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## **I. General privacy policy**

We all want to know what happens to our personal data. Therefore, we would like to inform you here about which data we store, if you become our customer, if you conclude a contract with us as a business partner or if you just visit one of our websites.

### **1. Controller**

For the processing of the data which are collected on our website, Düsseldorf Tourismus GmbH, Benrather Straße 9, 40213 Düsseldorf, Telephone: +49 211 17202-0, Fax: +49 211 17202-3230, e-mail: info@duesseldorf-tourismus.de, is responsible.

### **2. Data protection officer**

The contact details of our internal data protection officer are Düsseldorf Tourismus GmbH, Benrather Straße 9, 40213 Düsseldorf, Telephone: +49 211 17202-0 e-mail: datenschutz@duesseldorf-tourismus.de.

### **3. Your rights as a data subject**

You have the right:

- pursuant to Article 15 of the GDPR to request information about your personal data processed by us. In particular, you may request information about the processing purposes, the category of personal data, the categories of recipients to whom your data have been disclosed, the planned retention period, the right of rectification, deletion, limitation of processing or opposition, the right to complain, the source of your data, if not collected from us, and the existence of automated decision making including profiling and, where appropriate, meaningful information about their details;
- pursuant to Article 16 of the GDPR to demand the immediate rectification of incorrect data or the completion of personal data stored by us;
- pursuant to Article 17 of the GDPR, to demand the deletion of your personal data stored by us, except where the processing is required for the exercise of the right to freedom of expression and information, for the fulfilment of a legal obligation, for reasons of public interest or for the assertion, exercise or defence of legal claims;
- pursuant to Article 18 of the GDPR to demand the restriction of the processing of your personal data, insofar as the accuracy of the data is disputed by you, the processing is unlawful, but you reject their deletion and we no longer need the data, but you need them to assert, exercise or defend legal claims or you have objected to the processing pursuant to Article 21 of the GDPR;
- pursuant to Article 20 of the GDPR to obtain your personal data provided to us in a structured, common and machine readable format or to request the transfer to another controller;
- pursuant to Article 7 para. 3 of the GDPR to revoke your once granted consent at any time. As a result, we shall not be allowed to continue the data processing based on this consent for the future;
- pursuant to Article 77 of the GDPR to complain to a supervisory authority.

### **4. Right to objection**

Insofar as your personal data are processed on the basis of Article 6 para. 1 S.1 lit. e or f of the GDPR, you have the right to object to the processing of your personal data pursuant to Article 21 of the GDPR, provided there are reasons for this arising from your particular situation or the objection is directed against direct advertising. In the latter case, you have a general right of objection, which is implemented by us without stating a particular situation. If you want to make use of your right of revocation or objection, a notification to us is sufficient.

### **5. Direct advertising**

If we collect your name and address data, we reserve the right to use these data for the purpose of direct advertising. Our legitimate interest in processing lies in informing you about our services offered, Article 6 para. 1 S. 1 lit. f of the GDPR in conjunction with recital 47 sentence 7 of the GDPR. If we use your personal information for the purpose of direct advertising, we may pass it on to service providers who assist us with direct advertising. The data shall be deleted at the latest when the purpose for which they were originally collected is removed.

### **6. Security and data encryption**

We use technical and organisational security measures to protect the data we manage against accidental or intentional manipulation, loss, destruction or access by unauthorised persons. Our security measures are continuously improved in line with technological developments. Whenever you are asked to enter personal information through one of our websites, your data shall be protected for transmission using SSL (Secure Socket Layer) encryption so that they will not be read by unauthorised persons.

## II. Special privacy policy for our website »visitduesseldorf.de«

### 1. Technical Data

When you visit our website, general data and information are stored in the log files of the server. This includes the browser type and version you are using, the operating system you are using, the website from which you accessed our website, the date and time of access to our website, your Internet Protocol address (IP address) used at the time of access - and your Internet service provider.

When using these general data and information, we draw no conclusions about the data subject. The collection of data is technically necessary in order to deliver the contents of the web pages requested by you correctly and are mandatory when using the internet. The anonymous data of the server log files are stored separately from all other personal data entered by a data subject elsewhere.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest arises from the fact that you could not visit our website without the temporary storage of the data.

The technical data described above shall be deleted as soon as you leave the website. There may only be a variation to this if we inform you in this privacy policy that the data may still be needed for other purposes (such as for analysis).

The provision of these technical data is neither legally nor contractually obligatory nor is it required for the conclusion of a contract. You are not obligated to provide personal information. If your system does not provide the necessary data or does not provide them completely, this may result in the access to our website not being possible or being only partially possible.

### 2. Use of cookies

We use cookies for our website. Cookies are text files that are sent from our web server to your browser in the context of your visit to our website and are stored by this on your computer for later retrieval. Your name will not be transmitted.

Whether we use cookies can be determined by the settings in your browser. You can completely disable the storage of cookies in your browser, restrict it to certain websites, or configure your browser to notify you automatically when a cookie is about to be set.

Cookies are used to track the visit behaviour of the user of a website. When using cookies, data may be processed that make the user recognisable, even if the data are pseudonymised.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest that we pursue in processing is to design our website as needed and to identify the offers you have requested on the website.

Insofar as cookies are used by us, they shall be deleted automatically when closing the browser session or after a fixed time. Detailed information on the cookies we use can be found in your browser. Cookies can also be manually removed from your system via a delete function provided by your browser.

The use of cookies is neither legally nor contractually required and they are also not required to conclude a contract. You are not obligated to provide personal information. However, if you do not allow the use of cookies, this may result in some features of the website not functioning or not functioning properly and/or certain content not being displayed or not being displayed properly.

### 3. Google Analytics

The technical data that you automatically submit when you visit our website, including the IP address, are used to generate anonymised statistics that tell us how our website is used. Your IP address will be shortened and anonymised in this way if you access our website from a Member State of the European Union or from another member state of the European Economic Area.

The service uses "cookies" - which are text files stored on your device. You have the option of preventing the cookie from being stored on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restriction if your browser does not allow cookies.

In addition, you can use a [browser plug-in](#) to prevent the information collected by cookies (including your IP address) being sent to the analytics service and used by it.

For more information about data usage by the analytics service, see its [Privacy Policy](#).

The information collected by the cookies is usually sent to a server of the analytics service in the USA and is processed there for analysis purposes. There is an [adequacy decision](#) of the European Commission on the level of data protection in the USA.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in estimating the scope of use of our offers on the Internet.

The data shall be deleted by us as soon as they are no longer needed for statistical purposes, but at the latest after one month.

The provision of your data for Google Analytics is neither legally nor contractually required and is also not necessary for the conclusion of a contract. If you object to processing, it has no consequences for you.

## 4. Contact Form

We provide a contact form on our website. If you enter in the form the data requested there, we receive a message with the contents of your inquiry. We store the data and use them to process your request. The data are also stored temporarily in the Content Management System (CMS), the software we use to manage our website, on the server of our provider.

The processing is carried out on the basis of Article 6 para. 1 lit. b of the GDPR.

The data shall be deleted by us if they are no longer needed for the processing of a contract concluded with us. If it is certain that a contract is not concluded, the data shall be deleted immediately.

The provision of your data via the contact form is neither legally nor contractually required and is also not necessary for the conclusion of a contract. You are not obligated to provide personal information. However, if you do not provide the information requested in the contact form or do not provide it in full, this may result in us not being able to contact you.

## 5. Sending newsletters

You can subscribe to a newsletter with promotional content on our website. You can enter your email address via a registration form. We collect, store and use these data for the future sending of newsletters. By subscribing to the newsletter, you also agree to the analysis of the newsletter by means of individual measurement, storage and evaluation of opening rates and click rates in recipient profiles for the purpose of designing future newsletters according to the interests of our readers. The consent to receive the newsletter and the measurement can be revoked at any time with future effect. For the purpose of sending, the data you enter will be transferred to an external service provider from Germany with whom we have concluded a processing contract.

On registering for the newsletter, we also save your IP address and the date of registration. This storage serves as proof in case that a third party misuses an email address and logs in without the knowledge of the person entitled to receive the newsletter.

We also obtain the express consent of the recipient in the receipt of advertising messages in electronic form. In this way, the consent requirement pursuant to § 7 para. 2 no. 3 of the German Fair Trade Practices Act is taken into account. In this context, we send an email to the owner of the email address provided to us, requesting that the newsletter subscription be confirmed by email. We also store this reply email, the IP address and the time of sending for verification purposes (double-opt-in procedure).

The data processing is carried out on the basis of Article 6 para. 1 lit. a of the GDPR and Article 6 para. 1 lit. f, EC 47 S. 7 of the GDPR. Our legitimate interest is to inform our customers about our offers in the context of direct advertising, to identify the reading habits of our users and adapt our content to them or send different content according to the interests of our users, to prevent the misuse of email addresses and to be able to prove that the recipient of the newsletter has expressly consented to the sending of electronic advertising messages.

We store your data until you unsubscribe from the newsletter or revoke your consent. A separate revocation of the success measurement is not possible; in such a case, the entire newsletter subscription will be cancelled or must be objected to. In this case, the profile information saved will be completely deleted. The provision of your data for newsletter sending is neither legally nor contractually required, nor is it required for the conclusion of a contract. If you do not provide your email address, we will not be able to send you a newsletter.

## 6. Booking a hotel or a city tour

For the processing of a booking via our website, we have integrated an online booking system of an external service provider.

As soon as you click on the »Find hotel« or »Find city tour« button, you leave our server and are forwarded to the online booking system. The personal data entered there are processed by the service provider to process a booking. The processed personal data are transmitted by the service provider in the case of a booking to the appropriate hotel operator or provider of the city tour.

The processing is carried out on the basis of Article 6 para. 1 lit. b of the GDPR.

The personal data will continue to be transmitted to us so that we can compile booking statistics and determine the success of our offer. This also includes our legitimate interest pursuant to Article 6 para. 1 lit. f of the GDPR.

The data shall be deleted by us as soon as they are no longer needed for the purposes mentioned.

The provision of your data is neither legally nor contractually required. You are not obligated to provide personal information. If you object to processing, this will mean that you can not make a booking with us.

## 7. Links to other providers

Please note that our websites may contain links to websites of other providers, to which this privacy policy does not extend. You can see the website a link leads to, by moving the mouse pointer over the link and then at the bottom of your browser window the information field with the destination address of the link appears

## 8. Competitions

On our website, we offer you the opportunity to enter a competition. When you enter the requested data (first name, surname, e-mail address and your answer to the competition question) in the entry form and click on "Send", those data will be electronically transferred to our server. We store the data and use them to process your entry in the competition.

The processing is carried out on the basis of Article 6 para. 1 lit. b of the GDPR. We erase the data once the competition is over. You are neither legally nor contractually obliged to provide your data in the entry form nor is such provision necessary for the conclusion of a contract. You are not obligated to provide personal information. However, if you do not provide the information requested in the form or do not provide it in full, we may not be able to accept your competition entry.

### III. Special privacy policy for our website »duesseldorf-barrierefrei.de«

#### 1. Technical Data

When you visit our website, general data and information are stored in the log files of the server. This includes the browser type and version you are using, the operating system you are using, the website from which you accessed our website, the date and time of access to our website, your Internet Protocol address (IP address) used at the time of access - and your Internet service provider.

When using these general data and information, we draw no conclusions about the data subject. The collection of data is technically necessary in order to deliver the contents of the web pages requested by you correctly and are mandatory when using the internet. The anonymous data of the server log files are stored separately from all other personal data entered by a data subject elsewhere.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest arises from the fact that you could not visit our website without the temporary storage of the data.

The technical data described above shall be deleted as soon as you leave the website. There may only be a variation to this if we inform you in this privacy policy that the data may still be needed for other purposes (such as for analysis). The provision of these technical data is neither legally nor contractually obligatory or required for a conclusion of a contract. You are not required to provide personal information. If your system does not provide the necessary data or does not provide them completely, this may result in the access to our website not being possible or being only partially possible.

#### 2. Use of cookies

We use cookies for our website. Cookies are text files that are sent from our web server to your browser in the context of your visit to our website and are stored by this on your computer for later retrieval. Your name will not be transmitted.

Whether we use cookies can be determined by the settings in your browser. You can completely disable the storage of cookies in your browser, restrict it to certain websites, or configure your browser to notify you automatically when a cookie is about to be set.

Cookies are used to track the visit behaviour of the user of a website. When using cookies, data may be processed that make the user recognizable, even if the data are pseudonymised.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest that we pursue in processing is to design our website as needed and to identify the offers you have requested on the website.

Insofar as cookies are used by us, they will be deleted automatically when closing the browser session or after a fixed time. Detailed information on the cookies we use can be found in your browser. Cookies can also be manually removed from your system via a delete function provided by your browser.

The use of cookies is neither legally nor contractually required and they are also not required to conclude a contract. You are not obligated to provide personal information. However, if you do not allow the use of cookies, this may result in some features of the website not functioning or not functioning properly and/or certain content not being displayed or not being displayed properly.

#### 3. Google Analytics

The technical data that you automatically submit when you visit our website, including the IP address, are used to generate anonymised statistics that tell us how our website is used. Your IP address will be shortened and anonymised in this way if you access our website from a Member State of the European Union or from another member state of the European Economic Area.

The service uses "cookies" - which are text files stored on your device. You have the option of preventing the cookie from being stored on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restriction if your browser does not allow cookies.

In addition, you can use a [browser plug-in](#) to prevent the information collected by cookies (including your IP address) being sent to the analytics service and used by it. For more information about data usage by the analytics service, see its [Privacy Policy](#).

The information collected by the cookies is usually sent to a server of the analytics service in the USA and is processed there for analysis purposes. There is an [adequacy decision](#) of the European Commission on the level of data protection in the USA.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in estimating the scope of use of our offers on the Internet.

The data shall be deleted by us as soon as they are no longer needed for statistical purposes, but at the latest after one month.

The provision of your data for Google Analytics is neither legally nor contractually required and is also not necessary for the conclusion of a contract. If you object to processing, it has no consequences for you.

#### 4. Integration of third party content

We have incorporated into our website content that is not provided by us, but by third parties. When you visit our website, this content is automatically read from a foreign server, without you noticing. In order for your web browser to display such information, it not only has to navigate our website, but also those pages from which the content originates. Therefore, you inevitably make the technical data mentioned in No. 1 available to the third party provider.

We have integrated an offer of the online map service Google Maps, namely a map section on which our location is displayed. The provider is the US-American company Google LLC. If and what other information you provide to the provider when you visit the site and how it deals with the data, please refer to its [Privacy Policy](#). Please note that in case of any interactions with the content included (e.g. in the determination of a route) further data may be collected, which are then processed not by us, but only by Google Maps. You can use appropriate technical means to prevent that map sections are embedded. If you do, such map sections are not displayed.

## 5. Links to other providers

Please note that our websites may contain links to websites of other providers, to which this privacy policy does not extend. You can see the website a link leads to, by moving the mouse pointer over the link and then at the bottom of your browser window the information field with the destination address of the link appears.

## IV. Special privacy policy for our website »meetropolis.de«

### 1. Shared responsibility

For the processing of data that are collected on our website, Düsseldorf Tourismus GmbH and KölnTourismus GmbH, Kardinal-Höffner-Platz 1, 50667 Cologne, Tel.: +49 (0) 221 346 43 0, Fax: +49 (0) 221 34 643 429, info@koelntourismus.de, are jointly responsible.

### 2. Technical Data

When you visit our website, general data and information are stored in the log files of the server. This includes the browser type and version you are using, the operating system you are using, the website from which you accessed our website, the date and time of access to our website, your Internet Protocol address (IP address) used at the time of access - and your Internet service provider.

When using these general data and information, we draw no conclusions about the data subject. The collection of data is technically necessary in order to deliver the contents of the web pages requested by you correctly and are mandatory when using the internet. The anonymous data of the server log files are stored separately from all other personal data entered by a data subject elsewhere.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest arises from the fact that you could not visit our website without the temporary storage of the data.

The technical data described above shall be deleted as soon as you leave the website. There may only be a variation to this if we inform you in this privacy policy that the data may still be needed for other purposes (such as for analysis). The provision of these technical data is neither legally nor contractually obligatory or required for a conclusion of a contract. You are not required to provide personal information. If your system does not provide the necessary data or does not provide them completely, this may result in the access to our website not being possible or being only partially possible.

### 3. Use of cookies

We use cookies for our website. Cookies are text files that are sent from our web server to your browser in the context of your visit to our website and are stored by this on your computer for later retrieval. Your name will not be transmitted.

Whether we use cookies can be determined by the settings in your browser. You can completely disable the storage of cookies in your browser, restrict it to certain websites, or configure your browser to notify you automatically when a cookie is about to be set.

Cookies are used to track the visit behaviour of the user of a website. When using cookies, data may be processed that make the user recognizable, even if the data are pseudonymised.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest that we pursue in processing is to design our website as needed and to identify the offers you have requested on the website.

Insofar as cookies are used by us, they will be deleted automatically when closing the browser session or after a fixed time. Detailed information on the cookies we use can be found in your browser. Cookies can also be manually removed from your system via a delete function provided by your browser.

The use of cookies is neither legally nor contractually required and they are also not required to conclude a contract. You are not obligated to provide personal information. However, if you do not allow the use of cookies, this may result in some features of the website not functioning or not functioning properly and/or certain content not being displayed or not being displayed properly.

### 4. Google Analytics

The technical data that you automatically submit when you visit our website, including the IP address, are used to generate anonymised statistics that tell us how our website is used. Your IP address will be shortened and anonymised in this way if you access our website from a Member State of the European Union or from another member state of the European Economic Area.

The service uses "cookies" - which are text files stored on your device. You have the option of preventing the cookie from being stored on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restriction if your browser does not allow cookies.

In addition, you can use a [browser plug-in](#) to prevent the information collected by cookies (including your IP address) being sent to the analytics service and used by it. For more information about data usage by the analytics service, see its [Privacy Policy](#).

The information collected by the cookies is usually sent to a server of the analytics service in the USA and is processed there for analysis purposes. There is an [adequacy decision](#) of the European Commission on the level of data protection in the USA.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in estimating the scope of use of our offers on the Internet.

The data shall be deleted by us as soon as they are no longer needed for statistical purposes, but at the latest after one month.

The provision of your data for Google Analytics is neither legally nor contractually required and is also not necessary for the conclusion of a contract. If you object to processing, it has no consequences for you.

## 5. Contact Form

We provide a contact form on our website. If you enter in the form the data requested there, we receive a message with the contents of your inquiry. We store the data and use them to process your request. The data are also stored temporarily in the Content Management System (CMS), the software we use to manage our website, on the server of our provider.

The processing is carried out on the basis of Article 6 para. 1 lit. b of the GDPR.

The data will be deleted by us if they are no longer needed for the processing of a contract concluded with us. If it is certain that a contract is not concluded, the data will be deleted immediately.

The provision of your data via the contact form is neither legally nor contractually required and is also not necessary for the conclusion of a contract. You are not obligated to provide personal information. However, if you do not provide the information requested in the contact form or do not provide it in full, this may result in us not being able to contact you.

## 6. Sending newsletters

You can subscribe to a newsletter with promotional content on our website. You can enter your e-mail address and your first name via a registration form. We collect, store and use these data for the future sending of newsletters. For the purpose of sending, the data you enter will be transferred to an external service provider with whom we have concluded a contract processing contract.

By registering for the newsletter, we also save your IP address and the date of registration. This storage serves as proof in the case that a third party misuses an e-mail address and logs in without the knowledge of the person entitled to receive the newsletter. We also obtain the express consent of the recipient in the receipt of advertising messages in electronic form. In this way, the consent requirement pursuant to § 7 para. 2 no. 3 of the German Fair Trade Practices Act should be taken into account. In this connection, we will send an e-mail to the owner of the e-mail address mentioned to us, requesting that the newsletter subscription be confirmed by e-mail. We also store this reply e-mail, the IP address and the time of sending for verification purposes (double-opt-in procedure).

The data processing is carried out on the basis of Article 6 para. 1 lit. a of the GDPR and Article 6 para. 1 lit. f, EC 47 S. 7 of the GDPR. Our legitimate interest is to inform our customers about our direct advertising offers, to prevent the misuse of e-mail addresses and to prove that the recipient of the newsletter has expressly consented to the sending of electronic advertising messages.

We store your data until you unsubscribe from the newsletter or revoke your consent.

The provision of your data for newsletter sending is neither legally nor contractually required and it is also not required for the conclusion of a contract. If you do not provide your e-mail address, we will not be able to send you a newsletter.

## 7. Integration of third party content

We have incorporated into our website content that is not provided by us, but by third parties. When you visit our website, this content is automatically read from a foreign server, without you noticing. In order for your web browser to display such information, it not only has to navigate to our website, but also those pages from which the content originates. Therefore, you inevitably make the technical data mentioned in No. 1 available to the third party provider.

We have integrated an offer of the online map service Google Maps, namely a map section on which our location is displayed. The provider is the US-American company Google LLC. If and what other information you provide to the provider when you visit the site and how it deals with the data, please refer to its [Privacy Policy](#). Please note that in case of any interactions with the content included (e.g. in the determination of a route) further data may be collected, which are then processed but not by us, but only by Google Maps. You can use appropriate technical means to prevent that map sections are embedded. If you do, such map sections are not displayed.

## 8. Links to other providers

Please note that our websites may contain links to websites of other providers, to which this privacy policy does not extend. You can see the website a link leads to, by moving the mouse pointer over the link and then at the bottom of your browser window the information field with the destination address of the link appears.

## V. Special privacy policy for our website »duesseldorf-convention.de«

### 1. Technical Data

When you visit our website, general data and information are stored in the log files of the server. This includes the browser type and version you are using, the operating system you are using, the website from which you accessed our website, the date and time of access to our website, your Internet Protocol address (IP address) used at the time of access - and your Internet service provider.

When using these general data and information, we draw no conclusions about the data subject. The collection of data is technically necessary in order to deliver the contents of the web pages requested by you correctly and are mandatory when using the internet. The anonymous data of the server log files are stored separately from all other personal data entered by a data subject elsewhere.

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The use of cookies is neither legally nor contractually required and they are also not required to conclude a contract. You are not obligated to provide personal information. However, if you do not allow the use of cookies, this may result in some features of the website not functioning or not functioning properly and/or certain content not being displayed or not being displayed properly.

### 3. Google Analytics

The technical data that you automatically submit when you visit our website, including the IP address, are used to generate anonymised statistics that tell us how our website is used. Your IP address will be shortened and anonymised in this way if you access our website from a Member State of the European Union or from another member state of the European Economic Area.

The service uses "cookies" - which are text files stored on your device. You have the option of preventing the cookie from being stored on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restriction if your browser does not allow cookies.

In addition, you can use a [browser plug-in](#) to prevent the information collected by cookies (including your IP address) being sent to the analytics service and used by it. For more information about data usage by the analytics service, see its [Privacy Policy](#).

The information collected by the cookies is usually sent to a server of the analytics service in the USA and is processed there for analysis purposes. There is an [adequacy decision](#) of the European Commission on the level of data protection in the USA.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in estimating the scope of use of our offers on the Internet.

The data shall be deleted by us as soon as they are no longer needed for statistical purposes, but at the latest after one month.



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#### 4. Sending newsletters

You can subscribe to a newsletter with promotional content on our website. You can enter your e-mail address and your first name via a registration form. We collect, store and use these data for the future sending of newsletters. For the purpose of sending, the data you enter will be transferred to an external service provider with whom we have concluded a contract processing contract.

By registering for the newsletter, we also save your IP address and the date of registration. This storage serves as proof in the case that a third party misuses an e-mail address and logs in without the knowledge of the person entitled to receive the newsletter. We also obtain the express consent of the recipient in the receipt of advertising messages in electronic form. In this way, the consent requirement pursuant to § 7 para. 2 no. 3 of the German Fair Trade Practices Act should be taken into account. In this connection, we will send an e-mail to the owner of the e-mail address mentioned to us, requesting that the newsletter subscription be confirmed by e-mail. We also store this reply e-mail, the IP address and the time of sending for verification purposes (double-opt-in procedure).

The data processing is carried out on the basis of Article 6 para. 1 lit. a of the GDPR and Article 6 para. 1 lit. f, EC 47 S. 7 of the GDPR. Our legitimate interest is to inform our customers about our direct advertising offers, to prevent the misuse of e-mail addresses and to prove that the recipient of the newsletter has expressly consented to the sending of electronic advertising messages.

We store your data until you unsubscribe from the newsletter or revoke your consent.

The provision of your data for newsletter sending is neither legally nor contractually required and it is also not required for the conclusion of a contract. If you do not provide your e-mail address, we will not be able to send you a newsletter.

#### 5. Booking a conference venue

For the processing of a booking via our website, we have integrated an online booking system of an external service provider. As soon as you click on the "Search" button in the "Location Finder" area, you leave our server and are forwarded to the online booking system. The personal data entered there are processed by the service provider to process a booking. The processed personal data will be transmitted by the service provider in the case of a booking to the appropriate operator of the conference venue.

The processing is carried out on the basis of Article 6 para. 1 lit. b of the GDPR.

The personal data will continue to be transmitted to us so that we can compile booking statistics and determine the success of our offer. This also includes our legitimate interest pursuant to Article 6 para. 1 lit. f of the GDPR.

The data shall be deleted by us as soon as they are no longer needed for the purposes mentioned.

The provision of your data is neither legally nor contractually required. You are not obligated to provide the personal information. If you object to processing, this will mean that you can not make a booking with us.

#### 6. Links to other providers

Please note that our websites may contain links to websites of other providers, to which this privacy policy does not extend. You can see the website a link leads to, by moving the mouse pointer over the link and then at the bottom of your browser window the information field with the destination address of the link appears.

## VI. Special privacy policy for our website »japantag-duesseldorf-nrw.de«

### 1. Technical Data

When you visit our website, general data and information are stored in the log files of the server. This includes the browser type and version you are using, the operating system you are using, the website from which you accessed our website, the date and time of access to our website, your Internet Protocol address (IP address) used at the time of access - and your Internet service provider.

When using these general data and information, we draw no conclusions about the data subject. The collection of data is technically necessary in order to deliver the contents of the web pages requested by you correctly and are mandatory when using the internet. The anonymous data of the server log files are stored separately from all other personal data entered by a data subject elsewhere.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest arises from the fact that you could not visit our website without the temporary storage of the data.

The technical data described above shall be deleted as soon as you leave the website. There may only be a variation to this if we inform you in this privacy policy that the data may still be needed for other purposes (such as for analysis).

The provision of these technical data is neither legally nor contractually obligatory or required for a conclusion of a contract. You are not obligated to provide the personal information. If your system does not provide the necessary data or does not provide them completely, this may result in the access to our website not being possible or being only partially possible.

### 2. Use of cookies

We use cookies for our website. Cookies are text files that are sent from our web server to your browser in the context of your visit to our website and are stored by this on your computer for later retrieval. Your name will not be transmitted.

Whether we use cookies can be determined by the settings in your browser. You can completely disable the storage of cookies in your browser, restrict it to certain websites, or configure your browser to notify you automatically when a cookie is about to be set.

Cookies are used to track the visit behaviour of the user of a website. When using cookies, data may be processed that make the user recognizable, even if the data are pseudonymised.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest that we pursue in processing is to design our website as needed and to identify the offers you have requested on the website.

Insofar as cookies are used by us, they will be deleted automatically when closing the browser session or after a fixed time. Detailed information on the cookies we use can be found in your browser. Cookies can also be manually removed from your system via a delete function provided by your browser.

The use of cookies is neither legally nor contractually required and they are also not required to conclude a contract. You are not obligated to provide personal information. However, if you do not allow the use of cookies, this may result in some features of the website not functioning or not functioning properly and/or certain content not being displayed or not being displayed properly.

### 3. Google Analytics

The technical data that you automatically submit when you visit our website, including the IP address, are used to generate anonymised statistics that tell us how our website is used. Your IP address will be shortened and anonymised in this way if you access our website from a Member State of the European Union or from another member state of the European Economic Area.

The service uses "cookies" - which are text files stored on your device. You have the option of preventing the cookie from being stored on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restriction if your browser does not allow cookies.

In addition, you can use a [browser plug-in](#) to prevent the information collected by cookies (including your IP address) being sent to the analytics service and used by it. For more information about data usage by the analytics service, see its [Privacy Policy](#).

The information collected by the cookies is usually sent to a server of the analytics service in the USA and is processed there for analysis purposes. There is an [adequacy decision](#) of the European Commission on the level of data protection in the USA.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in estimating the scope of use of our offers on the Internet.

The data shall be deleted by us as soon as they are no longer needed for statistical purposes, but at the latest after one month.

The provision of your data for Google Analytics is neither legally nor contractually required and is also not necessary for the conclusion of a contract. If you object to processing, it has no consequences for you.

#### 4. Contact Form

We provide a contact form on our website. If you enter in the form the data requested there, we receive a message with the contents of your inquiry. We store the data and use them to process your request. The data are also stored temporarily in the Content Management System (CMS), the software we use to manage our website, on the server of our provider.

The processing is carried out on the basis of Article 6 para. 1 lit. b of the GDPR.

The data will be deleted by us if they are no longer needed for the processing of a contract concluded with us. If it is certain that a contract is not concluded, the data will be deleted immediately.

The provision of your data via the contact form is neither legally nor contractually required and is also not necessary for the conclusion of a contract. You are not obligated to provide personal information. However, if you do not provide the information requested in the contact form or do not provide it in full, this may result in us not being able to contact you.

#### 5. Integration of third party content

We have incorporated into our website content that is not provided by us, but by third parties. When you visit our website, this content is automatically read from a foreign server, without you noticing. In order for your web browser to display such information, it not only has to navigate to our website, but also those pages from which the content originates. Therefore, you inevitably make the technical data mentioned in No. 1 available to the third party provider.

We have included videos that have been released on the platform of the US affiliate YouTube LLC. Usually, when you visit an embedded video page, your IP address will be sent to YouTube and cookies will be installed on your device. If you click on the video, YouTube also learns that you have watched the video. If you are logged in to YouTube, this information will also be associated with your user account (you can prevent this by logging out of YouTube before accessing the video). If and what other information you provide to the provider when you visit the site and how it deals with the data, please refer to its privacy policy. You can use appropriate technical means to prevent videos from being embedded. If you do, videos will not appear on our website.

We have also included fonts from the Google Fonts service. The provider is the US-American company Google LLC. When content of our website is displayed on the screen of the internet user, it is done with a font type that is retrieved from the web browser by the server of Google LLC. If and what other information you provide to the provider when you visit the site and how it deals with the data, please refer to its privacy policy. You can use appropriate technical means to prevent fonts from being embedded. If you do, our content will be presented in a standard font.

The integration of third party content is based on Article 6 para. 1 lit. f of the GDPR. Our legitimate interest in incorporating Google Fonts is that we can offer visitors to our website an aesthetically pleasing website. Our legitimate interest in the integration of YouTube videos results from the fact that we can inform visitors to our website clearly about the Japan Day.

We ourselves do not collect any further data when embedding. When personal data are collected as part of the call for third party content are deleted, this results from the privacy policy of the previously designated provider of this information.

The transmission of the data to third parties during the embedding is neither legally nor contractually prescribed and is not necessary for the conclusion of a contract with us.

#### 6. Links to other providers

Please note that our websites may contain links to websites of other providers, to which this privacy policy does not extend. You can see the

website a link leads to, by moving the mouse pointer over the link and then at the bottom of your browser window the information field with the destination address of the link appears.

## **VII. Special privacy policy for contract partners and other cases**

For contact with us, which does not take place over one of our websites, the following privacy policy applies. They apply in particular if (future) employees, contractual partners, suppliers or other interested parties contact us.

### **1. Purpose and legal basis of the processing**

The personal information that you have provided to us during the discussions held between us or on other occasions, are used by us exclusively to establish contractual relationships with you, to process your matter, to carry out the contract or to care for it subsequently. In addition, we may use the data to document compliance with our legal obligations and to avert of any liability claims.

The data processing is in accordance with Article 6 para. 1 lit. b and Article 6 para. 1 lit. f of the GDPR for the stated purposes for the proper handling of your case and for the mutual fulfilment of obligations arising from the contractual relationship. This is also our legitimate interest in the processing of data.

You are not legally or contractually bound to provide your personal information. The information is required for a contract with us. Failure to provide us fully or partially with the data may result in us not being able to fulfil the contract and therefore having to reject a contract.

The personal data collected by us for the performance of the contract shall be stored until the end of our contractual relationship and beyond as long as mutually possible liability claims can be enforced. Longer storage shall also take place if and to the extent that we are obligated to store them due to tax and commercial requirements for storage and documentation (German Commercial Code, German Penal Code or the Tax Act), or if you are required to store them further or have consented pursuant to Article 6 para. 1 lit. a of the GDPR.

### **2. Transfer of data to third parties**

A transfer of your personal data to third parties for purposes other than those listed below shall not take place.

Pursuant to Article 6 para. 1 lit. b of the GDPR insofar as it is required for the execution of the contract, your personal data shall be passed on to third parties. This includes in particular the transfer to

- Companies that support us in organising events
- external postal service providers and banks for handling written and payment transactions

Insofar as pursuant to Article 6 para. 1 lit. c data processing is required to fulfil a legal obligation, the data shall be passed on to public bodies and institutions, such as financial, security, health, consumer protection and/or environmental authorities. In addition, data may be passed on to tax accountants for the preparation of tax documents and lawyers to assert own rights. The transferred data may be used by the third party exclusively for the stated purposes. A transfer of data to third countries shall only take place if you are abroad and we contact you by electronic message.

## VIII. Information on data protection for applicants

Thank you for your interest in our company. The protection and security of your personal data is very important to us. Therefore, we would like to inform you below about the handling of your personal data when you apply to us. Please read the information and regulations carefully.

We treat your personal data confidentially and process them in accordance with legal requirements, in particular the General Data Protection Regulation of the European Union (GDPR) and the Federal Data Protection Act (BDSG). Of course, this applies both to applications for advertised vacancies and unsolicited applications.

### 1. Who is responsible and whom can I contact?

We - the Düsseldorf Tourismus GmbH - process your personal data and are therefore the controller. You can reach us at the following address:

Düsseldorf Tourismus GmbH Benrather Str. 9  
40213 Düsseldorf/Germany  
E-mail: datenschutz@duesseldorf-tourismus.de

The details of the authorised representatives can be found in our imprint at [www.duesseldorf-tourismus.de/dmt-impressum](http://www.duesseldorf-tourismus.de/dmt-impressum). Our data protection officer, Mrs. Edvina Makota, can also be contacted at the contact details above.

### 2. What personal data do we process and where do they come from?

As part of the application, applicant data are collected and processed, which are required for the implementation of the application process. These are in particular:

- Your master data (such as first name, last name, name addition, date of birth)
- Your contact details (private address, (mobile) telephone number, e-mail address)
- Data regarding your education/work experience (information on education and vocational training as well as studies and the respective degrees, professional experience)
- If applicable, your work permit / residence permit
- Your desired salary

You are not required to provide us with this information. Without these data, however, we are generally unable to consider you as an applicant. We only process personal data that you provide to us in the context of the application process or that we have legitimately gained from publicly available sources (e.g. professional networks).

We do not process special categories of personal data, so-called sensitive data within the meaning of Article 9 of the GDPR, as part of the application process. An exception applies to information voluntarily provided by you about a severe disability.

Please refrain from providing us with data on your racial and ethnic origin, political opinions, religious and ideological beliefs, trade union affiliation, health, sexual life or sexual orientation. This also applies to your genetic or biometric data.

### 3. For what purposes and on what legal basis are my data processed?

Based on the application process you have initiated, we process your personal data solely for the purpose of processing the application. The processing takes place in compliance with the provisions of the GDPR and the Federal Data Protection Act. The primary legal basis for this is Article 88 of the GDPR in conjunction with § 26 paragraph 1 sentence 1 of the Federal Data Protection Act, according to which data processing is permissible insofar as this is necessary for the establishment of an employment relationship.

If you have unsolicited and freely chosen to give us special categories of personal data in the context of your application within the meaning of Article 9 of the GDPR, these data shall be processed - if at all - on the basis of your separate consent. With respect to any severe disability/gender equality that you may have notified us of, the processing of data shall also comply with our legal obligations under labour law, social security law and social protection. The relevant standards are Article 6 para. 1 lit. a of the GDPR, Article 9 para. 2 lit. a) and lit. b) of the GDPR and Article 88 of the GDPR in conjunction with § 26 para. 2 and 3 of the Federal Data Protection Act.

Insofar as your personal data should be required for legal prosecution after completing the application process, the processing of these data is on the basis of the requirements of Article 6 of the GDPR, in particular for the exercise of legitimate interests pursuant to Article 6 para. 1 lit. f) of the GDPR. Our interest then lies in the assertion or defence against claims.

### 4. Who gets access to my data?

Access to your data is only given to persons within our company who need them to decide on the employment justification as well as the immediate implementation of this decision. A sale or other marketing of your data shall not take place. Your data shall be stored exclusively on our own servers or in data centres in Germany.

### 5. Is my data transmitted to a third country (i.e. a country outside the European Union)?

No.

### 6. How long will my data be stored?

We process your applicant data for the duration of the application process. In case of cancellation, we shall save your documents for a maximum of 6 (in words: six) months due to statutory notice periods. If you have received the desired position in our company within the framework of the application process, we shall transfer your data to our personnel management system.

## 7. What rights do I have as a person affected by data processing?

Under Articles 15 - 21 of the GDPR, data subjects have different rights regarding the processing of their personal data, in particular:

- the right to information (Article 15 of the GDPR)
- the right to rectification (Article 16 of the GDPR)
- the right to cancellation (Article 17 of the GDPR)
- the right to restriction of processing (Article 18 of the GDPR)
- the right to data portability (Article 20 of the GDPR)
- the right of withdrawal (Article 21 of the GDPR)

If you wish to exercise your rights or have any questions, please use the above contact details of our company or our data protection officer.

## 8. Right of appeal to the supervisory authority

Finally, you have the right to complain to a data protection supervisory authority about our processing of your personal data if you believe that it violates applicable data protection laws.

## IX. Special privacy policy for our Facebook page

You can also find information about our offers on our Facebook fan page (Facebook page) at the URL »<http://www.facebook.com/VisitDuesseldorf>«.

### 1. Technical Data

When accessing our Facebook page, the IP address assigned to your device will be transmitted to Facebook. According to information from Facebook, this IP address is anonymised (for "European" IP addresses) and deleted after 90 days. In addition, Facebook stores information about the end devices of its users (e.g. in the context of the "Login notification" function), and Facebook may be able to assign IP addresses to individual users. The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest arises from the fact that you could not visit our Facebook page without such temporary storage of the data.

How Facebook uses the data resulting from the visit to our Facebook page for its own purposes, to what extent activities on the Facebook page are assigned to individual users, how long Facebook stores these data and whether data from a visit to the Facebook page are transferred to third parties, is not conclusively stated by Facebook and is not known to us.

### 2. Use of cookies

If you are currently logged in to Facebook as a user, a cookie with your Facebook ID is located on your device. As a result, Facebook will be able to trace that you have visited this page and how you used it.

By means of the Facebook buttons embedded in web pages, Facebook is able to record your visits to our Facebook page and assign them to your Facebook profile. Tailored content or advertising can be offered to you based on these data. If you want to avoid this, you should log out of Facebook or disable the function "stay logged in", delete the cookies on your device and close and restart your browser. This will delete Facebook information by means of which you can be specifically identified. In this way, you can use our Facebook page without revealing your Facebook ID. When you access the interactive features of the site (Like, comment, share, news, etc.), a Facebook login screen will appear. After logging in, you will be recognisable as a specific user for Facebook again.

For information on how to manage or delete existing information about you, see the [Facebook support pages](#).

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in informing you about our work on our Facebook page.

You can delete the cookies set by Facebook on your computer yourself. If you do not do so, they will expire after two years.

### 3. Creating own posts and "Likes"

In its [Ruling of 5 June 2018](#) The European Court of Justice established that in addition to Facebook, the operator of such a Facebook fan page is responsible for data protection purposes for the content of the page it has set up.

At present, it is not yet foreseeable how the mutual areas of responsibility are to be separated from each other.

On our Facebook page, you can write comments and edit and delete them as required. However, we do not know exactly how Facebook handles such posts, especially who can still read them, even after deletion or editing. We will wait for the further development and deactivate the comment function if necessary.

On our Facebook page, you can express that you like the text written by us in our posts with a click on the button labelled "Like". Of course, we would be happy if you do so. Nevertheless, we must point out that with such "likes", other people can see that you liked our post and that you may share our viewpoint. Unfortunately, at present we can not judge exactly which persons Facebook informs, that you liked our post.

You can delete at any time any "Likes" that you have expressed by your clicking on the "Like" button. To do so, you need to open your Facebook profile, click on the "Show activity log" button and then select the option "Likes" in the left-hand column. You will see all of your favourite posts and photos there. The quickest way to find individual likes is by means of the search function. If you can see the "pencil button" next to the corresponding post and the option "I do not like it anymore" then you can remove the Like and thus hide it.

Please understand that we have limited control over how Facebook handles your personal data. Therefore, if you want to reduce the amount of personally identifiable information that Facebook collects from you, you should limit yourself merely to reading the posts published on our Facebook page and refraining from interacting with them. According to a [Ruling of the European Court of Justice of 29 July 2019](#), the data protection responsibility in the context of a Facebook page can end with the collection and transmission of personal data to Facebook.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in keeping you informed about our work through social media.

The provision of your personal data is neither legally nor contractually required, nor is it required for the conclusion of a contract. If you do not provide information completely or not at all, this will not result in any disadvantage for you.

## 4. Facebook Insights

As an essential part of the user relationship, Facebook provides us with the Facebook Insight function free of charge. With the function, we receive anonymous statistical data concerning the users of our offer. These data are collected with the help of so-called cookies, each containing a unique user code that is active for two years and that Facebook stored on the hard disk of the computer or other disk of the visitor to the fan page. The user code that can be linked to the login data of users registered with Facebook is collected and processed when the fan pages are accessed. When visiting our Facebook page, Facebook collects, among other things, your IP address and other data that exist in the form of cookies on your PC. These data are used to provide us as the operator of the Facebook pages with statistical information on the use of the Facebook page. Facebook provides you with more information regarding this on an [Information page](#).

The data collected about you in this context are processed by Facebook Ltd. and are possibly transferred to countries outside the European Union. What data Facebook receives and how they are used is described by Facebook in general terms in its data use policies. There you will also find information regarding contact options for Facebook as well as the settings options for advertisements. Please read the [Data use policy](#).

Please read the complete [Data policy](#) from Facebook, if you are interested in how the provider handles your data. The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in keeping you informed about our work through social media.

The provision of your personal data is neither legally nor contractually required, nor is it required for the conclusion of a contract. If you do not provide information completely or not at all, this will not result in any disadvantages for you.

## 5. Participation in competitions

We occasionally organise competitions as part of our Facebook page. To participate in a competition, you must provide us with your email address in the appropriate field. The email address you enter will be sent to our marketing partner Klick-tipp.com. Notes regarding data processing by Klick-tipp.com can be consulted [here](#). Alternatively, you can also register by using the "Participate now" button. By means of this, your data stored on Facebook (name, profile picture and email address) will be transferred to Klick-tipp.com. We use your data to carry out the competition, in particular to let you know whether you have won or lost.

This is our legitimate interest in the processing of data pursuant to Article 6 para. 1 lit. f of the GDPR. In addition, the processing of data which is governed by Article 6 para. 1 lit. b of the GDPR is required to carry out the competition.

If you do not provide the information completely or not at all, you will not be able to participate in the competition.

## 6. Links to other providers

Please note that our Facebook page may contain links to websites of other providers, to which this privacy policy does not extend. You can see the website that a link leads to by moving the mouse pointer over the link and then at the bottom of your browser window the information field with the destination address of the link appears.



## X. Special privacy notices for our website “[card.feratel.com/cardwebshop/art01/](https://card.feratel.com/cardwebshop/art01/)”

### 1. Technical data

When you visit our website, general data and information are stored in the log files of the server. This includes the browser type and version you are using, the operating system you are using, the website from which you accessed our website, the date and time of access to our website, your Internet Protocol address (IP address) used at the time of access and your Internet service provider.

When using these general data and information, we draw no conclusions about the data subject. The collection of data is technically necessary in order to deliver the contents of the web pages requested by you correctly and is mandatory when using the internet. The anonymous data of the server log files are stored separately from all other personal data entered by a data subject elsewhere.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest arises from the fact that you could not visit our website at all without the temporary storage of the data.

The technical data described above shall be deleted as soon as you leave the website. There may only be a variation to this if we inform you in this privacy policy that the data may still be needed for other purposes (such as for analysis). The provision of these technical data is neither legally nor contractually obligatory nor is it required for the conclusion of a contract. You are not obligated to provide the personal information. If your system does not provide the necessary data or does not provide them completely, this may result in the access to our website not being possible or being only partially possible.

### 2. Use of cookies

We use cookies for our website. Cookies are text files that are sent from our web server to your browser in the context of your visit to our website and are stored by it on your computer for later retrieval. Your name will not be transmitted.

Whether we use cookies can be determined by the settings in your browser. You can completely disable the storage of cookies in your browser, restrict it to certain websites, or configure your browser to notify you automatically when a cookie is about to be set.

Cookies are used to track the visit behaviour of the user of a website. When using cookies, data may be processed that make the user recognisable, even if the data are pseudonymised.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest that we pursue in processing is to design our website as needed and to identify the offers you have requested on the website.

Insofar as cookies are used by us, they shall be deleted automatically when closing the browser session or after a fixed time. Detailed information on the cookies we use can be found in your browser. Cookies can also be manually removed from your system via a delete function provided by your browser.

The use of cookies is neither legally nor contractually required nor is it required for the conclusion of a contract. You are not obligated to provide the personal information. However, if you do not allow the use of cookies, this may result in some features of the website not functioning or not functioning properly and/or certain content not being displayed or not being displayed properly.

### 3. Google Analytics

The technical data that you automatically submit when you visit our website, including the IP address, are used to generate anonymised statistics that tell us how our website is used. Your IP address will be shortened and anonymised in the process if you access our website from a Member State of the European Union or from another member state of the European Economic Area.

The service uses “cookies” - which are text files stored on your device. You have the option of preventing the cookie from being stored on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restriction if your browser does not allow cookies.

In addition, you can use a browser plug-in to prevent the information collected by cookies (including your IP address) being sent to the analytics service and used by it. For more information about data usage by the analytics service, see its privacy policy.

The data collected by the cookies are usually sent to a server of the analytics service in the USA and are processed there for analysis purposes. An adequacy decision of the European Commission on the level of data protection in the USA exists.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in estimating the scope of use of our offers on the Internet.

The data shall be deleted by us as soon as they are no longer needed for statistical purposes, but at the latest after 14 months.

The provision of your data for Google Analytics is neither legally nor contractually required and nor is it necessary for the conclusion of a contract. If you object to processing, it has no consequences for you.

## 4. Sending newsletters

You can subscribe to a newsletter with promotional content on our website. You can enter your email address first name via a registration form. We collect, store and use these data for the future sending of newsletters. For the purpose of sending, the data you enter will be transferred to an external service provider with whom we have concluded a processing contract.

On registering for the newsletter, we also save your IP address and the date of registration. This storage serves as proof in case that a third party misuses an email address and logs in without the knowledge of the person entitled to receive the newsletter. We also obtain the express consent of the recipient in the receipt of advertising messages in electronic form. In this way, the consent requirement pursuant to § 7 para. 2 no. 3 of the German Fair Trade Practices Act is taken into account. In this context, we send an email to the owner of the email address provided to us, requesting that the newsletter subscription be confirmed by email. We also store this reply email, the IP address and the time of sending for verification purposes (double-opt-in procedure).

The data processing is carried out on the basis of Article 6 para. 1 lit. a of the GDPR and Article 6 para. 1 lit. f, EC 47 S. 7 of the GDPR. Our legitimate interest is to inform our customers about our direct advertising offers, to prevent the misuse of email addresses and to prove that the recipient of the newsletter has expressly consented to the sending of electronic advertising messages.

We store your data until you unsubscribe from the newsletter or revoke your consent.

The provision of your data for newsletter sending is neither legally nor contractually required, nor is it required for the conclusion of a contract. If you do not provide your email address, we will not be able to send you a newsletter.

## 5. Online shop

We have integrated an online shopping function into our website, with which you can purchase the Art:card. The function is not operated by us but rather by feratel media technologies GmbH, Messkircher Strasse 17/2, D-88605 Messkirch. The privacy policy of feratel can be consulted at <https://www.feratel.de/rechtliche-hinweise/>. Datatrans AG, Kreuzbühlstrasse 26, 8008 Zurich, Switzerland, continues to support us with the administration of payments in our shop. The privacy policy of Datatrans can be consulted at <https://www.datatrans.ch/de/datenschutzbestimmungen/>. If you visit our website and enter your data (title, surname, first name, address, email address, telephone number) in the input mask of our shop, these will be transmitted to us and also feratel and Datatrans.

The integration of third party content is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. Our legitimate interest in the integration of the shop function and payment management of a third party is to offer our customers a professional and efficient way to purchase the Art:card.

The data processing within the scope of the use of the online shop also serves for the performance of pre-contractual measures and the fulfilment of the contract concerning the Art:card with you. The additional legal basis for this is Article 6 para. 1 lit. b of the GDPR.

Your data shall be deleted as soon as the term of the purchased Art:card has expired and there are no outstanding claims from the contractual relationship.

The provision of your data for the online shop is neither legally nor contractually required. However, it is required for the conclusion of a contract. If you do not provide your data (title, surname, first name, address, email address, telephone number), you can not purchase the Art:card.

## 6. Payment services

On our website we offer the possibility to settle the payment process electronically when purchasing the Art:card by credit card (VISA or Mastercard), PayPal or immediate transfer. When you enter the requested payment data while placing your order in the form, we send them to the payment service of your choice to process the payment.

The payment by credit card is effected by our service provider Concardis GmbH, Helfmann-Park 7, 65760 Eschborn, whose privacy policy can be consulted at <https://www.concardis.com/datenschutzerklaerung>. We have no insight into the payment data you enter (card number, check digit, validity period). Our service provider will transfer your data collected when ordering the Art:card, as well as transaction information and other information related to the transaction, to the selected credit card company to process the payment.

When paying via PayPal, we will send your data collected when ordering the Art:card as well as information about the transaction and other transaction related information to PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg, in order to process the payment. The privacy policy of PayPal can be consulted at [https://www.paypal.com/de/webapps/mpp/ua/privacyfull?locale.x=de\\_DE](https://www.paypal.com/de/webapps/mpp/ua/privacyfull?locale.x=de_DE).

When paying by immediate transfer, we shall forward your data collected when ordering the Art:card as well as information about the transaction and further information in connection with the transaction to Klarna GmbH, Theresienhöhe 12, 80338 Munich, to process the payment. The privacy policy of Klarna can be consulted at <https://www.klarna.com/sofort/datenschutz/>.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. Our legitimate interest in the data processing is to design our online shop as needed and to provide our customers with convenient payment options.

The data shall be deleted by us if they are no longer needed for the processing of an order placed with us. If it is certain that an order will not be made, then the data shall be deleted immediately.

The provision of said data is neither legally nor contractually required nor is it required for the conclusion of a contract. You are not obligated to provide the personal information. However, if you do not provide the requested information or do not provide it fully, we will not be able to process the payment electronically.

## 7. Personalisation of your Art:card

In order to use an Art:card, you have to personalise it. This means that the Art:card will be registered individually. Among other things, this is possible via our online shop. To do so, enter your name and first name, your date of birth and your email address in the input mask provided for this purpose. The personal data entered are linked to the respective Art:card and the Art:card is then assigned to the respective user individually. When entering one of our museums or institutes, your Art:card will be recorded electronically. If necessary, the museum or institute will match your identity card or another photo ID with the Art:card. You can see the duration of your Art:card as well as the museums and institutes visited in the MyCard section. Your visits to the museums and institutes are evaluated anonymously for billing purposes with the museums and institutes.

The processing of personal data takes place on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in restricting the use of any Art:card to an individual in order to prevent misuse of the card. To enforce this objective, it is also our legitimate interest to verify your identity by means of your identity card or other photo ID. Furthermore, we also have a legitimate interest in anonymously evaluating your visits using the information stored in the Art:card for billing the museums and institutes.

Your data shall be deleted as soon as the term of the Art:card purchased has expired. The term is one year from the first use of the Art:card in a museum or institute.

The provision of your data for the personalisation is neither legally nor contractually required. It is however necessary for the use of the Art:card. If you do not provide your data (name, first name, date of birth, email address), you can not use the Art:card.

## 8. Links to other providers

Please note that our websites may contain links to websites of other providers, to which this privacy policy does not extend. You can see the website a link leads to, by moving the mouse pointer over the link and then at the bottom of your browser window the information field with the destination address of the link appears.

## **XI. Special privacy notices for our website “[card.feratel.com/cardwebshop2/art01/walk48/](https://card.feratel.com/cardwebshop2/art01/walk48/)”**

### **1. Technical data**

When you visit our website, general data and information are stored in the log files of the server. This includes the browser type and version you are using, the operating system you are using, the website from which you accessed our website, the date and time of access to our website, your Internet Protocol address (IP address) used at the time of access and your Internet service provider.

When using these general data and information, we draw no conclusions about the data subject. The collection of data is technically necessary in order to deliver the contents of the web pages requested by you correctly and is mandatory when using the internet. The anonymous data of the server log files are stored separately from all other personal data entered by a data subject elsewhere.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest arises from the fact that you could not visit our website at all without the temporary storage of the data.

The technical data described above shall be deleted as soon as you leave the website. There may only be a variation to this if we inform you in this privacy policy that the data may still be needed for other purposes (such as for analysis). The provision of these technical data is neither legally nor contractually obligatory nor is it required for the conclusion of a contract. You are not obligated to provide the personal information. If your system does not provide the necessary data or does not provide them completely, this may result in the access to our website not being possible or being only partially possible.

### **2. Use of cookies**

We use cookies for our website. Cookies are text files that are sent from our web server to your browser in the context of your visit to our website and are stored by it on your computer for later retrieval. Your name will not be transmitted.

Whether we use cookies can be determined by the settings in your browser. You can completely disable the storage of cookies in your browser, restrict it to certain websites, or configure your browser to notify you automatically when a cookie is about to be set.

Cookies are used to track the visit behaviour of the user of a website. When using cookies, data may be processed that make the user recognisable, even if the data are pseudonymised.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. The legitimate interest that we pursue in processing is to design our website as needed and to identify the offers you have requested on the website.

Insofar as cookies are used by us, they shall be deleted automatically when closing the browser session or after a fixed time. Detailed information on the cookies we use can be found in your browser. Cookies can also be manually removed from your system via a delete function provided by your browser.

The use of cookies is neither legally nor contractually required nor is it required for the conclusion of a contract. You are not obligated to provide the personal information. However, if you do not allow the use of cookies, this may result in some features of the website not functioning or not functioning properly and/or certain content not being displayed or not being displayed properly.

### **3. Google Analytics**

The technical data that you automatically submit when you visit our website, including the IP address, are used to generate anonymised statistics that tell us how our website is used. Your IP address will be shortened and anonymised in the process if you access our website from a Member State of the European Union or from another member state of the European Economic Area.

The service uses “cookies” - which are text files stored on your device. You have the option of preventing the cookie from being stored on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restriction if your browser does not allow cookies.

In addition, you can use a browser plug-in to prevent the information collected by cookies (including your IP address) being sent to the analytics service and used by it. For more information about data usage by the analytics service, see its privacy policy.

The data collected by the cookies are usually sent to a server of the analytics service in the USA and are processed there for analysis purposes. An adequacy decision of the European Commission on the level of data protection in the USA exists.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. We have a legitimate interest in estimating the scope of use of our offers on the Internet.

The data shall be deleted by us as soon as they are no longer needed for statistical purposes, but at the latest after 14 months.

The provision of your data for Google Analytics is neither legally nor contractually required and nor is it necessary for the conclusion of a contract. If you object to processing, it has no consequences for you.

## 4. Sending newsletters

You can subscribe to a newsletter with promotional content on our website. You can enter your email address first name via a registration form. We collect, store and use these data for the future sending of newsletters. For the purpose of sending, the data you enter will be transferred to an external service provider with whom we have concluded a processing contract.

On registering for the newsletter, we also save your IP address and the date of registration. This storage serves as proof in case that a third party misuses an email address and logs in without the knowledge of the person entitled to receive the newsletter. We also obtain the express consent of the recipient in the receipt of advertising messages in electronic form. In this way, the consent requirement pursuant to § 7 para. 2 no. 3 of the German Fair Trade Practices Act is taken into account. In this context, we send an email to the owner of the email address provided to us, requesting that the newsletter subscription be confirmed by email. We also store this reply email, the IP address and the time of sending for verification purposes (double-opt-in procedure).

The data processing is carried out on the basis of Article 6 para. 1 lit. a of the GDPR and Article 6 para. 1 lit. f, EC 47 S. 7 of the GDPR. Our legitimate interest is to inform our customers about our direct advertising offers, to prevent the misuse of email addresses and to prove that the recipient of the newsletter has expressly consented to the sending of electronic advertising messages.

We store your data until you unsubscribe from the newsletter or revoke your consent.

The provision of your data for newsletter sending is neither legally nor contractually required, nor is it required for the conclusion of a contract. If you do not provide your email address, we will not be able to send you a newsletter.

## 5. Online shop

We have integrated an online shopping function into our website, with which you can purchase Art:walk48. The function is not operated by us but rather by feratel media technologies GmbH, Messkircher Strasse 17/2, D-88605 Messkirch. The privacy policy of feratel can be consulted at <https://www.feratel.de/rechtliche-hinweise/>. Datatrans AG, Kreuzbühlstrasse 26, 8008 Zurich, Switzerland, continues to support us with the administration of payments in our shop. The privacy policy of Datatrans can be consulted at <https://www.datatrans.ch/de/datenschutzbestimmung-gen/>. If you visit our website and enter your data (title, surname, first name, address, email address, telephone number) in the input mask of our shop, these will be transmitted to us and also feratel and Datatrans.

The integration of third party content is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. Our legitimate interest in the integration of the shop function and payment management of a third party is to offer our customers a professional and efficient way to purchase Art:walk48.

The data processing within the scope of the use of the online shop also serves for the performance of pre-contractual measures and the fulfilment of the contract concerning Art:walk48 with you. The additional legal basis for this is Article 6 para. 1 lit. b of the GDPR.

Your data shall be deleted as soon as the term of the purchased Art:card has expired and there are no outstanding claims from the contractual relationship.

The provision of your data for the online shop is neither legally nor contractually required. However, it is required for the conclusion of a contract. If you do not provide your data (title, surname, first name, address, email address, telephone number), you can not purchase Art:walk48.

## 6. Payment services

On our website we offer the possibility to settle the payment process electronically when purchasing Art:walk48 by credit card (VISA or Mastercard), PayPal or immediate transfer. When you enter the requested payment data while placing your order in the form, we send them to the payment service of your choice to process the payment.

The payment by credit card is effected by our service provider Concardis GmbH, Helfmann-Park 7, 65760 Eschborn, whose privacy policy can be consulted at <https://www.concardis.com/datenschutzerklaerung>. We have no insight into the payment data you enter (card number, check digit, validity period). Our service provider will transfer your data collected when ordering Art:walk48, as well as transaction information and other information related to the transaction, to the selected credit card company to process the payment.

When paying via PayPal, we will send your data collected when ordering Art:walk48 as well as information about the transaction and other transaction related information to PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg, in order to process the payment. The privacy policy of PayPal can be consulted at [https://www.paypal.com/de/webapps/mpp/ua/privacyfull?locale.x=de\\_DE](https://www.paypal.com/de/webapps/mpp/ua/privacyfull?locale.x=de_DE).

When paying by immediate transfer, we shall forward your data collected when ordering Art:walk48 as well as information about the transaction and further information in connection with the transaction to Klarna GmbH, Theresienhöhe 12, 80338 Munich, to process the payment. The privacy policy of Klarna can be consulted at <https://www.klarna.com/sofort/datenschutz/>.

The processing is carried out on the basis of Article 6 para. 1 lit. f of the GDPR. Our legitimate interest in the data processing is to design our online shop as needed and to provide our customers with convenient payment options.

The data shall be deleted by us if they are no longer needed for the processing of an order placed with us. If it is certain that an order will not be made, then the data shall be deleted immediately.

The provision of said data is neither legally nor contractually required nor is it required for the conclusion of a contract. You are not obligated to provide the personal information. However, if you do not provide the requested information or do not provide it fully, we will not be able to process the payment electronically.

## 7. Links to other providers

Please note that our websites may contain links to websites of other providers, to which this privacy policy does not extend. You can see the website a link leads to, by moving the mouse pointer over the link and then at the bottom of your browser window the information field with the destination address of the link appears.

## **XII. Special privacy notices for our Facebook Marketing**

Our website uses the Facebook Inc. tracking cookie (1601 S. California Ave, Palo Alto, CA 94304, USA; »Facebook«). It serves to analyse the behaviour of visitors to the website to determine the effectiveness of advertising. To this end, the Facebook tracking cookie has been installed on the website. When you visit our website this cookie creates a direct connection to Facebook's servers and information about your browsing behaviour is transferred to those servers. Facebook associates this information with your personal Facebook user account, if you have one. Your data may also be transferred to the USA. In the case of the USA, the EU Commission has not ruled that adequate data protection in the sense of the GDPR is in place; no adequacy decision pursuant to Art. 45 GDPR has been made. For more information about how Facebook uses your data, please refer to Facebook's privacy policy.

The processing of your personal data is on the basis of your consent pursuant to Article 6, 1 (a) GDPR. You may withdraw your consent at any time by availing of the corresponding option on <https://www.duesseldorf-tourismus.de/datenschutz>.

You have the option of preventing the cookie from being stored on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restriction if your browser does not allow cookies.

The provision of your data for our Facebook marketing is neither legally nor contractually required, nor is it required for the conclusion of a contract. If you object to processing, it has no consequences for you.