

I hereby consent to the processing of the personal data that I have provided and declare my agreement with the [data protection regulations](#) in the data privacy statement below.

Data Privacy Statement for Continental Automotive GmbH (Hereinafter Referred to as “Continental”) for the “intARact” Application (as at August 25, 2017)

Continental provides the intARact smartphone application. This app enables the user to play 360° virtual reality (VR) films, obtained from augmented reality (AR) experiences (with the help of which printed media come to life and, for example, three-dimensional objects are displayed via the app), create favorite or personal favorites content and access a news area within the app for calling up press releases, for example.

Continental processes your data as part of your use of the intARact smartphone application in accordance with the pertinent legal regulations.

Section 1

General

The personal data you enter will be collected, processed, and used by Continental for the purpose of processing the contract in the context of your use of the app. Insofar as is required for processing the contract, the data may be transferred to companies associated with appear2media GmbH & Co. KG within the meaning of Sections 15 et seq. of the German Stock Corporation Act in accordance with Continental's [Binding Corporate Rules](#). If permitted or required by law, the data may be analyzed for reporting purposes (e.g. statistics).

Your data will be collected, processed and used based solely on the applicable data protection regulations (e.g. with your consent). To ensure the availability of the app services, we transfer data to our service provider appear2media GmbH & Co. KG, Theodorstr. 42-90, Haus 6B, D-22761 Hamburg, Germany]. (hereinafter referred to as: “appear2media”) Appear2media records and processes your personal data on our behalf (on the basis of an agreement concerning commissioned data processing; if appear2media is located outside of the EU, then on the basis of the EU standard contractual clauses) as required in order to process the contract.

We will treat all of your data as strictly confidential, in accordance with statutory provisions.

Section 2

How intARact Works

*Use of the **intARact** app requires installation of and consent to the Terms of Use and to the Data Privacy Statement for this app.*

Section 3

Data Collection, Processing, and Use in intARact

Continental only stores personal data relating to users of its intARact app if consent for this has been given. Continental uses this information to measure app activity, to produce app statistics, and to improve the services and information provided via the app.

This App uses the web analytics service and Oracle Infinity, the Oracle Corporation (“Oracle Infinity”). Oracle Infinity uses a combination of User Agent and IP as a fallback mechanism to identify a session. Oracle Infinity hashes the resulting identifier, so that no conclusions can be drawn about the original values. This is only based on your consent. You can reject tracking or agree to tracking the first time you open the app. Afterwards you can turn off Oracle Infinity under “Menu” and “Settings. Insofar only data related to the date and duration of visit and the functionalities of the app are stored. Your IP address will be transmitted anonymously. There is thus at no time the possibility of an unambiguous identification of an app user.

By registering for and using the intARact app, the user is granting consent to Continental to collect, process or use the personal data exclusively - unless otherwise agreed - for satisfying the contractual obligations arising from the user contract for intARact, and therefore within the scope of conclusion, performance or termination of this contract. Based on legal requirements, Continental has enforced global, uniform, and internal data protection rules (the Binding Corporate Rules), which regulate the protection of personal data.

The following personal data are processed by Appear2Media in the contact form:

- Salutation
- First and last name
- Email address
- Contact Form – depending on content of the textbox

Continental saves and uses data entered into the contact form and uses it for the purposes of individual communication with you. The data is stored and used solely for the purpose of answering your questions. Your data is deleted once processing of your request has concluded, provided that this deletion does not conflict with any statutory duties to retain records.

Section 4

The Data Subject's Rights

Please note that, as the party concerned, you have the following rights with regard to the processing of your personal data in accordance with the EU's General Data Protection Regulation (EU GDPR):

Information rights under Article 13 and Article 14 of the EU GDPR

Right of access by the data subject under Article 15 EU GDPR

Right to rectification under Article 16 EU GDPR

Right to erasure under Article 17 EU GDPR

Right to restriction of processing under Article 18 EU GDPR

Right to data portability under Article 20 EU GDPR

If you have questions about this, please contact our data protection supervisor by email at:

dataprotection@conti.de

In accordance with Article 21 EU GDPR, you can decide at any time to withdraw your consent to the collection, processing, storage and use of your personal data. Permission must be withdrawn by writing to Continental Automotive GmbH, Vahrenwalder

[Straße 9, 30165 Hanover, Germany, or via email to info.interior@continental-corporation.com.](#)

If you have any questions or complaints, please contact our data protection officer at any time in writing (including by email): dataprotection@conti.de. You can also contact the competent data protection authority, if available.

Section 5

Protection of the Stored Data

Our company and appear2media use technical and organizational security measures to protect the personal data that you provided from manipulation, loss, destruction or from being accessed by unauthorized persons. The security measures are continually improved and adapted in accordance with the latest technology. Data provided that is unencrypted could potentially be viewed by third parties. For this reason, we would like to point out that, with regard to data transmission over the Internet (e.g. by email), secure transfer cannot be guaranteed. Sensitive data should therefore either not be transmitted at all or only via a secure connection (SSL). If you access pages and files and are then asked to enter personal data, please note that the transmission of such data via the Internet may not be secure and it may therefore be accessed and manipulated by unauthorized persons.

Section 6

Push Notifications

The intARact app has a push notification function, which can notify you of recent updates, such as Continental press releases and new app content (augmented reality, virtual reality, etc.). You will only receive push notifications if you have provided consent for us to do so. These notifications are optional and you can also activate or deactivate them later in the app settings.

When using the push notification function, the following personal data is processed by our service provider, Appear2Media:

- First Session Time - Date & time the user first used the app / visited the website
- Last Session Time - Date & time the user most recently used the app / visited the

website

- Session Count - Number of times the user has used the app / visited the website
- Total Usage Duration - MOBILE - The number of seconds the user has ever interacted with the app, as recorded whenever the app is in the foreground
- Device OS - Operating system of the device / browser
- Device Model - Model name of the device / browser
- Device Rooted - Aandroid - Whether the user has a rooted device, iOS - Whether the user has a jailbroken device
- Device Language - The language the device / browser reports
- Time Zone - The most recent time zone the device / browser was in
- Country - The most recent country the device / browser was in (ISO 3166-2 format)
- Push Status - Whether the device / browser has push notifications enabled or disabled
- App Version - MOBILE - The version of the app the most recent session reported the user running
- In App Purchases - MOBILE - purchases made by the user in the app
- IP Address - The IP address the device / browser is visiting from.
- Top Applications - MOBILE - Whether the user has specific popular other applications installed on their device (for interest targeting).
- Cellular Carrier - MOBILE - The name of the cellular carrier used by the device.

Your Application Identifier - MOBILE - The package name of your mobile application

Section 7

Final Provisions

Continental reserves the right to amend or supplement this data privacy statement with future effect at any time, as far as the changes made in the interest of the intARact are reasonable for the user. This is, in particular, the case when changes are not essentially associated with any disadvantages for the user, e.g. in the event of changes to contact information, the addition of more services, or similar.

Continental will always make a new app available as an update or new version. The user must then agree to the revision of this data privacy statement to be able to use the new version of the app.

The intARact app is provided by:

Continental Automotive GmbH

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Email: info.interior@continental-corporation.com

General manager: Georg Sistermanns, Harald Stuhlmann

Commercial register: Hannover District Court Commercial Register HR59424

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As at: August 30, 2018