

## Appendix - THE ASTON MARTIN INVESTOR PRIVACY POLICY

Why we use your personal data	How we use your personal data	Our legal reasons for using your personal data
<p><b>Provision of financial services, including the administration and management of shareholder/investor records</b></p>	<p>To facilitate the administration of the securities that you hold. This includes:</p> <ul style="list-style-type: none"> <li>• Retaining records of your instructions and telephone calls and keeping your records up to date.</li> <li>• Completing transactions that you instruct us to undertake, and any legal obligations we have in relation to the transactions.</li> <li>• To provide you with dividends / certificates and notices.</li> <li>• To respond to any complaints and / or data rights that you invoke.</li> <li>• To notify you about changes to the way we manage our Register of Members, such as a corporate action.</li> <li>• To keep our websites secure and permit you safe access to our services.</li> </ul>	<p>To comply with legal requirements placed upon us, such as the Companies Act, Stock Exchange requirements and Financial Crime regulations.</p> <p>Our legitimate interests, such as the proper administration of our service and business, for example:</p> <ul style="list-style-type: none"> <li>• Keeping our records up to date.</li> <li>• Defining types of customers for new products and services.</li> <li>• Seeking your consent when we need it to contact you.</li> <li>• Operating efficiently.</li> <li>• Enabling and monitoring your use of our website and services.</li> </ul> <p>With your consent.</p> <p>To meet our regulatory requirements.</p>
<p><b>Marketing of our products and services</b></p>	<p>Identifying if any of our products or services may be of interest to you and making suggestions and recommendations to you about them.</p> <p>To provide you with the information, products and</p>	<p>With your consent.</p> <p>When we have collected your personal data as part of a transaction with us, provided you could “opt-out” of receiving marketing communications at the time we collected your personal</p>

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	<p>services that you request from us via your chosen channel.</p> <p>We can ask you from time to time to confirm or update your choices, such as when there is a change in the law or the structure of our business.</p> <p><b>IMPORTANT</b></p> <p>You can withdraw your consent for us to contact you with marketing materials at any time. Please contact us if you wish to update your preferences.</p>	<p>data and have been advised on how to easily do this in our subsequent communications with you for example using an 'unsubscribe' button at the bottom of emails.</p> <p>Our legitimate interests, such as the proper administration of our service and business and the promotion of Aston Martin products, services and events, for example:</p> <ul style="list-style-type: none"> <li>• Keeping our records up to date.</li> <li>• Defining types of customers for new products and services.</li> <li>• Seeking your consent when we need it to contact you.</li> <li>• Operating efficiently.</li> <li>• Enabling and monitoring your use of our website and services.</li> </ul>
<p><b>Profiling</b></p>	<p><u>Understanding our shareholder/investor base:</u> We can place you into groups of investors with similar interests, account patterns and preferences.</p> <p>These activities are used to predict how we can best deliver our service to you as well as tailor our product or service offerings and contact you efficiently and effectively</p>	<p>Our legitimate interests, such as the proper administration of our service and business, for example:</p> <ul style="list-style-type: none"> <li>• Keeping our records up to date.</li> <li>• Defining types of customers for new products and services.</li> </ul>

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	<p>with information that is relevant to you.</p> <p>You can ask us to stop profiling at any time.</p>	<ul style="list-style-type: none"> <li>• Seeking your consent when we need it to contact you.</li> <li>• Operating efficiently.</li> <li>• Enabling and monitoring your use of our website and services.</li> <li>• To meet our regulatory requirements.</li> </ul>
<b>Assessment and collection of taxes</b>	<p>To deduct the relevant tax and duties (such as stamp duty, and dividend tax) and submit returns to the relevant regulatory authorities.</p>	<p>To comply with legal requirements placed upon us, such as the UK Social Security legislations.</p>
<b>Financial crime</b>	<p><b>Financial crime and money laundering.</b> We analyse your personal data for financial crime, money laundering and fraud risk purposes in accordance with UK and EEA regulations which are placed upon us. This can include automated decision making as part of the following activities:</p> <ul style="list-style-type: none"> <li>• Confirming your identity (through the use of Credit Reference agencies – see above).</li> <li>• Verifying your bank details.</li> <li>• Using fraud prevention agencies. We study and learn about how you use our products and services and use this information</li> </ul>	<p>To comply with legal requirements placed upon us, such as the Data Protection legislation and Financial Crime regulations.</p> <p>Our legitimate interests, such as the proper administration of our service and business, for example:</p> <ul style="list-style-type: none"> <li>• Keeping our records up to date.</li> <li>• Defining types of customers for new products and services.</li> <li>• Seeking your consent when we need it to contact you.</li> <li>• Operating efficiently.</li> </ul>

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	<p>to better detect fraud or unusual activities.</p> <ul style="list-style-type: none"> <li>• Analysing our databases, investigating, detecting and report financial crimes as well as taking measures to prevent financial crime.</li> <li>• Developing and improving our financial crime controls.</li> <li>• Managing financial risks both to us and to you.</li> </ul>	<ul style="list-style-type: none"> <li>• Enabling and monitoring your use of our website and services.</li> <li>• To meet our regulatory requirements.</li> </ul>
<p><b>Improving our products and services</b></p>	<p>To identify service improvements such as when troubleshooting, undertaking data analysis, testing new products, using your personal data for research, statistical and survey purposes.</p> <p>To ensure that content from our websites are presented in the most effective manner for you and for your device.</p> <p>To develop and manage our products and services and to calculate how we should structure any fees and charges.</p> <p>How we manage and work with other companies in the delivery of your products and services.</p> <p>To study how you and our other investors use our products and services.</p>	<p>With your consent.</p> <p>To comply with legal requirements placed upon us, such as the Data Protection legislation and Financial Crime regulations.</p> <p>Our legitimate interests, such as the proper administration of our service and business, for example:</p> <ul style="list-style-type: none"> <li>• Keeping our records up to date.</li> <li>• Defining types of customers for new products and services.</li> <li>• Seeking your consent when we need it to contact you.</li> <li>• Operating efficiently.</li> </ul>

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	<p>To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you, which can be based on your activity on the websites or third parties' websites. We can do this ourselves or appoint an agency to do this on our behalf.</p>	<ul style="list-style-type: none"><li>• Enabling and monitoring your use of our website and services.</li></ul>