

# Website Privacy Notice

## Introduction

The following information is intended to provide you with an overview of the processing of your personal data on our [website](#) (hereinafter referred to as the "**Website**"). We also would like to inform you regarding your rights under data protection law. The processing of your personal data by us is always carried out in compliance with the General Data Protection Regulation (hereinafter referred to as the "**GDPR**") and all applicable, country-specific data protection regulations.

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## 1 Responsibility

The 'Controller' within the meaning of the GDPR is:

Steyr Motors AG  
Im Stadtgut B1, 4407 Steyr, Austria  
[datenschutz@steyr-motors.com](mailto:datenschutz@steyr-motors.com)

## 2 Data protection officer

You may contact our data protection officer as follows:

Niklas Hanitsch  
secjur GmbH  
Steinhöft 9  
20459 Hamburg

Telephone: +49 40 228 599 520  
E-mail: [dsb@secjur.com](mailto:dsb@secjur.com)

You can contact our data protection officers directly at any time with any questions or suggestions regarding privacy and the exercise of your rights.

## 3 Use of third-party services

We use third-party services for certain functions and services on our Website. The specific services may be found in the relevant sections.

In some cases, we use service providers who are based in a third country, i.e. outside the EU. They only transfer data to a third country where there is an adequate level of data protection or suitable guarantees within the meaning of Arts. 44-49 GDPR. You have the right to request a copy of the appropriate safeguards we have put in place. To do so, please send us an e-mail to the e-mail address given in this Data Privacy Notice. If such a case applies, this will be shown separately in the following sections.

## 4 Provision of the Website

### 4.1 General information

When you visit our Website, data that your browser transmits to our server is processed automatically. This general data and information is stored in the server log files (so-called "Server Log Files"). The following may be recorded.

- Browser type and browser version
- Operating system used
- Referring URL (previously visited website)
- Host name of accessing computers
- Date and time of server query
- IP address

## 4.2 Purpose of the processing

When using this general data and information, we do not draw any conclusions about your identity. The purposes we pursue include, in particular:

- ensuring smooth connections with the Website,
- investigation of misuse or fraud,
- analysing problems in the network, and
- analysing system security and stability.

## 4.3 Legal basis

The legal basis for data processing is our legitimate interest within the meaning of Art. 6 (1) (1) (f) GDPR. We have an overriding legitimate interest in being able to offer our services in a manner that is free of technical faults.

## 4.4 Storage duration

The Server Log Files are **stored for a maximum of 7 days** for security reasons (e.g. to investigate misuse or fraud) and are then erased. Data whose further retention is required for evidentiary purposes will be retained until the matter has been finally resolved.

## 4.5 Recipients of personal data

We use the following service providers:

Provider	Address	Third country	Suitable guarantee	Further information
<b>Google LLC</b>	Gordon House, Barrow Street, Dublin 4, Ireland	USA		Google Fonts, Maps und reCaptcha
OpenStreetMap Foundation	St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom	UK		OpenStreetMaps
<b>Matomo</b>	Cooper media GmbH	No (DE)		Operated by cooper media GmbH;

## 5 Cookies

### 5.1 General information

We use cookies on our Website. These are text files that your browser automatically creates and that are stored on your end device when you visit our Website. Information is stored in the cookie that results in each case in connection with the specific end device used.

Further information on cookies can be found in your cookie settings.

## **5.2 Technically necessary cookies**

We use technically necessary cookies. These are cookies that are technically necessary to provide all of the functionalities of our Website. Cookies for marketing or tracking purposes are not set.

### **5.2.1 Purpose of the processing**

We use technically necessary cookies for the following purposes:

- to provide our services,
- enable the use our Website functionalities
- and to offer different languages.

### **5.2.2 Legal basis**

The legal basis for data processing is our legitimate interest within the meaning of Art. 6 (1) (1) (f) GDPR. We have an overriding legitimate interest in being able to offer our services in a manner that is free of technical faults.

### **5.2.3 Storage duration**

We delete your personal data as soon as it is no longer required for the purpose for which it was collected. Technically necessary cookies are only stored for the respective session. When you leave our website and close your browser, the cookies are deleted.

### **5.2.4 Recipients of personal data**

At the present time, personal data from session cookies is not shared with any recipients.

## **5.3 Analysis and marketing cookies**

We also use analysis and marketing cookies. These are cookies that are not technically necessary. We use them to understand your behaviour on our Website and to improve our services.

### **5.3.1 Purpose of processing**

We use technically necessary cookies for the following purposes:

- Coverage measurement and tracking,
- Evaluation of visitor behaviour,
- Optimisation of our services
- and targeted advertising.

### **5.3.2 Legal basis**

The legal basis for data processing is your consent in accordance with Art. 6 (1) (a) GDPR. The cookies are only set after you have given your consent via our cookie banner.

### **5.3.3 Duration of storage**

We erase your personal data as soon as it is no longer required to fulfil the purposes for which it was collected. The storage period for personal data depends on the providers used.

### **5.3.4 Recipients of personal data**

At the present time, personal data from session cookies is not shared with any recipients.

## **6 Contact options**

### **6.1 General information**

You may contact us via our Website by e-mail or by using our contact form.

We process the following personal data from you when you contact us and respond to your inquiry:

- Name
- Salutation
- E-mail address
- Company name
- Country/Region
- Date and time of the inquiry
- IP address
- Other personal data you voluntarily provide to us when contacting us.

### **6.2 Purpose of the processing**

We process your data to respond to your inquiry and other matters resulting from this.

### **6.3 Legal basis**

If your inquiry is related to pre-contractual measures or an existing contract with us, the legal basis is the performance of the contract and implementation of pre-contractual measures in accordance with Art. 6 (1) (1) (b) GDPR.

If your inquiry is made independently of contractual or pre-contractual measures, our overriding legitimate interests pursuant to Art. 6 (1) (1) (f) GDPR constitute the legal basis. Our overriding legitimate interest corresponds to the above-referenced purposes.

## **6.4 Storage period**

We erase your personal data as soon as it is no longer required to fulfil the purposes for which it was collected. In the case of contact inquiries, this is generally the case when it is clear from the circumstances the specific matter has been conclusively dealt with.

## **6.5 Recipients of personal data**

We work with distributors and dealers in numerous countries. In order to process your inquiries by e-mail or contact form in the best possible way and in a timely manner, we may forward your contact details to our legal partners. You may find a complete list of our partners under this following Link: <https://www.steyr-motors.com/privacy-policy/#toggle-id-6>

# **7 Newsletter**

## **7.1 General information**

We offer you the opportunity to receive our company newsletter. We use this newsletter to inform customers and business associates about our offers at regular intervals. We process the following personal data when sending out the newsletter:

- First name and surname
- E-mail address
- Organisation
- Preferred language
- Metadata (e.g. device information, IP address, date and time of registration)

### **7.1.1 Subscription to the newsletter**

If you register for our newsletter via our Website, you will receive a confirmation e-mail from us. After confirming the registration using the double opt-in procedure, you will be added to our newsletter database. This confirmation e-mail is used to verify whether you, as the owner of the e-mail address, have authorised the receipt of a newsletter. Your registration for the newsletter is logged.

### **7.1.2 Newsletters for existing customers**

If you have provided us with your e-mail address when purchasing goods or services, we reserve the right to regularly send you offers for similar goods or services to those already purchased by e-mail. We base this processing on sec. 7 (3) of the Act Against Unfair Competition.

### **7.1.3 Newsletter tracking**

Our newsletters contain so-called tracking pixels. This is a miniature graphic that is embedded in e-mails. This enables us to track, for example, whether and when an e-mail was opened by you and which links in the e-mail you have clicked on. This enables us to specifically analyse the success or failure of online marketing campaigns. The personal data collected by the tracking pixel is stored and analysed by us in order to optimise the despatch of our newsletter and to better adapt the content of future newsletters to your interests.

**7.2 Purpose of the processing**

We process your personal data for the following purposes:

- Newsletter despatch: implementation of marketing measures.
- Newsletter tracking: display of personalised advertising, market research, performance measurement.

**7.3 Legal basis**

The legal basis for the processing of your personal data in connection with the newsletter is as follows:

- Subscription to the newsletter is based on your consent in accordance with Art. 6 (1) (a) GDPR,
- Newsletter tracking is based on your consent in accordance with Art. 6 (1) (a) GDPR,
- Newsletter for existing customers for similar goods or services is based on our legitimate interest in advertising, Art. 6 (1) (f) GDPR.

**7.4 Retention periods**

We erase your personal data as soon as it is no longer required to fulfil the purpose for which it was collected. In connection with the sending of newsletters, this is usually the case if you withdraw your consent or object to the processing.

For this purpose, there is an opt-out link at the end of each newsletter. You also have the option of unsubscribing from the newsletter at any time on our Website or informing us of this in another way. If you select the unsubscribe option in our newsletters, we will automatically treat this as a withdrawal of your consent or as an objection to processing.

**7.5 Recipients of personal data:**

We work with distributors and dealers in numerous countries. In order to be able to process your inquiries by e-mail or contact forms in the best possible and most timely way, we may forward your contact details to our local partners. You will find a complete list of our partners under the following link: We work with the following service providers:

<b>Service provider</b>	<b>Address</b>	<b>Third country</b>	<b>Appropriate safeguards</b>	<b>Further information</b>

## **8 IR Newsletter**

### **8.1 General information**

We would like to offer you the opportunity to subscribe to our company's IR newsletter. Subscribing to the IR newsletter ensures you will not miss any publications or news from Steyr Motors AG and will always be informed. As part of **sending the newsletter**, we process the following personal data:

- First name and surname
- E-mail address
- Profile
- Preferred language
- Salutation (optional)
- Organisation (optional)
- Metadata (e.g. device information, IP address, date and time of registration)

The other personal data collected during the registration process is generally deleted after a period of thirty days.

#### **8.1.1 Registration for the IR Newsletter**

If you register for our IR newsletter via our IR website, you will receive a confirmation e-mail from us. After confirming your registration through the double opt-in procedure, you will be added to our IR newsletter database. This confirmation e-mail is used to verify whether you, as the owner of the e-mail address, have authorised us to deliver the IR newsletter to you. Registration for the IR newsletter is logged.

#### **8.1.2 Newsletter tracking**

Our newsletters contain so-called tracking pixels, a miniature graphic embedded in emails. These enable us to compile detailed reports on the distribution of the newsletter. We can track whether and when an e-mail was opened by you, which links in the e-mail were accessed by you, and record the online reach of the newsletter. This information is part of the Newswire Report, which provides us with relevant data on the effectiveness of our online marketing campaigns, including traffic, link clicks and comprehensive email statistics. The personal data collected is stored and analysed by us in order to optimise the sending of the IR newsletter and to better adapt the content of future newsletters to your interests.

### **8.2 Purpose of the processing**

We process your personal data for the following purposes:

- Sending of the IR newsletter: Publication of ad hoc information and news

### **8.3 Legal basis**

You can cancel your newsletter subscription at any time. This can be done by clicking on the link provided in every newsletter e-mail or by notifying us using the contact details given in the legal notice. This will also withdraw your consent to the storage of the personal data collected during the registration process.

The legal basis for the processing of your personal data in the context of:



- Subscribing to the newsletter is based on your consent in accordance with Art. 6 (1)(a) GDPR,
- Newsletter tracking is based on your consent in accordance with Art. 6 (1)(a) GDPR,
- Newsletter for existing customers for similar goods or services is based on our legitimate interest in advertising, Art. 6 (1)(f) GDPR.

## **8.4 Retention periods**

We erase your personal data as soon as it is no longer required to fulfil the purpose for which it was collected. In connection with our sending you IR newsletters, this is usually the case if you withdraw your consent or object to processing.

## **8.5 Recipients of personal data**

We use the services of EQS Group AG via its EQS Cloud Services for investor relations and the publication of ad hoc announcements. This collaboration enables us to publish important information efficiently and securely.

Service provider: EQS Group AG

Address Karlstrasse 47, 80333 Munich, Germany

Third country: No

Suitable protective measures: Processing is carried out on the basis of European data protection standards.

# **9 Your rights**

## **9.1 Right to confirmation**

You have the right to request confirmation from us as to whether personal data concerning you is being processed.

## **9.2 Right of information (Art. 15 GDPR)**

You have the right to receive information from us at any time free-of-charge about the personal data stored about you and a copy of this data in accordance with applicable law.

## **9.3 Rectification (Art. 16 GDPR)**

You have the right to request rectification of inaccurate personal data concerning you. You also have the right to request completion of incomplete personal data, taking into account the purposes of the processing.

## **9.4 Erasure (Art. 17 GDPR)**

You have the right to request from us the erasure of personal data concerning you without undue delay where one of the grounds provided for by law applies and insofar as the processing or storage is not necessary.

## **9.5 Restriction of processing (Art. 18 GDPR)**

You have the right to demand that we restrict processing if one of the legal requirements for this is met.

## **9.6 Data portability (Art. 20 GDPR)**

You have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used and machine-readable format. You also have the right to transmit the data to another Controller without hindrance from us to whom the personal data has been provided, provided that the processing is based on consent pursuant to Art. 6 (1) (a) GDPR or Art. 9 (2) (a) GDPR, or on a contract pursuant to Art. 6 (1) (b) GDPR and the processing is carried out by automated means, unless the processing is necessary for the performance of a task carried out in the public interest or in the interest of official authority vested in us.

In addition, when exercising the right to data portability pursuant to Art. 20 (1) GDPR, you have the right to request the personal data be transferred directly from one Controller to another, insofar as this is technically feasible and provided that it does not adversely affect the rights and freedoms of other persons.

## **9.7 Objection (Art. 21 GDPR)**

**You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you which is based on data processing in the public interest pursuant to Art. 6 (1) (e) GDPR or on the basis of our legitimate interest pursuant to Art. 6 (1) (f) GDPR.**

This also applies to profiling based on these provisions within the meaning of Art. 4 (4) GDPR.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the establishment, exercise or defence of legal claims.

In individual cases, we will process personal data for direct marketing purposes. You may object to the processing of your personal data for the purposes of such advertising at any time. This also applies to profiling insofar as it is associated with such direct advertising. If you object to processing for direct marketing purposes, we will no longer process the personal data for those purposes.

You also have the right to object, on grounds relating to your particular situation, to the processing of personal data concerning you which is carried out by us for scientific work or historical research purposes or for statistical purposes in accordance with Art. 89 (1) GDPR, unless such processing is necessary for performance of a task carried out in the public interest.

## **9.8 Withdrawal of consent under data protection law**

You have the right to withdraw your consent to the processing of personal data at any time with effect for the future.

## **9.9 Complaint to a supervisory authority**

You have the right to lodge a complaint regarding our processing of personal data with the supervisory authority responsible for data protection.

## **10 Current validity and changes to the Privacy Notice**

This Privacy Notice is currently valid and effective as of the following date: 26.11.2024

If we make further developments to our Website and our range of offerings or if legal or official requirements change, it may be necessary to amend this privacy notice. You can access our current privacy information here at any time.