

## **Privacy Notice for the ABENTEUER & ALLRAD App**

The protection of information relating to you, such as your registration and profile details (so-called “personal data”), is of great importance to us. That is why we provide the ABENTEUER & ALLRAD app (“App”) for ABENTEUER & ALLRAD in Bad Kissingen in accordance with applicable data protection laws, in particular the EU General Data Protection Regulation (“GDPR”).

### **Overview of app usage and data processing**

The use of our app and the conclusion of the corresponding app usage agreement are voluntary. You can visit ABENTEUER & ALLRAD without using our App. The aim of our App is to enhance your visit and make it clearer and safer.

**Below you will find explanations of how we handle your personal data in this context.**

### **Who is the data controller and who is the data protection officer?**

The data controller for this App is pro-log GmbH. You can find further information in the legal notice: <https://www.abenteuer-allrad.de/impresum>

If you have any questions or comments regarding data protection at pro-log GmbH, or if you wish to object to the use of your personal data for the purposes of advertising, market research or opinion polling, please write to:

**pro-log GmbH, Münnerstädter Str. 39, 97688 Bad Kissingen**

Telephone +49 971 7854460

Or send an email to: [info@pro-log.cc](mailto:info@pro-log.cc)

### **What do we do with your personal data?**

#### **a) When you register in the app and use it**

##### **Registration**

You can download the app via the relevant platforms and are free to register in the app.

##### **Use**

The ABENTEUER & ALLRAD app enables users to access all relevant information regarding exhibitors, products, events and experiences. Users of the app can, for example, access individual exhibitor and product pages, find out about events and individual programme items, or navigate the event site independently using the map function. Users also have the option to use the matchmaking function within the app, i.e. they can send contact requests to other users and, once a request is accepted, both parties can chat with each other. To do

this, users must log in to the app using their email address. The app is locked using the device password or a biometric password, such as a fingerprint. This personal data is stored only on your device. We have no access to it. This also means that we do not process this personal data.

### **(1) Legal basis**

We process your personal data for the purpose of initiating, executing and fulfilling the relevant app usage agreement (Art. 6(1)(b) GDPR). The processing of your personal data is also based on our overriding legitimate interest (Art. 6(1)(f) GDPR) in the secure operation of the app.

### **(2) Categories of recipients and transfers to third countries**

We use service providers in connection with the operation of our app. We transfer personal data to these service providers for this purpose. These service providers are contractually obliged by us to exercise the same care in handling personal data as we do ourselves.

We may also transfer personal data to service providers in third countries for this purpose (see the section 'Data transfers to third countries' below).

### **(3) Access to other applications on your smartphone**

If you wish to upload a photo to your app profile after registering, you will be asked whether the app may access the following applications:

- Camera
- Photo gallery

## **b) When you create your profile**

Once you have downloaded the app, you can create your own profile. You can also use the app's basic functions without creating a profile. When creating your profile, you will be asked to provide certain details. These include, for example, your interests, which you can also edit later within the app.

### **(1) Legal basis**

The processing of your mandatory details is carried out for the purpose of initiating, executing and fulfilling the relevant app usage agreement (Art. 6(1)(b) GDPR). The processing of your optional profile data is based on your consent (Art. 6(1)(a) GDPR).

### **(2) Categories of recipients and transfers to third countries**

We use service providers in connection with the operation of our app. We transfer personal data to these service providers for this purpose. These service providers are contractually

obliged by us to exercise the same care in handling personal data as we do ourselves. We may also transfer personal data to service providers in third countries for this purpose (see the section below entitled “Data transfers to third countries”).

### **c) When you create and manage appointments via your profile**

You can create and manage your appointments via your profile. This makes it easier for you, for example, to find events within the ABENTUEUR & ALLRAD programme that are of particular interest to you.

#### **(1) Legal basis**

The processing of your relevant personal data is carried out for the purpose of initiating, executing and fulfilling the relevant app usage agreement (Art. 6(1)(b) GDPR). The transfer of your profile data (optional) to exhibitors is based on your consent (Art. 6(1)(a) GDPR).

#### **(2) Categories of recipients and transfers to third countries**

We use service providers in connection with the operation of our app. We transfer personal data to these service providers for this purpose. These service providers are contractually obliged by us to exercise the same care in handling personal data as we do ourselves. We may also transfer personal data to service providers in third countries for this purpose (see the section below entitled ‘Data transfers to third countries’).

#### **(3) Access to other applications on your smartphone**

If you grant the relevant permission, access will be granted to the following applications:

- Calendar function

#### **(1) Legal basis**

The processing of your ticket data takes place for the purpose of initiating, executing and fulfilling the relevant app usage agreement (Art. 6(1)(b) GDPR).

#### **(2) Categories of recipients**

We use service providers within the framework of our ticket shop. We transfer personal data to these service providers for this purpose. These service providers are contractually obliged by us to exercise the same care in handling personal data as we do ourselves.

#### **(3) Access to other applications on your smartphone**

If you grant the relevant permission, access will be granted to the following applications:

- Camera

**Note: ABENTEUER & ALLRAD tickets are purchased outside the app (via the ticket shop).**

You do not need to store your ticket in the app. You can also visit ABENTEUER & ALLRAD if you have a ticket without using the app. ABENTEUER & ALLRAD tickets are purchased via the ABENTEUER & ALLRAD ticket shop. As a visitor, you can log in to the app using an email address

. This gives you the opportunity to take part in 'networking', i.e. you can interact with other visitors via the app (e.g. send contact requests, use the chat function).

### **(1) Legal basis**

The processing of your personal data in the context of such pseudonymisation is based on our overriding legitimate interest (Art. 6(1)(f) GDPR) in location-based notifications and safety information.

### **(2) Categories of recipients**

We use service providers for the pseudonymisation process. We transfer personal data to these service providers for this purpose. These service providers are contractually obliged by us to exercise the same care in handling personal data as we do ourselves.

### **e) If you allow the use of notifications**

You may receive notifications whilst using the app if you allow this. Generally, we use several types of notifications, and these may serve different purposes:

For example, there are notifications you receive because you have indicated a specific interest within the app. Similarly, there are also notifications that are independent of your interests.

Notifications primarily serve an informative purpose, but may also serve an advertising purpose. In addition, there are notifications based on organisational purposes, which may, amongst other things, concern your own safety on the event site. For example, we would inform you of potential overcrowding at a location on the event site, if necessary.

### **(1) Legal basis**

Your consent forms the legal basis for the respective data processing (Art. 6(1)(a) GDPR).

### **(2) Categories of recipients and transfers to third countries**

When you give your consent, you will be informed about the recipients to whom we send your personal data (e.g. to the exhibitor). If a recipient is based outside the European Union ('EU')/the European Economic Area ('EEA'), this generally constitutes a transfer to a third country (see the section 'Data transfers to third countries' below).

### **(3) Access to other applications on your smartphone**

If you grant the relevant permission, access will be granted to the following applications:

- Notifications

### **g) If you participate in matchmaking (including chat) via the app**

As a visitor, you can participate in networking via the app. You can enable or disable matchmaking in your profile. We will then match your interests with those of other users. If you have enabled matchmaking, other users of the app will be displayed to you and you will be displayed to other users of the app. Visible data includes, in particular, the company, the position and the first and last name.

#### **(1) Legal basis**

Your consent is the legal basis for data processing in the context of networking (Art. 6(1)(a) GDPR).

#### **(2) Categories of recipients**

We make your personal data available to other matchmaking participants.

#### **(3) Profile creation**

For matchmaking, we use an algorithm that determines the match between your interests and those of other visitors to ABENTEUER & ALLRAD and displays them to you in order of the respective match. Please note that we create profiles as part of the matchmaking process. These are based on the details of your interests. We compare your interests with those of other participants. You will then see a list of other participants. There you will find, in descending order, the participants with whom you share the most interests. The more your selected interests match those of other participants, the more likely these users will be suggested to you as potential contacts.

### **h) Contact from exhibitors**

If you wish for exhibitors to be able to contact you, you can enable this in the app, allowing them, for example, to display information about the products you have scanned using the QR code scanner. Furthermore, exhibitors may contact you with relevant information about the product if you have completed questionnaires for lead qualification.

#### **(1) Legal basis**

Your consent forms the legal basis for data processing and disclosure (Art. 6(1)(a) GDPR).

#### **(2) Categories of recipients**

When you give your consent, you will be informed about the recipients to whom we send your personal data (e.g. the relevant exhibitor).

### **i) When we statistically analyse your use of the app (Google Analytics)**

We analyse your use of the app on the basis of pseudonymised data for statistical purposes. For these purposes, we use Google Analytics. The data obtained from this is used to optimise this app and our websites. Google Analytics is provided to us by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland). Google processes the data on our behalf and is contractually obliged to take measures to ensure the security and confidentiality of the processed data.

During your visit to the app and website, the following data is recorded or analysed:

Randomly generated user ID

- Pages visited
- Your behaviour on the pages (e.g. time spent, clicks, scrolling behaviour)
- Your approximate location (country and city)
- Your IP address (deleted immediately after approximate location determination)
- Technical information such as browser, internet service provider, device and screen resolution

Data such as your name, address or contact details is never transmitted to Google Analytics. Your data is transferred to Google's servers in the USA. Google Analytics stores usage data for a period of two years from your last visit. This usage data contains a randomly generated user ID. The recorded data is stored together with the randomly generated user ID, which enables the analysis of pseudonymous user profiles. This user-related data is automatically deleted after 14 months. Other data remains stored in aggregated form indefinitely.

### **(1) Legal basis**

The processing of your personal data is based on your consent (Art. 6(1)(a) GDPR).

### **(2) Categories of recipients**

We use service providers for the pseudonymisation and analysis of your user data. We transfer personal data to these service providers for this purpose. These service providers are contractually obliged by us to exercise the same care in handling personal data as we do ourselves.

**How long do we store your personal data?**

You can manage your profile via the app if you have created one. You can delete your profile data via this profile management function.

We will delete your personal data once the purpose for which it was stored no longer applies and there is no legal requirement to retain it (e.g. a retention obligation under the German Fiscal Code and/or the German Commercial Code). If deletion is not possible in individual cases, processing will be restricted.

### **What rights do you have as a data subject?**

Please use the contact details above to exercise your rights and to withdraw your consent.

a) You have the right to request information at any time about all personal data we process about you.

b) If your personal data is incorrect or incomplete, you have the right to have it rectified and supplemented.

c) You may request the erasure of your personal data at any time, provided we are not legally obliged or entitled to continue processing your data.

d) Where the legal requirements are met, you may request a restriction on the processing of your personal data.

**e) You have the right to object to the processing, provided the data processing is carried out for the purposes of direct marketing or profiling. If the processing is based on a balancing of interests, you may object to the processing by stating reasons arising from your particular situation.**

f) If the data processing is based on your consent or within the framework of a contract, you have the right to have the data you have provided transferred, provided this does not infringe upon the rights and freedoms of others.

g) Where we process your data on the basis of a declaration of consent, you have the right at any time to withdraw this consent in whole or in part with effect for the future. Processing carried out prior to withdrawal remains unaffected by the withdrawal.

h) For technical reasons, withdrawal of consent via the app applies only to those consents you have given via the app.

i) You also have the right at any time to lodge a complaint with a data protection supervisory authority if you believe that data processing has taken place in breach of applicable law.

### **6. Data transfers to third countries**

Where data is transferred to entities outside the EU or the EEA, we ensure, prior to the transfer, that – except in cases permitted by law – the recipient either has an adequate level of data protection through an adequacy decision, or the EU Standard Contractual Clauses

have been concluded – you may request a copy of the relevant contractual clauses at any time – or holds certification under the EU-US Data Privacy Framework.

## **Data security**

We implement appropriate technical and organisational security measures to protect the personal data we process against accidental or deliberate manipulation, loss, destruction or unauthorised access. All data transfers between your device and a server are encrypted whilst using the app (so-called ‘end-to-end encryption’).

## **Overview of data categories and the data used in each case**

Below you will find an overview of the functions offered and the data used in each case, including the legal bases and data recipients. You can restrict data processing within the app via your privacy settings.

## **Data categories (alphabetical) Data Overview of legal bases**

### **Usage data Location information**

Notifications

Interactions with the app App usage agreement (Art. 6(1)(b) GDPR); Overriding legitimate interest (Art. 6(1)(f) GDPR) Consent (Art. 6(1)(a) GDPR)

### **Contact details Profile details**

Matchmaking/Networking Consent (Art. 6(1)(a) GDPR)

### **Networking data (including chat and matchmaking) Area of responsibility**

Company

Mobile number (work)

Position

Profile picture

Telephone number (work)

Additional information, depending on text input Consent (Art. 6(1)(a) GDPR); App Terms of Use (Art. 6(1)(b) GDPR)

### **Profile data (mandatory master data; compulsory information) Email address of an app user**

First name and surname App Terms of Use (Art. 6(1)(b) GDPR)

**Profile data (optional)** Area of responsibility

Selected interests & subject areas

Favourite exhibitors

Company Consent (Art. 6(1)(a) GDPR); Overriding legitimate interest (Art. 6(1)(f) GDPR)