

Privacy notice Photo and Video Contest 24/25

In the following, we inform you about the processing of your personal data by us and the claims and rights to which you are entitled under data protection regulations, in particular the European General Data Protection Regulation (GDPR).

This privacy notice informs you about the type, scope and purpose of the processing of personal data within our website (hereinafter "website"). The privacy notice applies to occasional competitions and promotions in which customers and prospects can participate.

Personal data within the meaning of the GDPR is all data that can be related to you personally, e.g. name, address, e-mail addresses, user behavior. Which data is processed in detail and how it is used depends largely on the services you use with us.

In our privacy notice, we use various other terms within the meaning of the GDPR. These include terms such as processing, restriction of processing, profiling, pseudonymization, controller, processor, recipient, third party, consent, supervisory authority and international organization. You can find the corresponding definitions for these terms in Art. 4 GDPR.

1. Who is controller for data processing and who can I contact?

Controller is:

profine GmbH
Zweibrücker Straße 200
66954 Pirmasens Germany
Phone: +49 6331 56-0
Fax: +49 6331 56-2475
info@profine-group.com

You can reach our Data Protection Officer at:

mip Consult GmbH
Lawyer Asmus Eggert
Wilhelm-Kabus-Str. 9
10829 Berlin
datenschutz@profine-group.com
www.sofortdatenschutz.de

2. What sources and data do we use?

We process personal data that we receive from you when you use our website and, if applicable, when you take part in a competition.

When you take part in our Photo and Video Contest, we process the data and information you provide in the entry form. This includes the data required for participation, such as title, first name, surname, company, street, zip code, city, country, e-mail, property data, information about the profine product purchased and, if applicable, the information voluntarily provided by you as part of your participation.

If you use the website for purely informational purposes, i.e. if you do not register or otherwise provide us with information, we only collect the personal data that your browser transmits to our server. When you visit our website, we collect the following access data, which is technically necessary for us to display our website to you and to ensure stability and safety. The access data includes the IP address, date and time of the request, time zone difference to Greenwich Mean Time (GMT), content of the request (i.e. name of the specific website accessed), access status/HTTP status code, amount of data transferred in each case, referrer URL (previously visited page), operating system and its interface, language and version and type of browser software, notification of successful access.

We also receive your personal data if you contact us by contact form or e-mail. Personal data here includes, for example, your name, address, e-mail address, telephone number and, if applicable, the data that you send us as a message (hereinafter referred to as "contact data").

3. What do we process your data for (purpose of processing) and on what legal basis?

We process personal data in accordance with the provisions of the European General Data Protection Regulation (GDPR) and the Federal Data Protection Act (BDSG) for the following purposes and on the following legal bases:

Purposes	Legal basis
<p>Your personal data will be processed for the purpose of running the competition, in particular to determine and notify the winners.</p> <p>We may subsequently collect and process additional data, e.g. your postal address, for the purpose of sending and delivering prizes.</p> <p>The names of the winners will not be published. However, the winner's object photos will be published on Facebook, LinkedIn and on our website.</p>	<p>Performance of pre-contractual measures and fulfillment of an agreement, Art. 6 para. sentence 1 lit. b) GDPR</p>
<p>When you visit our website for the first time, you will be asked whether you also want to accept non-essential cookies. If you consent to the use of non-necessary cookies, this enables us to analyze the use of our website. We may also perform various marketing activities based on your interactions with the website, other marketing channels and other third parties, such as social networks.</p> <p>To find out more about the cookies we use, including how to manage and delete cookies, see the Cookies section below.</p>	<p>Consent, Art. 6 para. 1 sentence 1 lit. a) GDPR</p>
<p>We process your access data (see data listed above under point 2) to protect our legitimate interests or those of third parties. We pursue the following legitimate interests in particular:</p> <ul style="list-style-type: none"> • Ensuring IT security, in particular the safety of the website; • advertising or market and opinion research, unless you have objected to the use of your data; • Assertion of legal claims and defense in legal disputes; 	<p>As part of the balancing of interests to safeguard legitimate interests, Art. 6 para. 1 sentence 1 lit. f) GDPR</p>

4. Who receives my data?

Within our company, those departments that need your data to fulfill our contractual and legal obligations will have access to it.

Processors used by us (Art. 28 GDPR) may also receive data for the above-mentioned purposes. These are companies in the categories of IT services, logistics, printing services, telecommunications, debt collection, advice and consulting as well as sales and marketing. If we pass on data to our service providers, they may only use the data to fulfill their tasks. The service providers have been carefully selected and commissioned by us. They are contractually bound by our instructions, have suitable technical and organizational measures in place to protect the rights of the data subjects, guarantee an appropriate level of data protection and are carefully monitored by us.

Data is only passed on to third parties who are not processors within the framework of the legal requirements. We only pass on user data to third parties if this is necessary, for example, on the basis of Art. 6 para. 1 sentence 1 lit. b) GDPR for contractual purposes or on the basis of legitimate interests pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR in the economic and effective operation of our business operations (exchange of data between the individual companies of our group structure, available at: <https://www.profine-group.com/de/unternehmen/#!/internationalitaet>).

5. How long will my data be stored?

For security reasons (e.g. to investigate misuse or fraud), log file information is stored for a maximum of 14 days and then deleted (see point 2 above). Data whose further storage is required for evidentiary purposes is excluded from deletion until the respective incident has been finally clarified.

The processed data will be deleted after the end or expiry of the competition and dispatch of the prizes. If necessary, we process and store your personal data for the duration of our business relationship, which also includes, for example, the initiation of an agreement via the contact form or by email.

In addition, we are subject to various retention and documentation obligations, including those arising from the German Commercial Code (HGB) and the German Fiscal Code (AO). The retention and documentation periods specified there are six to ten years.

Finally, the storage period is also assessed according to the statutory limitation periods, which, for example, according to Sections 195 et seq. of the German Civil Code (BGB), are generally three years, but in certain cases can be up to thirty years, whereby the regular limitation period is three years.

If you assert your rights as a data subject, we will store the information provided to you in this regard until the expiry of the statutory limitation period in accordance with Section 31 (2) No. 1 OWiG, Section 41 (1) BDSG, Art. 83 (5) lit b GDPR for 3 years. This period may be extended if the statutory limitation period is extended due to interruptions of the limitation period (e.g. in the context of inquiries by the supervisory authorities).

6. Is data transferred to a third country or to an international organization?

Data will not be transferred to third countries (countries outside the European Union - EU) as part of participation in our photo and video competition.

The data provided will be processed within the European Union and in the USA. For countries without an adequacy decision by the Commission in accordance with Article 45 GDPR, as is the case with the USA, we generally agree EU standard data protection clauses with the recipients of your data or obtain your consent for the data transfer.

Note: The protection of personal data in the USA does not correspond to the level of data protection required by the EU. In particular, there are no enforceable rights to protect your data against access by government agencies. There is therefore a risk that these government agencies can access the personal data without the data transmitter or recipient being able to effectively prevent this.

7. What are my data subject rights?

Each data subject has

- the right of **access** in accordance with Art. 15 GDPR (i.e. you have the right to request information about your personal data stored by us at any time) ,
- the right to **rectification** in accordance with Art. 16 GDPR (i.e. if your personal data is incorrect or incomplete, you can request the rectification of this data) ,
- the right to **erasure** pursuant to Art. 17 GDPR and the right to **restriction of processing** pursuant to Art. 18 GDPR (i.e. you may have the right to request the erasure or restriction of processing of your personal data if, for example, there is no longer a legitimate business purpose for such processing and statutory retention obligations do not require further storage) ,
- the right to **data portability** under Art. 20 GDPR (i.e. you may have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and to transmit those data to another controller without hindrance from us) .

You can also withdraw your consent with effect for the future.

In addition, **you have the right to lodge a complaint with a data protection authority** (Art. 77 GDPR in conjunction with Section 19 BDSG). You can find the supervisory authority responsible for you at https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html

We would also like to draw your attention to your right to object in accordance with Art. 21 GDPR:

Information about your right to object in accordance with Art. 21 GDPR

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on Article 6 (1) sentence 1 (e) GDPR (data processing in the public interest) and Article 6 (1) sentence 1 (f) GDPR (data processing on the basis of a balancing of interests); this also applies to profiling based on this provision within the meaning of Article 4 no. 4 GDPR.

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

In individual cases, we process your personal data for direct marketing purposes. You have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising; this also applies to profiling insofar as it is associated with such direct advertising. If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

The objection can be made in any form and there are no costs other than the transmission costs according to the basic rates.

If you would like to exercise your right to object, an informal message, e.g. to the contact details above, is sufficient.

8. To what extent is there automated decision-making in individual cases, including profiling?

When you access our website or contact us by form or email, we generally do not use fully automated decision-making in accordance with Article 22 GDPR. If we use these procedures in individual cases, we will inform you of this separately if this is required by law. We do not process your data automatically with the aim of evaluating certain personal aspects (profiling).

9. Is there an obligation for me to provide data?

As part of our website, you must provide the personal data that is technically necessary for the use of our website or for IT security reasons. If you do not provide this data, you will not be able to use our website.

When contacting us by form or e-mail, you only need to provide the personal data required to process your request. Otherwise we will not be able to process your request.

10. Cookies

General

We use cookies on our website. Cookies are small text files, usually consisting of letters and numbers, which are stored on the user's computer when visiting certain websites.

Some of these cookies are essential for our website to function, while other cookies help us to improve our website by giving us insights into how you use it.

By default, we only use necessary cookies. Necessary cookies enable the core functionalities of our website. The website cannot be displayed correctly without these cookies or individual areas may not

function properly. Necessary cookies can only be prevented by making the appropriate settings in your browser.

We only use cookies that are not necessary for the website to function ("non-essential cookies") if you have given your consent via our cookie banner. You can return to our privacy notice at any time and withdraw your consent or make changes.

Click [here](#) for information on the cookies we use:

Cookie Einstellungen ändern

Alternatively, you can prohibit the storage of cookies individually via the settings of your browser (you can find out how to set the cookie handling on the browser's help page). You can find help on cookie management in the most common browsers at the following addresses:

- Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-loeschen-daten-von-websites-entfernen>
- Internet Explorer: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>
- Google Chrome: <https://support.google.com/accounts/answer/61416?hl=de>
- Opera: <http://www.opera.com/de/help>
- Safari: https://support.apple.com/kb/PH17191?locale=de_DE&viewlocale=de_DE.

Cookie management

The cookie consent tool Cookiebot is implemented on our website so that you can conveniently manage the cookies used. Cookiebot is a service of Usercentrics A/S, Havnegade 39, 1058 Copenhagen, Denmark. Saving a cookie is technically necessary for the use of Cookiebot.

Cookiebot shows you a list of cookies sorted by group and explains the purpose of the cookie groups and the individual cookies as well as their storage duration. If technically necessary cookies are deselected, the use of the website or individual functions on the website may be restricted or impossible.

If you have consented to the setting of cookies when visiting this website, you can withdraw your consent by opening Cookiebot (see button above) and deselecting the cookies in question.

11 Processing of personal data in the context of the use of external online services

11.1 Google Analytics

On the basis of your consent, we use the web analysis service Google Analytics from Google Ireland Limited (registration number: 368047), Gordon House, Barrow Street, Dublin 4, Ireland (parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) hereinafter referred to as "Google".

The web analysis service Google Analytics uses cookies. The information generated by the cookies about the use of our website is usually transferred to a Google server in the USA and stored there. There are corresponding risks associated with the processing of your data in the USA. By giving your consent via our cookie banner, you consent to the processing of your data in the USA despite potential access by US authorities, Art. 49 para. 1 sentence 1 lit. a GDPR.

Google processes the data for us in order to evaluate the use of our website by website visitors, to compile reports on the activities within our website and to provide other services associated with the use of the website. Pseudonymous user profiles of website visitors are created from the processed data.

During your visit to our website, the following information is collected, among others:

- pages viewed,
- the achievement of contact targets, such as contact and test drive inquiries or newsletter registrations,
- Your use of our website, for example clicks and time spent on one of our pages,
- Your approximate location (country and city),
- Your IP address (in abbreviated form, so that no clear assignment is possible),
- technical information such as browser, internet provider, end device and screen resolution,
- via which website or advertising medium you came to us.

Google Analytics stores cookies in your browser for a period of two years since your last visit. These cookies contain a randomly generated user ID with which you can be recognized on future website visits.

The recorded data is stored together with the randomly generated user ID, which enables the evaluation of pseudonymous user profiles. This user-related data is automatically deleted after 14 months. Other data remains stored in aggregated form indefinitely. The IP address transmitted by your browser is not merged with other Google data.

We use Google Analytics with activated IP anonymization. This means that the IP address of users is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there.

You can prevent the storage of cookies either by rejecting them in our cookie banner or by setting your browser software accordingly; users can also prevent the collection of the data generated by the cookie and the transmission to Google and the processing of this data by Google by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

You can permanently object to cross-device remarketing/targeting by deactivating personalized advertising in your Google account; follow this link: <https://www.google.com/settings/ads/onweb/>.

Further information on data processing by Google, setting and objection options can be found on the Google website at <https://policies.google.com/technologies/partner-sites>

Further information can be found in Google's privacy notice at <https://www.google.de/intl/de/policies/privacy/>.

11.2 Google Tag Manager

We use the Google Tag Manager service from Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland on the basis of your consent.

Google Tag Manager is a service that organizes the loading of other tools - in particular analysis tools. The Google Tag Manager itself does not set any cookies, but Google does receive your IP address. The Google Tag Manager servers are usually located in Ireland, but also in the USA.

There are corresponding risks associated with the processing of your data in the USA. Please note that US authorities, such as intelligence agencies, could possibly gain access to personal data that is exchanged with Google through the integration of this service due to US laws such as the Cloud Act.

By giving your consent via our cookie banner, you consent to the processing of your data in the USA despite potential access by US authorities, Art. 49 para. 1 sentence 1 lit. a GDPR.

Further information on Google Tag Manager can be found in Google's privacy notice at <https://www.google.de/intl/de/policies/privacy/>.

12. Our social media presence

You can find us on social networks and platforms so that we can also communicate with you there and inform you about our services.

We would like to point out that your data may be processed outside the European Union and that the data is generally processed for market research and advertising purposes. Usage profiles can be created from the usage behavior and the resulting interests of the users. These usage profiles can in

turn be used, for example, to place advertisements inside and outside the platforms that presumably correspond to the interests of the users. For this purpose, cookies may be stored on the users' computers, in which the usage behavior and interests of the users are stored. Other data may also be stored in these user profiles, in particular if the users are members of the respective platforms and are logged in to them.

On our website, we only link to our company profiles on the respective social networks. Please note, however, that when you click on a link to the social networks, data is transferred to their servers. If you are logged in to the respective social network with your user name and password at this time, the information that you have visited our company profile on the respective social network from our website will be transmitted there and the respective provider can save this information in your user account.

In principle, we have no significant influence on the data processing of social networks. However, we receive statistics from the providers about the use of and visits to our company profiles in the social networks (e.g. information about the number of views, interactions such as likes and comments as well as summarized demographic and other information or statistics). You can find more information on the data used by the providers in the providers' privacy notices linked below.

If we receive your personal data as part of our social media presence (e.g. as part of a message), you are entitled to the rights set out above in this privacy notice. You can address your inquiries regarding data processing in the context of our company profiles to us using the contact details above.

If you wish to assert any further rights against the provider of the social network, the easiest way to do so is to contact the respective provider directly. The provider knows both the details of the technical operation of the platform and the associated data processing as well as the specific purposes of the data processing. The contact details can be found in the privacy notices linked below. We are also happy to support you in asserting your rights, insofar as this is possible for us.

The processing of users' personal data is generally based on your consent in accordance with Art. 6 para. 1 sentence 1 lit. a) GDPR. The legal basis is also Art. 6 para. 1 lit. b) GDPR if we receive and process your data as part of a contract-related request via our social media presence. The legal basis for the linking and operation of our company profiles in the social networks, including the receipt of statistics on the use of our company profiles, is Art. 6 para. 1 lit. f) GDPR based on our legitimate interest in our corporate communication in the respective social networks.

For information about the respective processing and the respective objection options, we refer to the privacy notices of the providers linked below:

- **Facebook** (Meta Platforms Limited Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland), We operate our Facebook page on the basis of an agreement on joint processing of personal data with Facebook - Privacy notice: <https://www.facebook.com/about/privacy/>, Opt-Out: <https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com>.
- **Instagram** (Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland), online service for sharing photos and videos, privacy notice https://help.instagram.com/519522125107875/?helpref=hc_fnav
- **LinkedIn** (LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland), social network for maintaining existing and making new business contacts - privacy notice <https://www.linkedin.com/legal/privacy-policy>, Opt-Out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.
- **Google YouTube** (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland), video portal - privacy notice: <https://policies.google.com/privacy>, opt-out: <https://adssettings.google.com/authenticated>

13.1 Facebook

We use a plugin from Facebook (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) on our website. You can recognize this by the Facebook logo or the "Like-Button" ("Like"). You can find an overview of the Facebook plugins here: https://developers.facebook.com/docs/plugins/?locale=de_DE.

For users from the Europe region, the social plugins "Like" and "Comment" are only supported if the users are logged in to their Facebook account and have given their consent to cookies for apps and websites. Data is therefore processed exclusively on the basis of your consent.

The data collected is also transferred by Facebook to the USA and other third countries. Please note that the protection of personal data in the USA and third countries does not correspond to the level of data protection required by the EU. In particular, there are no enforceable rights to ensure the protection of your data against access by government agencies. There is therefore a risk that these government agencies may be able to access the personal data without the data transmitter or recipient being able to effectively prevent this. If you do not want Facebook to be able to associate your visit to this website with your Facebook user account, please log out of your Facebook user account.

The processing of the data is the joint responsibility of Facebook and us in accordance with Art. 26 GDPR. The primary controller for the processing of personal data in the context of the plugins is Facebook and all obligations under the GDPR with regard to the processing of personal data are fulfilled by Facebook (in particular the information obligations pursuant to Article 12 et seq. GDPR, safeguarding the rights of data subjects pursuant to Article 15 et seq. GDPR, notification of data breaches pursuant to Articles 33, 34 GDPR).

You can find Facebook's privacy notice at <https://www.facebook.com/about/privacy/>

Settings for the processing of personal data and opt-outs can be made under the following link: <https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com>