if it is also carried out using automated processing, you have the right to receive your data in a structured, commonly used and machine-readable format and to transmit it to another data processor.

f. Right to object

If the processing is based on an overriding legitimate interest, you have the right to object to the processing of your data. An objection is permissible if the processing is either in the public interest or is carried out on the basis of a legitimate interest of Volkswagen Accessories or a third party. In the event of an objection, we ask you to inform us of your reasons for objecting to data processing.

g. Right of withdrawal

If the data processing is based on consent, you have the right to revoke your consent at any time free of charge with effect for the future.

h. Right of appeal

In addition, you have the right to lodge a complaint with a data protection supervisory authority if you believe that the processing of your personal data is not lawful. The right of appeal exists without prejudice to any other administrative or judicial remedy. The address of the data protection supervisory authority responsible for Volkswagen Accessories GmbH is:

The Hessian Commissioner for Data Protection and Freedom of Information

Gustav-Stresemann-Ring 1

65189 Wiesbaden

Germany

11. Your contact persons

Transparency in the handling of your personal data is important to us. If you have any doubts or questions, please contact us:

• Contact person for exercising your rights

You can reach the contact persons for exercising your rights and further information via datenschutz@volkswagen-zubehoer.de

•Data security engineer

Our data protection officer is available to you as a contact person for data protection-related concerns:

Data Protection Officer of Volkswagen Accessories GmbH

datenschutz@volkswagen-zubehoer.de

An der Trift 67

63303 Dreieich

As of: April 2025