

Privacy Policy:

Aston Martin Luxembourg respects your privacy and is committed to protecting the personal data you provide to us.

Louyet Exclusive Luxembourg SA ("Aston Martin Luxembourg") (VAT number: LU24278784) is responsible for processing the data collected from the individuals concerned ("you", "your") and, in certain cases, so are other entities within the Louyet Group (collectively, "we", "our", and "us") as outlined below.

Scope of this Notice

This privacy notice explains how we collect, process, and manage your personal data that we have received:

- through your use of our websites (e.g., www.astonmartinluxembourg.com, www.louyet.com, www.louyetreused.be, subdomains, and www.astonmartinlagonda.com) (hereinafter referred to as the "Websites")
- during interactions with you, for example, when you express interest in one of our products or services from Aston Martin Luxembourg, subscribe to our publications, participate in an Aston Martin Luxembourg event, request to receive marketing communications, contact us for information, or request customer support.
- when you are a customer of Aston Martin Luxembourg, through the purchase of a product or the receipt of services from Aston Martin Luxembourg.

This privacy notice also outlines your privacy rights regarding your personal data and the protection afforded to you under the law. It is essential that you read this privacy notice along with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

In particular, the collection of personal data through our connected cars and via the Aston Martin mobile app for connected vehicles (the "App"), as well as the subsequent processing of such data and your rights regarding that processing, are covered by the Aston Martin Connected Car Privacy Notice.

Information We May Collect

Aston Martin Luxembourg may collect information from or about you when:

- You visit our websites, whether this information is collected directly from you or automatically through cookies and similar technologies;
- You interact with Aston Martin Luxembourg by expressing interest in our products or services;
- You participate in Aston Martin Luxembourg events or Aston Martin

Luxembourg experiences;

- You contact us directly with any questions regarding our products or services, or for any other inquiries (in person, online, by phone, or by email);
- You complete forms or data fields, whether electronically or in person, including when creating accounts.

Category of Personal Data	Description
Identity Information	Your first name, last name, usernames or other unique identifiers, date of birth, gender
Contact Details	Your address, email, phone numbers, and your contact preferences
Online Activity Data	IP address, login data, browser type and version, time zone settings and location, browser plug-in types and versions, operating system and platform, and other technologies on the devices you use to access the website, cookies and similar technologies
Marketing and Communication Preferences Data	Includes your preferences for receiving direct marketing materials from us and from selected third parties, as well as your communication preferences
Usage Data	Includes information about how you use our website(s), products, and services
Profile Data	May include personal and professional interests, any vehicle you may have purchased or events you may have attended, as well as your feedback on our products and services. Preferred language, dietary requirements, products and services you are interested in or have purchased, occupation
Communications and Interactions	Your information requests, calls, emails or in-person communications, events, subscriptions to our publications, and customer satisfaction surveys

When You Are an Aston Martin Customer:

When you are an Aston Martin customer, we also collect information about you and your vehicle.

Aston Martin Luxembourg collects data about you and your vehicle when you purchase a product or services.

Category of Personal Data	Description
Transactional Data	Includes information about payments you have made and received, as well as other details related to products and services you have purchased directly from Aston Martin Luxembourg (e.g., limited edition vehicles)

Category of Personal Data	Description
Vehicle Data	Includes information about your vehicle, such as the year, make, model, VIN (Vehicle Identification Number), and configuration
Vehicle Maintenance and Repair History	Includes information such as service history, mileage, repairs carried out on the vehicle, and parts details
Customer After-Sales Activities	Includes information about after-sales services, such as warranty and maintenance services, communications with customer support, roadside assistance, including your dealership's contact details and your preferences

Other Sources

We may also receive information about you from third parties, such as public sources, marketing partners, affiliated companies, and business partners, as well as social media platforms, in order to ensure the relevance of the communications we send you and our interactions with you.

Cookies and Other Similar Technologies

Cookies are small text files that are downloaded to your device when you access our websites. When you visit our websites, we will use cookies that are strictly necessary for the operation of our website or when you request a service. We may use additional cookies, such as marketing/advertising and analytics cookies, but only with your consent. For more information about the cookies we use, the purposes for which we use them, and how to manage them, please refer to our Cookie Policy.

We may also collect, use, and share aggregated data, such as statistical or demographic data. This information may be derived from your personal data but is not considered personal data under the law, as it does not directly or indirectly reveal your identity. For example, we may anonymize and aggregate your Usage Data or Contact Details for market research purposes.

Possible Uses of Your Personal Data

We will only use your personal data in a lawful and transparent manner. We will never sell your data; we will ensure the security of your information and will never share it with third parties for their own marketing purposes without your explicit consent.

We will generally process your personal data for the following purposes, including where such purposes fall within our legitimate interests or those pursued by a third party, as outlined in the table below:

Activity & Purpose	Legal Base
Performance of any contract concluded with you or taking steps at your request prior to entering into a contract to provide the products and services you requested.	We will process your personal data based on the performance of a contract.
Handling your request, managing our relationship, providing customer support and service communications or notifications regarding changes to our policies or terms and conditions.	We will process your personal data based on the performance of a contract and our legitimate interests to improve the customer experience.
Ensuring the quality of our products and services and developing new products and services.	We will process your personal data based on the performance of a contract and/or our legitimate interests relating to customer satisfaction and improving our products and services.
Improving and optimizing our products and services for business purposes, such as data analysis, business planning, marketing strategies, forecasting, reporting, and measuring the effectiveness of our campaigns.	We will process your personal data based on your consent, our contract with you, and/or our legitimate interests in optimizing our products and services.
Understanding your preferences, personalizing our services, products, events, and experiences.	We will process your personal data based on your consent, our contract with you, and/or our legitimate interests to improve the customer experience and marketing efforts.
Implementing our exclusive customer relationship management campaigns for Aston Martin Luxembourg customers.	We will process your personal data based on our legitimate interests to improve the customer experience.
Carrying out our sales and after-sales services as well as our administrative processes.	We will process your personal data based on our contract with you, legal obligations, and legitimate interests to manage our business and services.
Providing customized specifications of your vehicle during the production process.	We will process your personal data based on any agreement concluded with you.
Marketing communications and market research based on your communication preferences.	We will process your personal data based on your consent and/or our legitimate

	interests to promote our products and services.
Marketing activities using cookies or similar technologies	We will process your personal data based on your consent.
Registering your interest in receiving information about Aston Martin products and services.	We will process your personal data to respond to your request, based on our legitimate interests to promote our products and services.
Enabling diagnosis, repair of your vehicle, product safety, research and development, and managing warranties and similar after-sales products or services.	We will process your personal data based on our contract with you and to comply with our legal obligations.
Facilitating services provided by third parties for extended warranty, service plans, and roadside assistance.	We will process your personal data if necessary to provide their services, based on the contract and/or your legitimate interests
Troubleshooting, IT system maintenance, support, analysis, testing, network security, and fraud prevention.	We will process your personal data based on our contract with you, to comply with our legal obligations, and based on our legitimate interests to manage our business efficiently.
Contacting you in case of urgent safety notices or product recalls.	We will process your personal data based on our legal obligations and legitimate interests.
Organizing bookings and carrying out exclusive Aston Martin events, experiences, and test drives	We will process your personal data at your request, based on our contract with you.
Operating video surveillance (CCTV) on our premises.	When you visit us, images may be monitored or recorded in certain areas to ensure the safety of our employees and visitors, based on our legitimate interests.

Furthermore, we may process your personal data:

- to fulfill our legal and regulatory obligations;
- to defend rights in legal proceedings;
- if otherwise permitted or if you request it.

Please note that whenever we ask you for certain information to conclude or perform our contract with you, or to comply with applicable regulatory

provisions, your refusal to provide the requested information may prevent us from concluding the contract or fulfilling our obligations.

We commit to using your personal data only for the purposes for which it was collected, unless we reasonably consider that we need to use it for another reason and that this reason is compatible with the original purpose. If you would like to better understand how processing data for the new purpose is compatible with the original purpose, please contact us by email at info@astonmartinluxembourg.com.

If we need to use your personal data for purposes unrelated to the original purpose, we will inform you and explain the legal basis that authorizes us to do so.

We may process your personal data without your knowledge and consent, in accordance with the aforementioned rules, when the law requires or permits us to do so.

Additionally, we may combine and analyze your personal data to improve our products and services, our marketing campaigns and business strategies, as well as to tailor our products and services to your preferences.

Possible Sharing of Your Information

We may share your personal data with:

- **Affiliated companies within the group:** Other companies in our group for the purposes of customer service, maintenance services, marketing communications, and business administration tasks. Aston Martin Luxembourg is part of Louyet Exclusive Luxembourg SA, a member of the Louyet Group. If you wish to obtain more institutional information about Louyet Group, please visit our institutional website at www.louyet.com. Depending on the purpose of processing, other companies in our group or Aston Martin Lagonda Ltd may also act as data controllers of your personal data.

- L. Louyet SA and its affiliated companies
- Louyet Exclusive SA
- Aston Martin Lagonda Ltd and its affiliated companies

- **Third-party service providers:** We may use third-party service providers and business partners to process personal data on our behalf and to assist, operate, and provide services on our behalf, based on our legitimate interests to outsource certain operations. These include IT and technology services such as web hosting and analytics providers, postal or electronic mailing service providers, event organizers, customer relationship and marketing management, business administration, and resource planning.

- **When you have purchased an Aston Martin vehicle,** we will share personal data with third parties if necessary for them to provide you with services related to owning your vehicle, for example providers of Maintenance Plans and Roadside Assistance.

• Other third parties: We may also share personal data with other companies and business partners, who will act as separate data controllers, including:

- professional advisors (lawyers, accountants, auditors, etc.) with whom we interact in the normal course of business and, as necessary, in connection with the initiation and defense of legal actions;
- third parties directly involved in the acquisition or sale of all or part of our group, or reasonably associated with such transactions;
- other public authorities such as law enforcement agencies, emergency services, government authorities, and courts.

We will never share your information with third parties for their own marketing purposes without your express consent.

How long will we keep your personal data

Your personal data will only be retained for as long as justified by the specific purposes stated in this notice above.

In certain circumstances, however, we may anonymize the data so that it no longer constitutes personal data, for example, for statistical purposes. In such cases, anonymized data may be kept for longer periods, but the underlying data is automatically deleted.

Security Measures

We commit to taking all reasonably necessary measures to ensure that your data is processed securely and in accordance with this privacy notice.

Your personal data will be protected by technical security systems and additional authorization procedures, both during transfer and when archived and stored on our secure servers.

Furthermore, we will limit access to your personal data to employees, agents, subcontractors, and other third parties who need this data for professional purposes. They will only access your personal data on our instructions and will be subject to confidentiality obligations.

Your Rights

Under data protection legislation, you may exercise the following rights regarding your personal data:

- Access: You may have the right to obtain from us confirmation as to whether or not personal data concerning you is being processed, along with certain associated information, as well as a copy of your personal data currently being processed;
- Rectification: You may request the correction of inaccurate or incomplete personal data concerning you;

- **Objection:** When we process your personal data based on our legitimate interests, you may object to the processing for reasons related to your particular situation. If this is the case, we will stop processing your personal data unless we can demonstrate compelling legitimate grounds for the processing that override your rights and freedoms or for the establishment, exercise, or defense of legal claims. You have the right to object at any time to the processing of your personal data for direct marketing purposes;
- **Portability:** You have the right to receive the personal data you have provided to us in a structured, commonly used, and machine-readable format and to transmit it to other data controllers. This right applies only if the processing is based on your consent or a contract and is carried out by automated means;
- **Restriction:** You may request that we restrict the processing of your personal data in certain circumstances (in which case your personal data may only be processed with your consent or for the establishment, exercise, or defense of legal claims), for example, if you object to the processing of your personal data based on our legitimate interests or if you wish to verify the accuracy of your personal data or the purposes of the processing;
- **Erase:** You may request the deletion of your personal data if (i) it is no longer necessary for the purposes for which we collected it; (ii) you have withdrawn your consent and there is no other legitimate reason for processing; (iii) you object to the processing and there is no overriding legitimate reason for processing; or (iv) your personal data has been processed unlawfully or must be erased to comply with a legal obligation;
- **Right to lodge a complaint:** You may submit a complaint to the relevant supervisory authority. In Luxembourg, this is the National Commission for Data Protection (CNPD). We kindly ask that you contact us first so that we can try to resolve your issue;
- **Right to refuse or withdraw your consent:** When we must obtain your consent to process data, you are free to give your consent and withdraw it at any time without negative consequences. The lawfulness of any processing of your personal data carried out before your consent withdrawal will not be affected.

Please note that none of these rights are absolute, and there may be situations in which you cannot exercise them or where they may not be applicable to the circumstances.

We may need to ask you for specific information to help us verify your identity and confirm your right to access your personal data (or to exercise your other rights). This is a security measure to prevent the disclosure of your personal data to unauthorized third parties. We may also contact you to request additional information regarding your request to enable us to respond appropriately.

We strive to respond to all legitimate requests within one month. However, we may need more than one month if your request is particularly complex or if you have made multiple requests. In such cases, we will keep you informed.

To exercise your rights, please contact our Data Protection Officer at the address provided in the “Contact Us” section of this notice.

Automated decision-making

We do not use your personal data to make automated decisions that have a legal effect or similarly significant impact.

International transfers

Some of the third parties with whom we share your personal data are based outside Luxembourg and the EEA, in third countries that are not considered to provide an adequate level of protection for your personal data.

Nevertheless, transfers to third parties based in countries not deemed to provide an adequate level of protection are only carried out using a legitimate data transfer mechanism. Among the mechanisms we use in this context are: (i) the UK International Data Transfer Agreement and the UK Data Transfer Addendum to the EU Standard Contractual Clauses; (ii) the EU Standard Contractual Clauses; and (iii) where applicable, based on authorized regulatory derogations. However, we reserve the right to change the type of mechanism used in response to changes in legal provisions and/or legitimate transfer instruments.

Please contact us using the details provided in the "Contact Us" section below for further information regarding international transfers of your personal data.

Links to third-party websites

Our websites may, from time to time, contain links to and from third-party websites. If you click on a link to one of these websites, please note that these websites apply their own privacy policy and we disclaim any responsibility for their policies. Please review their policy before submitting personal data on these websites.

Changes to this notice

We reserve the right to amend or update this privacy notice at any time.

In the event of significant changes to this notice, we will inform you through appropriate means and provide you with a revised version. The date of the latest revision is indicated at the bottom of this notice.

Contact us

If you have any questions regarding this privacy notice or requests concerning the exercise of your rights, please contact us by postal mail or email at:

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128, Route de Thionville
L-2610 Luxembourg
Luxembourg
Email: info@astonmartinluxembourg.com

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