

WHAT YOU CAN EXPECT FROM READING THIS PRIVACY POLICY:

Jaguar Land Rover is one of the world's leading manufacturers of premium vehicles. Quality and excellent performance are our hallmarks. The support of our customers is our top priority.

We are committed to protecting the privacy of all visitors to our websites, as well as the privacy of those who have benefited from or shown interest in our products and services. In this privacy statement, we explain how we use your personal data, we inform you about your data protection rights and explain how you can contact us in case of questions or concerns.

The Privacy Policy may be updated due to changes to the Sites, the services we provide to you, the use of your information, or applicable data protection law. In the event of material changes to the privacy policy, this will be indicated on the home page of our website for a period of fourteen days. By continuing to use our website, you agree to accept the relevant changes.

Last updated privacy policy: April 2025

PRIVACY – WHAT YOU NEED TO

KNOW

1. WHO WE ARE AND HOW TO REACH US

The controller within the meaning of the GDPR (General Data Protection Regulation) is the

Jaguar Land Rover Austria GmbH (FN 84604v)
Fasaneriestraße 35
A-5020 Salzburg

You can contact our data protection officer at:

Jaguar: info5@jaguarlandrover.com

Land Rover / Range Rover: info3@jaguarlandrover.com

Any reference in this Privacy Notice to "Jaguar Land Rover", "Range Rover", "JLR", "we", "our" or "us" refers to Jaguar Land Rover Austria GmbH.

For more information about the Jaguar Land Rover Group:

Jaguar Land Rover Austria GmbH is part of a group of companies whose parent company is the British Jaguar Land Rover Automotive plc. Jaguar Land Rover is part of the TATA group of companies: <https://www.tata.com/management-team> and <https://www.tata.com/investors/companies>

What this Privacy Policy applies to

This Privacy Policy applies to the processing of the personal data of individuals who have purchased, ordered or expressed an interest in JLR products and services, as well as to visitors to the following websites:

<https://www.jaguar.at>

<https://www.landrover.at>

<https://approved.at.landrover.com>

<https://approved.at.jaguar.com>

<https://www.rangerover.com/de-at>

<https://mynext.landrover.at>

<https://mynext.jaguar.at>

For the sake of transparency, we would like to inform you that this privacy policy does not cover all JLR websites. We therefore always recommend that you click on the link to the privacy policy of the website you are visiting to view the privacy information that applies there. Please note that the following websites in particular have their own terms of use and privacy policies:

<https://incontrol.jaguar.com>

<https://incontrol.landrover.com>

If you visit a Jaguar Land Rover website that does not fall within the scope of this Privacy Notice, that website may be under the control of another Jaguar Land Rover company or a third party. We recommend that you check the privacy policies applicable to third-party websites when visiting third-party websites, as Jaguar Land Rover Austria GmbH is not responsible for their content and the security measures taken by third parties.

2. HOW AND WHAT DATA WE COLLECT AND PROCESS FROM YOU

How We Collect Information

JLR may collect your personal information from multiple sources, which are described below. When collecting your personal data, we aim to provide you with transparent and complete information about our processing of your data and your rights in this regard and, where applicable, to obtain your consent to such processing. We collect data from the following sources and channels:

Our websites and apps

- when you visit, use or interact with our websites (e.g. request online services/information about events or experiences), our websites automatically retrieve certain information from or to your device in order to optimise your web experience (e.g. by our website automatically

adjusting the screen size to the device you use to navigate through the website) - this data is also used for statistics about our pages. For more information on automated data collection and cookies, please see our Cookie Policy:

Jaguar: <https://www.jaguar.at/cookie-policy/index.html>

Range Rover: <https://www.rangerover.com/de-at/cookie-policy/index.html>

Land Rover: <https://www.landrover.at/cookie-policy/index.html>

- if you download information from our websites and provide your personal data, e.g. to contact JLR, you will receive information from us by email in response to your request (e.g. sending you a requested brochure);
- when you correspond with us by providing information in online forms or filling in data fields on our websites, e.g. to inquire about or use our products and services or to send us messages, to use our live chats or to conduct customer satisfaction surveys;
- if you participate in a competition organised by us, etc.;
- when you visit personalised website sections and use our websites to communicate with us as a platform to request personalised reminders, receive information about your vehicle and/or request vehicle services or other information to be shared with you;
- when you provide information or interact with a Jaguar Land Rover career page;

Our Authorized Network of Contractors

If you visit one of our authorised dealers (dealers or workshops) and provide your personal data to them as part of a test drive, purchase, request for information about a vehicle, spare part or service, your data may be shared with Jaguar Land Rover.

Vehicle-related data from independent third-party sources

If you own a JLR vehicle, information about you and your vehicle (including the vehicle identification number or VIN) may be shared with us by authorized dealers, authorized repair shops, accident assistance providers, roadside assistance providers, credit providers, and rental and repair service providers as necessary. The information that is shared depends, among other things, on who you purchased your vehicle from and what services you request from us during the period of your vehicle ownership. Please see Section 4 (To whom we share personal data) for more information.

For more information on the processing of vehicle data, please refer to the separate InControl Terms and Privacy Policy:

Jaguar: <https://incontrol.jaguar.com>

Land Rover / Range Rover: <https://incontrol.landrover.com>

Social networks:

We may also receive information about you online in other ways, such as when you follow us on Facebook, Instagram or LinkedIn or leave a comment on our web pages and our social network accounts such as LinkedIn, Facebook or Instagram. For more information about how your data is used by these social networks, please refer to the information provided by these networks.

Public data sources:

We may use public data sources to ensure the functioning of websites (for example, for authentication purposes or to detect fraud) and/or to ensure the accuracy of the data we hold. For example, we can sometimes check with the Vehicle Registration System (FRS) to ensure that our vehicle owner information is up to date. To the extent permitted by law, we may combine the information we hold with information about you or your interests, socio-economic or socio-demographic status, online identifiers, and current contact information collected by third parties, such as marketing agencies, or from publicly available sources.

Marketing Data:

Your contact information, marketing preferences or other information may be shared with us by members of the Jaguar Land Rover Group, by our authorised contractors or by third parties in accordance with applicable data protection legislation, provided that you have been duly notified. You have the right to request that we do not use your personal data for marketing purposes. You can find out more about this in Section 8 "Your Data Protection Rights".

What data we collect

What personal data we process about you, insofar as you provide it to us on our websites or via the sources and channels mentioned above:

Salutation, title, first and last name, company name (if you are not a consumer), contact information (e.g. e-mail address, telephone numbers, postal address), occupation, your supervising dealer/desired dealer, date of birth, financial information (e.g. credit card/payment data, leasing, credit, etc.), vehicle information (e.g. model interest, next planned vehicle purchase, current model with possible indication of make, model, year of manufacture as well as information about a vehicle if it is a trade-in driver's license information, type of business (private or business), consent, revocation of the use of your data for marketing/advertising and profiling purposes and how to contact us (email and phone/SMS), general information you provide, such as Your experience with JLR products and services, as well as other information about your request, as well as information, files (documents, images, etc.) and reviews that you have received, e.g. while using our live chat or conducting customer satisfaction surveys.

When collecting personal data, you will be informed whether certain data is optional or whether it must be provided for legal or contractual reasons. In this case, you will be informed if your decision not to provide the requested data should affect the provision of the services offered.

If you allow us access to your location (your consent will be obtained when you visit our website), we may show you your location in our forms and match it to the nearest retailer. This setting is necessary so that we can offer you further location-based services.

To determine your position, we process tracking data (dynamic IP address, location data via the Bluetooth, WiFi, GPS functionality of the device).

Your location will only be used for the aforementioned purposes.

If you do not wish to use our location-based services, you can object to the processing at any time or deactivate it in the settings of your browser.

3. FOR WHAT PURPOSES WE USE YOUR DATA

We use your personal data for the following purposes:

- to meet your concerns (arranging and carrying out test drives, sending vehicle brochures, processing dealer contact requests, event registrations, etc.);
- To process your enquiries (see also: <https://www.landrover.at/data-privacy>);
- Measures for business management and further development of services and products, as well as for administrative processing and to improve our business activities and the business relationship between you, us and our network of contractual partners;
- for study and research purposes;
- for advertising, market and opinion research, for market analysis;
- to operate our websites, personalise them for you and understand how the websites are used to improve them;
- To comply with our legal and regulatory obligations and to protect our rights or the rights of others;
- if you accept marketing cookies on our website, this enables us and third parties such as social networks to track your user behaviour on our website. We (and the third party) will then analyse your behaviour on the Website in order to create target and interest groups and assign you to such groups (profiling). The purpose is to be able to show you offers and products based on your preferences and interests, to improve our offers and products and to optimize the performance of current and future advertising campaigns. For more information on each cookie, please see the Cookie Statement.

4. LEGAL BASIS FOR USING YOUR PERSONAL DATA

We use personal information to manage and fulfill service and information requests, to understand the use of the Service, Vehicle and Website, and to make our products and services (including our web services) as effective as possible.

The main uses of your personal data and the legal bases we rely on are:

Purpose of processing	Legal basis
<u>Customer Support and Services:</u>	<u>Necessity for the performance of the contract and order</u> between you and JLR if the processing is necessary for the performance of the contract of sale or any other contract between you and JLR, for example. (Art 6 no. 1 lit b) GDPR)
<p>We process personal data to manage and transmit sales and customer service information and services, for warranty purposes and for other internal or administrative purposes (e.g. to manage customer guarantees, data processing related to vehicle maintenance and service history information, to provide contracted services and to track purchases on credit).</p>	<p>To the extent required by applicable law, we will obtain your consent to send electronic direct marketing communications to you.</p>
<p>We may also seek to improve our services by using user experiences to improve our internal processes and interactions with our retail network. For example, we send out customer satisfaction surveys where you have given us your consent to do so, to know if you have taken a test drive or purchased a car, contacted us or registered for customer service (or instruct third parties to ship them on our behalf).</p>	

You have the right to revoke your consent at any time without giving reasons with effect for the future. (Art 6 No. 1 lit. a) GDPR)

Maintenance and assistance in the use of our websites and applications:

If you use an online service that is subject to our online terms and conditions (e.g. purchases/reservations in the online stores/checkout pages or participation in sweepstakes and competitions), we and third parties approved by us process data in various ways to support our website services. This may include, for example, the following activities: identity verification, fraud and authentication checks, provision of services, administration of sweepstakes, contests, membership offers, surveys and other promotional activities, all applicable payment processes and collection activities, customer support and all ongoing service communications.

Managing your requests:

We process data to process your requests (see also <https://www.landrover.at/data-privacy>) that you make on or through our websites or otherwise using our

Necessity for the performance of a contract between you and JLR if the processing is necessary to provide the service you have requested, e.g. conducting a competition, etc. (Art 6 no. 1 lit b) GDPR)

JLR's legitimate interest in providing effective online/website services. (Art 6 no. 1 lit f) GDPR)

JLR's legitimate interest in providing efficient services, including online and website services. (Art 6 no. 1 lit f) GDPR)

contact details (for example, when you request a brochure, sign up for "Inform Me", make an enquiry by email or telephone, or enter your details into another form or data field on the website). We also process your data in order to provide you with a personalized website and to maintain it.

Improve the website experience:

This is where we fill in data fields on the website to improve and optimize your online experience.

JLR's legitimate interest in providing effective online/website services.
(Art 6 no. 1 lit f) GDPR)

Research and development:

We process your data to review and improve our products, services, or business or marketing strategies; for market analysis and market research; for study and research purposes; to administer and improve Jaguar Land Rover's relationship with you and for administrative purposes; to understand what information, products and services are most likely to be of interest to you, so that we can tailor our products and services to your individual needs; to ensure that our products and services are delivered, provided and used in accordance with the law and the terms and conditions applicable to them; and, where necessary, to protect and defend our rights and property or the

Legitimate interest of JLR and other companies in the JLR group in evaluating and improving products and services, general compliance management, monitoring trends and developing new products.
(Art 6 no. 1 lit f) GDPR)

rights and property of third parties, and to detect or prevent fraud or security or privacy issues and to take appropriate countermeasures.

The purpose of this processing is to evaluate and improve the performance of our products and services, to ensure compliance with legal and regulatory requirements, to monitor trends and to develop new products.

Marketing activities and analyses:

We will obtain your consent when we send you information electronically (e.g. by e-mail, SMS, etc.) Wish to send marketing communications and share your information with our network of independent third parties for electronic marketing communications. We will also comply with the cookie obligations when we use cookies on our website.

Other marketing activities will be assessed on the basis of legitimate interest, such as when we tailor marketing communications or send targeted marketing messages by post, telephone or via third party social media and other platforms; and when we inform existing customers (via email or other channels) about similar products and services. In order to improve the services we offer through our

JLR's legitimate interest in direct marketing, in particular:

- Marketing communication by post;
- electronic communications or telephones in relation to products and services similar to those we have previously made available to you (unless your consent to do so is required by law); (Art 6 no. 1 lit f) GDPR)

To the extent required by applicable law, we will always obtain your consent to send electronic direct marketing communications to you. You have the right to withdraw your consent without giving any reason. (Art 6 No. 1 lit. a) GDPR)

websites, we may ask you to complete a survey from time to time. Participation is not mandatory.

We use profiling, including segmentation tools, and conduct research and analysis to underpin our marketing strategies, create a better understanding of our customers and visitors and the use of our websites, support our website advertising, and improve website information, functionality, and the services we offer.

Network and information security:

Maintaining our network and information security so that we can take steps to protect your information from loss or damage, theft, or unauthorized access. And to maintain appropriate server locations (for example, we may work with third parties to support the appropriate use of cloud services).

Legitimate interest to ensure the security of information and networks. (Art 6 no. 1 lit f) GDPR)

Acquisitions and sales: In the event of future sales or investment transactions of Jaguar Land Rover,

your personal data may be processed as part of due diligence audits, in which prospective investors or acquirers or their professional advisors carry out a prior analysis of various aspects of the business in order to determine

Legitimate interest of the companies or persons concerned. (Art 6 no. 1 lit f) GDPR)

its value and to ensure compliance with and proper execution of these transactions.

Managing legal and regulatory requirements

Your personal data may be processed for the purpose of dealing with legal and regulatory requests and requests, safeguarding or defending our rights, or preventing/investigating criminal offences (including, where applicable, assisting tax authorities, the police, the Ministry of the Interior or any other authority or law enforcement agency, or protecting national security).

JLR's legitimate interest in complying with laws and regulations, including responding to requests from authorized authorities.
(Art 6 no. 1 lit f) GDPR)

Fulfilment of a legal obligation (Article 6 (1) (c) GDPR)

Recall / Safety Actions:

Your personal data may be processed if we send you an urgent safety or product recall notice.

Fulfilment of a legal obligation (Article 6 (1) (c) GDPR)

5. TO WHOM WE TRANSFER YOUR DATA

Your personal data will be disclosed to the following recipients:

- to third parties who need to process this data in order for us to provide you with the products and services for which you have signed up or are eligible or to which you have otherwise consented or requested, for example, to provide financing or loans, insurance, services and information related to breakdowns, to provide surveys, marketing and advertising support services (we may use third parties to support the To support the provision of recall information services, to provide warranty data, event agencies and call support services and/or for optimized website services;
- to our network of contractors in order to be able to fulfil your requests for goods and services, etc., to carry out analyses and training and to improve the quality of services;

- to our network of Jaguar Land Rover dealers and authorised repairers (<https://www.jaguar.at/retailer-locator/index.html>/<https://www.landrover.at/national-dealer-locator.html>) to fulfil your requests for goods and services, etc., to carry out analysis and training and to improve the quality of services;
- To Jaguar Land Rover group companies in accordance with the purposes of data use set out in this Privacy Policy;
- to third parties if we sell or buy any business or assets;
- to social media companies;
- to advertising networks and Google;
- if we are under a duty to disclose or transfer your personal information in order to comply with any legal or regulatory obligation or request, to enforce these Terms, or to investigate actual or suspected violations;
- to our professional advisors, such as lawyers, tax advisors and auditors;

We have safeguards in place with our service providers to ensure that your information is stored securely and used in accordance with the objectives set out in this Privacy Policy.

Learn more about the independent third parties we work with

We work with a number of independent third parties to provide services to you, such as our authorized contractor network, credit product suppliers, suppliers of long-term lease products. Personal information may be sent by you directly to these companies (for example, if you contact them by phone or email or through their websites), or we may share personal information with them as necessary to respond to your inquiries or other service requests.

The members of our authorized partner network, credit providers or leasing providers are (unless otherwise stated) independent companies and not companies of the JLR Group. Any contact you make (e.g., call or email) and any information you provide to them through their websites or visit them on the Site is controlled by them and not by JLR. If you have any questions about the use of your personal information by third parties (e.g., dealers, lenders, long-term rental companies, or authorized repair shops), we encourage you to contact them directly. We cooperate with the following independent third parties:

Jaguar

Our network of contractual partners is generally recognizable by the website function "Dealer Search". Contractors can be searched by name, location or zip code. A complete list of all Austrian contractual partners can be accessed at: <https://www.jaguar.at/retailer-locator/index.html>.

Land Rover / Range Rover

Our network of contractual partners is generally recognizable by the website function "Dealer Search". Contractors can be searched by name, location or zip code. A complete list of all Austrian contractual partners can be found at <https://www.landrover.at/national-dealer-locator.html>.

Learn more about our suppliers and service providers

To support our business, we use several service providers. These service providers may have access to our systems and data to provide services for us and on our behalf, such as payment processors, IT service providers, marketing and digital advertising service providers, customer services, service and system specialists, website analytics providers, online store order fulfillment and delivery service providers, and event and appointment support service providers.

For more information on JLR Group companies and the services they may provide:

As a member of the Tata group of companies, we benefit from the large IT infrastructure and extensive know-how that exists in our extended corporate structure. Therefore, members of our group of companies may access the personal data you provide as needed for service and system administration and support, aggregate analysis, business continuity and IT and administrative purposes. For example, if data access is necessary to support certain website requests or to provide technical support for the maintenance of website features. Information about the Tata Group of Companies can be found at: <https://www.tata.com/investors/companies>

6. CROSS-BORDER TRANSFERS OF YOUR DATA

Your personal data will be processed in accordance with European data protection regulations. If your personal data is transferred to recipients in third countries, i.e. recipients whose registered office or place of business is not in a member state of the EU or the EEA, this will be done on the basis of adequacy decisions issued by the European Commission in accordance with Art. 45 GDPR or subject to appropriate and sufficient safeguards for the data transfer pursuant to Art. 46 et seq. GDPR or on the basis of the exceptions pursuant to Art. 49 GDPR. If you would like more information about how we protect your personal data when transferred outside the EEA in certain situations, please refer to the applicable privacy notice for the product or service you are interested in. If this is not enough, you can contact us using the contact details below.

7. STORAGE PERIOD OF YOUR DATA

We will retain your personal data for as long as is strictly necessary to fulfil the purposes of the processing set out in the Privacy Policy and to comply with our legal and regulatory

obligations. This means that your data will be stored for as long as one of the following applies:

- Your data is necessary to provide the services you have requested;
- Your data is necessary for the prosecution or defence or exercise of a legitimate interest of us or a third party;
- the storage of your data is prescribed by the applicable laws and regulations (e.g. statutory retention and documentation obligations according to the Federal Fiscal Code [BAO] and AO, limitation periods)
- you have given us consent to your care, until you withdraw the consent given.

8. YOUR PRIVACY RIGHTS

You have rights in relation to your personal data, which include:

- the right to information pursuant to Art. 15 GDPR,
- the right to rectification in accordance with Art. 16 GDPR,
- the right to erasure in accordance with Art. 17 GDPR,
- the right to restriction of processing in accordance with Art. 18 GDPR,
- the right to data portability under Art. 20 GDPR
- the right to object according to Art. 21 GDPR
- the right to lodge a complaint with the Austrian data protection supervisory authority pursuant to Art. 77 GDPR under www.dsb.gv.at/kontakt.

About your rights:

- If you have given us your consent to process your personal data, including for electronic marketing communications, you have the right to withdraw that consent at any time. Simply make use of the unsubscribe options that are included in the marketing emails we send, for example.
- You have the right to object at any time to the processing of your data for the purpose of direct marketing; this also applies to profiling, insofar as it is related to direct advertising. If you object to the processing of your data for direct marketing purposes, your data will no longer be processed for these purposes.
- You can request access to the personal data we hold about you, object to processing, request correction of errors, restrict or stop processing or delete the data. If you ask us to delete the data or stop processing it, we are not always obliged to do so. If this is the case, we will let you know why.

- In certain circumstances, you can ask us to provide you with your personal data in a usable electronic format and transmit it to a third party (right to data portability). This right applies only in certain circumstances. If it is not applicable, we will explain why.

9. SECURITY OF YOUR DATA

We take all steps reasonably necessary to ensure that your information is treated securely and in accordance with this Privacy Policy.

We require all of our service providers to take adequate precautions to protect your information.

If we have given you a password to access a personalised area on a JLR website (or you have chosen password-protected access), you are responsible for maintaining the confidentiality of that password. We ask you not to pass on the password to third parties.

Data transmission over the Internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted over the Internet; data transmission is at your own risk. Your data is stored in a secure environment protected by a combination of physical and technical measures, such as encryption technologies or authentication systems, to prevent its loss, misuse, alteration, disclosure, destruction, theft or unauthorized access.

10. EU DATA LAW AND DATA ACCESS

JLR ensures that any data we collect, store or process is treated in accordance with your local laws. We fully comply with all relevant EU regulations, including the EU Data Act, which governs the access, sharing and use of data within the European Union. In accordance with EU Data Law, we ensure that our customers and authorized third parties have secure and transparent access to their data. The transfer of data to third parties is carried out in full compliance with the EU Data Act and is subject to strict security and confidentiality measures.

If you would like to exercise your rights under EU data law, contact us at dpoffice@jaguarlandrover.com. We want to ensure that your rights are respected and that all requests are dealt with in a timely and compliant manner.

Links to other websites:

Our websites may contain links to other websites (including contractors, providers of credit products or leasing contracts) operated by other companies that we do not control. This

Privacy Policy does not apply to these other websites. We encourage you to read their privacy policy. We are not responsible for the privacy policies and practices of other websites and applications (even if you access them through the links we provide). We provide links to these websites for informational purposes only. We expressly disclaim any responsibility for their content, privacy practices, and terms of use; we make no approval or representation as to their accuracy, content or thoroughness.