

Data protection policy of SCC EVENTS GmbH for Guests of VIP events

The following English version is provided solely to aid in understanding. In the event of any conflicts arising about wording, the German original version shall be exclusively binding for all parties involved.

With this information, we, SCC EVENTS GmbH (hereinafter also referred to as "SCC EVENTS" or "we") inform our guests of VIP events about the processing of their personal data and the rights to which they are entitled under the data protection regulations in the context of registration and participation in our VIP events.

Photographs and video recordings are regularly made in connection with attendance or participation in our events. Processing activities in connection with the creation and publication of photo and video recordings during and after the sporting event are described in the "Photo and video" data protection information, available at: <https://www.scc-events.com/informationspflicht>.

1. Responsible for data processing and data protection officer

SCC EVENTS GmbH
Olympiapark Berlin, Hanns-Braun-Strasse / Adlerplatz, 14053 Berlin
Managing directors: Christian Jost, Jürgen Lock
e-mail: vip@scc-events.com
Phone: 030 / 30 12 88 - 10
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The data protection officer can be contacted by post at the above address with the addition "Data protection" or by e-mail: datenschutz@scc-events.com

2. Purposes and legal basis of data processing

We process the personal data of our guests for the purpose of organising and holding our VIP events (e.g. brunch, get-together, skater reception). Registration for the respective event takes place via our online registration form on the website <https://login.scc-events.com/s/side-events-registration>. Registration can only take place if the invited person uses the registration code provided by us within the registration period. The details of the respective VIP event can be found in the personal invitation. We process the registration data of our VIP guests in compliance with the applicable data protection provisions of the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG).

The processing of personal data is based on the following legal bases:

- A. Article 6 para. 1 lit. b) GDPR for the fulfilment of pre-contractual measures and / or contractual obligations. The processing is carried out for the purpose of registration and participation in the respective VIP event on the basis of the respective event information (e.g. in the personal invitation). This includes all data required for the organisation and execution of the event (e.g. name, e-mail address, registration code), including electronic communication (e-mail) confirming or rejecting the registration or containing further information on the event (such as the admission ticket).
- B. Article 6 para. 1 lit. c) GDPR: Personal data is also processed to fulfil legal obligations. These include, for example, retention obligations under commercial and tax law, obligations under company, contractual, data protection and civil law and official requirements, including with regard to the fulfilment of verification and accountability obligations, taking into account and complying with legal provisions.

C. Article 6 para. 1 lit. f) GDPR: On the basis of a balancing of interests, personal data is also processed for the assertion of legal claims, for defence in legal disputes and to ensure IT and telecommunications security. In addition, SCC EVENTS also processes personal data of its guests present at the respective VIP event on the basis of this legal basis for the following purposes: for the personalised dispatch of (electronic and analogue) mail, for the purpose of self-promotion for the company's own services (direct advertising and event reminders), for the preparation of statistical reports including the anonymisation of personal data in evaluation reports and, if necessary, the transfer of statistics to sponsors and business partners. During and after the event, we collect and process further data of the participating persons on the basis of the aforementioned legal basis: e.g. for media coverage by the press and media, for the documentation of advertising measures for sponsors and business partners and for event documentation (e.g. creation of photo and video recordings).

Information on photo and video recordings that are processed as part of participation in the event can be found at <https://www.scc-events.com/informationspflicht>.

D. Article 6 para 1 lit. a) GDPR: In some cases, processing takes place on the basis of consent for the purpose explicitly stated in each case, e.g. use of the registration data for future invitations to SCC EVENTS or for other purposes explicitly described in the respective declaration of consent.

Insofar as consent (including implied consent) has been granted for the processing of personal data for specific, previously stated purposes, this processing is lawful on the basis of that consent. Consent can be revoked at any time, but the revocation does not affect the lawfulness of data processed prior to the revocation.

3. Recipients or categories of recipients of personal data

For the organisation and implementation of the respective VIP event, only those employees/departments who require access to personal data in order to fulfil the respective objectives are granted access to such data. In order to fulfil our contractual services and legal obligations, personal data may be processed in part by external service providers or, where necessary, by government authorities, to the extent that this is necessary and legally permitted for the fulfilment of the above purposes. In doing so, we always follow the provisions of data protection law, in particular any processing carried out by service providers engaged by us only takes place after the conclusion of contracts with a corresponding confidentiality clause.

Receiver	Purpose of disclosure
Email provider	Transport of data from emails and attachments
Telecommunications provider	Transport and storage of connection data
Postal and shipping service provider	Transportation of mail, parcels and letters
IT and telecommunications service provider	Maintenance, care and servicing of IT and telecommunications systems and applications (hardware and software)
Law firms and courts	Defense in legal disputes, enforcement of claims, legal advice
Salesforce.com Germany GmbH	Hosting and provision of the registration form, participant database
Data carrier destruction service provider	Disposal of files and data carriers
Auditor	Execution of the statutory audit mandate

Tax office	Fulfillment of tax obligations, financial accounting
Authorities: e.g. tax office, supervisory authorities	Fulfilment of statutory information and notification obligations
Business partners of SCC EVENTS	for the documentation of advertising measures, for the transfer of statistics
Press (national and international)	Reporting, interviews, photo and video recordings
SCC-EVENTS photo service provider / photo box	Creation of photo and video recordings
Public website(s) and magazines of SCC EVENTS	Publication of event information, photo and video recordings
Data Protection Officer	Fulfilment of the audit and control mandate, support with data protection issues

In principle, it cannot be ruled out that personal data may be transferred to other countries outside the European Economic Area (EEA) (so-called third countries). Further information on the transfer of data to third countries is described in section 6.) of this document.

4. Duration of data storage

The registration and contact details of our guests as well as the registration codes provided are processed for the duration of the organisation and implementation of the respective VIP event. This data is stored for 4 weeks from the end of the event and then deleted. Registration data of guests who cancel their participation before the start of the event will be deleted immediately.

There are various statutory retention periods of up to 10 years, due to which we do not delete certain data (e.g. the guest list of the VIP event) after the end of the event, but archive it for this period. Once the statutory retention periods have expired, the data will be deleted completely.

Photographs and video recordings taken during and after the sporting event, which may be published, will not be deleted. The right of revocation and the right of objection remain unaffected. Further information on the storage period of image data is described in the "Photo and video" data protection information, available at: <https://www.scc-events.com/informationspflicht>.

We store data processed on the basis of consent until it is revoked or until the respective purpose is fulfilled. Corresponding details can be found in the respective declaration of consent. The revocation of consent does not affect the lawfulness of the data processed until revocation. Data processing will also cease immediately in the event of a (legitimate) objection by the data subject.

Data necessary for the security of the processing and the prevention of security incidents (log data of the IT and telecommunications systems) will be completely deleted after 3 months. For further information, please refer to the privacy policy of the relevant website.

The storage of personal data for the establishment, exercise or defence of legal claims is possible and may extend the storage period.

Data protection requests: Requests for information, rectification, erasure or restriction of processing that we respond to, as well as other requests from data subjects or supervisory authorities on data protection issues, are archived for accountability purposes for a period of 3 years from the end of the action.

5. Data protection rights of data subjects

All data subjects have the right to access the personal data referred to in Art. 15 GDPR, the right to obtain rectification of their inaccurately stored data according to Art. 16 GDPR, the right to obtain the erasure of personal data according to Art. 17 GDPR, the right to obtain the restriction of the processing of their data according to Art. 18 GDPR and the right to receive their personal data according to Art. 20 GDPR.

Given consent can be withdrawn at any time. The withdrawal of consent does not affect the lawfulness of the processing performed until the withdrawal.

Right to object:

According to Art. 21 GDPR, data subjects also have the right to object at any time to the processing of personal data concerning them. This applies in particular to these cases:

A) Individual right to object (Art. 21 (1) GDPR)

Data subjects have the right to object at any time, on grounds relating to their particular situation, to the processing of personal data concerning them which is based on Article 6(1)(f) GDPR (data processing based on a balancing of interests). If the data subject objects, we will no longer process the personal data unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or the processing serves the establishment, exercise or defence of legal claims.

B) Right to object to processing of data for direct marketing purposes (Art. 21 (2) GDPR)

In individual cases, we process the personal data of our VIP guests for the purpose of direct marketing (by post and e-mail). The right to object may be exercised by the data subject at any time. If data subjects object to processing for direct marketing purposes, we will no longer process their personal data for these purposes.

Distinction: Communications carried out electronically or by mail for the fulfilment of business transactions (e.g., bookings or inquiries) are not affected by an objection to direct marketing.

Data subjects may send their requests to exercise their data protection rights informally by post or e-mail, stating their full name, to: SCC EVENTS GmbH, Olympiapark Berlin, Hanns-Braun-Straße / Adlerplatz, 14053 Berlin or datenschutz@scc-events.com.

Note on photo and video recordings at SCC EVENTS GmbH events:

All information in connection with the production and publication of photo and video recordings during and after the respective event is described in the "Photo and Video" data protection information available at: <https://www.scc-events.com/informationspflicht>.

Right of appeal:

If data subjects suspect that their data is being processed unlawfully by SCC EVENTS, they can of course seek judicial clarification of the issue at any time. In addition, data subjects have every other legal option available to them. Irrespective of this, data subjects have the option of contacting a supervisory authority in accordance with Art. 77 para. 1 GDPR. The right to lodge a complaint pursuant to Art. 77 GDPR is available to data subjects in the EU Member State of their place of residence, their place of work and/or the place of the alleged infringement, i.e. they can choose the supervisory authority to which they turn from the above-mentioned places. The supervisory authority with which the complaint has been lodged will then

inform them of the status and outcome of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

The data protection supervisory authority responsible for SCC EVENTS is Berlin Commissioner for Data Protection and Freedom of Information, website: <https://www.datenschutz-berlin.de/>

Phone: +49 (0)30 13889-0; Fax: +49 (0)30 2155050; E-Mail: mailbox@datenschutz-berlin.de

6. Transfer of data to a third country or international organisation

We sometimes transfer personal data of our guests to third countries or international organisations for the organisation and implementation of VIP events. A list of these services and service providers that may be used is described in this section.

Third countries are countries outside the EEA to which the GDPR does not directly apply. The level of data protection there is not comparable to that in the EU. In order to compensate for the existing data protection deficit in the absence of an adequacy decision, we have agreed with the relevant service providers in the third country or international organisation, in addition to the standard data protection clauses, further appropriate safeguards for the processing of personal data, so that the data protection standards for these data transfers are compatible with the legal data protection provisions of the EU and an adequate level of protection is ensured for the processing of personal data.

Company name and address	Role of the company, activities/purpose of the transfer	Legal basis for data transmission
Salesforce.com Germany GmbH, Erika-Mann-Str. 31, 80636 Munich, Germany / Headquarters: Salesforce.com, inc, Salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, CA 94105, USA	Processor, hosting and provision of the CRM database with various functions for managing registrations, registration codes, registration confirmations and consents, e-mail dispatch	International Organization, DPA: https://www.salesforce.com/content/dam/web/en_us/www/documents/legal/Agreements/data-processing-addendum.pdf (Based on the certification of Salesforce.com, inc. in the DataPrivacyFramework)
Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland / Headquarters: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA	Processors, IT infrastructure, servers for sending, storing and archiving business transactions, documents and emails	International organization, standard data protection clauses EU Controller-to-Processor: https://cloud.google.com/terms/sccs/eu-c2p

7. Voluntary nature and obligation to provide personal data

Registration and participation in the respective VIP event are generally voluntary. In the event of a registration, the data required or prescribed by law for the organisation and execution of the event and the fulfilment of the associated obligations must be provided. Failure to provide the data means that participation in the event is not possible.

If information can be provided voluntarily, we have marked this in the respective data collection form. Any consent given can be revoked at any time.

8. Automated decision making, profiling

We do not exclusively use automated decision-making within the meaning of Article 22 GDPR for the organisation and execution of our event.

"Profiling" is a form of automated processing of personal data evaluating personal aspects relating to a natural person, in particular for the purpose of analysing or forecasting the data subject's performance at work, economic situation, health, personal preferences or interests, reliability or behaviour, location or change of location, where this produces legal effects concerning the data subject or similarly significantly affects him or her. SCC EVENTS GmbH will not process the data of participants for the purpose of profiling.