

Data protection

Welcome to the AlpenFestival and our online presence, especially www.alpentestival.de

We are pleased that we have aroused your interest in our offers. We are very interested in the protection of your privacy and your personal data. The collection and use of your data is therefore always in accordance with the provisions of the General Data Protection Regulation (EU) 2016/679 (DSGVO), the Federal Data Protection Act (BDSG) and the Telemedia Act (TMG). In the following we inform you - as responsible for the data processing - about which data are collected by us and in which way we process these data.

1. Personal data

Personal data within the meaning of the GDPR are all information relating to an identified or identifiable natural person; a natural person is regarded as identifiable, which can be identified directly or indirectly, in particular by association with an identifier such as a name, an identification number, location data, an online identifier or one or more special features, the expression of the physical, physiological, genetic, mental, economic, cultural or social identity of this natural person. A storage of personal data is only to the extent necessary to provide the booked service, to comply with legal requirements or for the purpose stated below.

2. Anonymized data / log files

You can visit our website without having to collect personal data. Each time you visit our website, certain anonymized data is still stored, e.g. which page or which offer was called. However, these data are not personal and therefore do not fall under the statutory provisions of the DSGVO or the BDSG.

The website operator or page provider collects data about accesses to the site and saves them as "server log files". The following data is logged:

Website visited, time of access, amount of data sent in bytes, source / reference from which you came to the page, browser used, operating system used, IP address used.

The data collected are for statistical purposes only and to improve the website. The website operator, however, reserves the right to check the server logfiles retrospectively should concrete evidence point to unlawful use.

A survey of anonymous data is done solely for statistical evaluation in order to improve our offer. Please note the point "right to information / right of revocation".

3. Purpose of collecting personal data

The collection of personal data, however, is essential if you book through our portal a stay in the context of the Alpine Festival or other performance, contact us to use other offers on our site, for the processing of personal data is essential. This also includes coupon purchases as well as participation in sweepstakes.

In accordance with legal regulations and in terms of data economy, only data that is needed to provide this service is usually collected for this purpose. As far as we ask in our forms for the indication of further information, the indication is always voluntary and marked as such.

The temporary storage of the IP address by the system is necessary to allow delivery of the website to the computer of the user. To do this, the user's IP address must be kept for the duration of the session. In addition, storage in log files is carried out to ensure the

functionality of the website. In addition, the data is used to optimize the website and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context. For these purposes, our legitimate interest in the processing of data according to Art. 6 para. 1 lit. f DSGVO.

In case of booking a stay in the framework of the Alpine Festival or any other service, the data collected in this case will be used for the processing of this booking, within the statutory provisions for advertising purposes and for statistical purposes.

We also use the personal data stored by us for the care of customer relations, for customer care (eg information on the expiry of your stay), for the implementation of our own advertising and marketing measures (eg the sending of catalogs other advertising broadcasts within legal limits, queries on customer satisfaction) and order processing.

4. Legal basis for the processing of personal data

Insofar as we obtain the consent of the data subject for processing of personal data, Art. 6 para. 1 lit. a EU General Data Protection Regulation (DSGVO) as legal basis.

In the processing of personal data necessary for the performance of a contract of which the data subject is a party, Art. 6 para. 1 lit. b DSGVO as legal basis. This also applies to processing operations required to carry out pre-contractual measures.

Insofar as the processing of personal data is required to fulfill a legal obligation that our company is subject to, Art. 6 para. 1 lit. c DSGVO as legal basis.

In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 lit. d DSGVO as legal basis.

If processing is necessary to safeguard the legitimate interests of our company or a third party, and if the interest, fundamental rights and fundamental freedoms of the data subject do not outweigh the former interest, Art. 6 para. 1 lit. f DSGVO as legal basis for processing.

5. Disclosure of personal data to third parties

A transfer of your personal data takes place exclusively within the relevant, in particular data protection and competition law requirements.

Insofar as this is necessary for the provision of the contractual service or legal obligations owed by us, the transfer of your data also takes place to sub-contractors or service providers for the performance of the service in the name or on behalf of us (eg technical processing of the postal and e-mail services). Shipping, payment, customer service).

In addition, the transfer of data to persons or companies to process your booking, in particular to Alpin Convention (participant management) and Sport Conrad (test center), etc. Please note that the data protection provisions at the headquarters of these persons and companies may be from those in Germany may differ.

Furthermore, a disclosure and transmission of your data to third parties takes place insofar as we are obliged to do so by law or on the basis of a legally concluded court procedure.

You have the right to receive personally identifiable information you provide to us in a structured, common and machine-readable format. You also have the right to transfer this data to another person without hindrance by the person responsible for providing the personal data.

6. Storage and deletion of data

Your personal data will be stored in the context of the purposes set out under the point "Purpose of collecting personal data". The personal data of the data subject will be deleted

or blocked as soon as the purpose of the storage is deleted. In addition, it may be stored if provided for by the European or national legislator in EU regulations, laws or other regulations to which the controller is subject. The legislature has issued a variety of storage obligations and deadlines. A blocking or deletion of the data takes place even if a storage period prescribed by the mentioned standards expires, unless there is a need for further storage of the data for a conclusion of contract or a fulfillment of the contract

7. Use of cookies

We use cookies (small computer files with textual information that the web server sends to your internet browser) to enhance your experience when you visit our online services. For example, some hints appear only once if you allow us to set a cookie. In addition, our cookies have an expiration date. If you manually delete your cookies before expiry, you will receive a new one the next time you visit the page, unless you block the storage of cookies.

The technical specifications stipulate that only the server can read a cookie that has been sent by it. We assure you that no personal data is stored in cookies.

A use of our offers is without acceptance of Cookies unfortunately only conditionally possible. We therefore recommend permanently activating cookies for our website. Most internet browsers are set to automatically accept cookies. However, you can disable the storage of cookies and set your Internet browser to notify you when cookies are sent. The legal basis for the processing of personal data using cookies is Article 6 (1) lit. f DSGVO.

The legal basis for the processing of personal data using cookies for analysis purposes is the consent of the user Art. 6 para. 1 lit. a DSGVO.

8. Use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website (including your IP address) is transmitted to and stored by Google on servers in the United States. Google will use this information to evaluate your use of the website, to compile reports on website activity for website operators and to provide other services related to website activity and internet usage. Google may also transfer this information to third parties if required by law or as far as third parties process this data on behalf of Google. Google will never associate your IP address with other Google data. You can prevent the installation of cookies by setting your browser software accordingly; However, please be aware that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

The Google tracking codes of this website use the function "_anonymizeIp()", so IP addresses are processed only shortened, in order to exclude a direct

Personenbeziehbarkeit. The data collection and storage can be contradicted at any time with effect for the future. Clicking on the "Deactivate" button completely stops the tracking. For the contradiction to be made permanently, the browser used must accept cookies. Alternatively, data collection may be objected to by using a Google browser plug-in to prevent the information collected by cookies (including your IP address) from being sent to Google Inc. and used by Google Inc. The following link leads you to the

corresponding plugin: <https://tools.google.com/dlpage/gaoptout?hl=de>

9. Using Google Fonts

Our online presence uses Google Fonts and the Google Fonts API to visually represent fonts and icons. When using Google Fonts, as far as the data is not stored on the local servers of our online presence, Google also collects, processes and uses data on the use of the font functions by visitors to the websites. For more information about Google's data processing, please refer to Google's Privacy Policy at <http://www.google.com/privacypolicy.html>. There you can also change your settings in the privacy center so that you can manage and protect your data. You can find the terms and conditions of Google Fonts at <https://fonts.google.com/about> and <https://policies.google.com/terms?hl=en>

10. Using Google Maps

Our online presence uses Google Maps and the Google Maps API to visually depict a site map and geographic information. When using Google Maps, Google also collects, processes and uses data on the use of the Maps features by visitors to the Websites. For more information about Google's data processing, please refer to Google's Privacy Policy at <http://www.google.com/privacypolicy.html>. There you can also change your settings in the privacy center so that you can manage and protect your data. You can find the Terms of Use for Google Maps at https://www.google.com/intl/en_en/help/terms_maps.html

11. Use of Econda

For the needs-oriented design as well as for the optimization of this website anonymised data are collected by solutions and technologies of econda GmbH (www.econda.de) and usage profiles are created from these data using pseudonyms. For this purpose, cookies can be used to enable the recognition of an Internet browser. The user profiles are not merged with data about the bearer of the pseudonym without the visitor's explicit consent. In particular, IP addresses are rendered unrecognizable immediately upon receipt. Visitors to this website may object to this data collection and storage at any time in the future under the following link: www.econda.de/widerruf-zur-datenspeicherung/. After your opposition, an opt-out cookie will be stored on your device. If you delete your cookies, you must click the link again.

12. Using WordPress.com Stats (Jetpack)

This Web site uses WordPress.com Stats, a visitor traffic statistics tool operated by Automattic Inc., 60 29th Street 343, San Francisco, CA 94110-4929, USA, using Quantcast Inc., 201 3rd tracking technology St, Floor 2, San Francisco, CA 94103-3153, USA.

WordPress.com-Stats uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the website by you.

The information generated by the cookie about your use of this website is stored on a server in the USA. The IP address is anonymized before it is stored. You can prevent the installation of cookies by setting your browser software accordingly; However, please be aware that if you do this you may not be able to use the full functionality of this website. You can object to the collection and use of the data by Quantcast with effect for the future by clicking on the link "Click here to opt-out" to set an opt-out cookie in your browser: <http://www.quantcast.com/opt-out>.

If you delete all cookies on your computer, you must set the opt-out cookie again.

13. Facebook social plugins

Our online presence uses social plugins ("plugins") from the social network facebook.com, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The plugins are recognizable by one of the Facebook logos (white "f" on a blue tile or a "thumbs up" sign) or are marked with the addition "Facebook Social Plugin". The list and appearance of Facebook Social Plugins can be viewed here:

https://developers.facebook.com/docs/plugins/?locale=en_US

When a web page of this website is called that contains such a plugin, the browser used establishes a direct connection to the Facebook servers. The content of the plugin is transmitted by Facebook directly to the browser used and incorporated by this in the website. Therefore, we have no influence on the extent of the data collected by Facebook with the help of this plugin and therefore inform according to our knowledge: through the integration of the plugins Facebook receives the information that the corresponding page of our website has been accessed. If you are logged in to Facebook, Facebook can assign the visit to your Facebook account. If you interact with the plugins (for example, click the "Like" button or leave a comment), the corresponding information will be transmitted directly from your browser to Facebook and stored there. If you are not a member of Facebook, there is still the possibility that Facebook will find out and save your IP address. The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as related rights and privacy settings can be found in Facebook's privacy policy: <http://www.facebook.com/policy.php>

If you are a Facebook member and do not want Facebook to collect data about you via our website and link it to your member data stored on Facebook, you must log out of Facebook before visiting this website. It is also possible to block Facebook social plugins with add-ons for the browser used, for example with the "Facebook Blocker".

14. Facebook conversion pixel

This website uses the "Facebook Pixel" of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). This way, users can track their behavior after seeing or clicking on a Facebook ad. The purpose of this process is to evaluate the effectiveness of Facebook advertisements for statistical and market research purposes and may help to optimize future advertising efforts.

The collected data are anonymous to us, so do not provide any conclusions about the identity of the users. However, the data is stored and processed by Facebook, so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes, according to the Facebook data usage directive (<https://www.facebook.com/about/privacy/>). The user can enable Facebook and its partners to display ads on and off Facebook. It can also save a cookie on his computer for these purposes.

By visiting our website and our Facebook page you agree to the use. In order to contradict the use of cookies on the computer in general, the Internet browser can be set so that in future no more cookies can be stored on the computer or already stored cookies are deleted. However, turning off all cookies may mean that some features on our website can no longer be executed. The user may refuse the use of cookies by third party providers such as Disable Facebook also on the Digital Advertising Alliance website:

<http://www.aboutads.info/choices/>

15. Using the Instagram Button

This website uses social media plugins from the Instagram social network operated by Instagram Inc., 1601 Willow Road, Menlo Park, California, 94025, USA. The Instagram plugin can be recognized by the »Instagram button« on our homepage.

If you press the Instagram button while logged in to your Instagram account, content from our website may be linked to your Instagram profile. This allows Instagram to associate your visit to our pages with your user account.

We expressly point out that we as the provider of the pages do not receive any knowledge of the content of the transmitted data, as well as their use by Instagram. Further information can be found in Instagram's privacy policy at:
<http://instagram.com/about/legal/privacy>

17. Youtube

This website uses a link to Google Inc.'s YouTube, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. When embedding, we use "Advanced Privacy Mode" so that usage information is not transferred until the video is started. In this case, it will be communicated which particular page of our website you visit and which video is viewed. If you are logged into your YouTube account, you allow YouTube to associate your page views directly with your personal profile. For more information about YouTube's collection and processing of your data, please refer to the privacy policy at www.youtube.com. If you want to be sure that no data is being saved on Youtube, do not click on the embedded videos.

18. Safety, questions and suggestions, responsible person

Safety is not least dependent on your system. You should always treat your access information confidentially, never save passwords from the web browser and close the internet browser window when you stop visiting our website. This helps to prevent third parties from having access to your personal data.

Use an operating system that can manage user rights. Set up several users on your system in the family and never use the Internet under administrator rights. Use security software such as virus scanners and firewalls and keep your system up to date.

The person responsible for this online presence within the meaning of the General Data Protection Regulation and other national data protection laws of the member states as well as other data protection regulations is

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