



## Bayer 04 Leverkusen Fußball GmbH Privacy Declaration

Bayer 04 Leverkusen Fußball GmbH („Bayer 04“) takes the protection of your personal data seriously. Use of your personal data is subject to current applicable legal provisions, in particular, the Bundesdatenschutzgesetz [German Federal Data Privacy Act] and the Telemediengesetz [German Telemedia Act]. You will find answers to important questions relating to the data that we collect and how we use it below.

### 1. Anonymous data

You can visit the Bayer 04 website without leaving personal data. We merely receive information such as the name of your internet service provider, the website from which you visit us, as well as the website that you visit from us. This information is evaluated exclusively for statistical purposes and to ensure the security and integrity of our systems. You remain anonymous as a user.

### 2. Customer data

**2.1 Personal data:** Personal data are items of information pertaining to your identity, such as your name, postal address, etc. Information, which cannot be directly related to your real identity, such as favourite websites or the number of users of a website, do not count as personal data.

**2.2 Sourcing, processing, use:** your personal data are sourced, processed and used by Bayer 04 to the extent required for the substantiation, arrangement or amendment of the contractual relationship. The sourced personal data are used, first and foremost, to complete your order, to reply to your queries (that means, particularly queries pertaining to orders including payment, shipping and service.) and to address security issues.

**2.3 Storage:** We make every effort to utilise all technical and organisational options in order to store your personal data in a way that ensures that they are not accessible to third parties. If you are communicating by e-mail, we cannot guarantee complete security of data, so we recommend the use of regular (postal) mail service for submitting confidential information. To the extent permitted by the law, the personal data necessary to process the order are saved and passed on to companies linked to Bayer 04, forwarding agents and/or banks for billing.

**2.4 Payment by credit card:** If you pay by credit card, we require your credit card details. The credit card details are not sourced or saved by Bayer 04. This is done directly and exclusively by the specialised online payment providers commissioned by Bayer 04. You can shop and pay safely with us.

### 3. Data disclosure to third parties

**3.1 Ordering:** We disclose your personal data to our service providers and partner companies only if it is necessary for the processing of the order and the completion of the contract. These companies are permitted to use your personal data for this purpose only and are obliged to observe all applicable data privacy provisions.

**3.2 Safety aspects:** Your personal data may be used to avert dangers for public safety and /or law and order and passed on to law enforcement to prosecute criminal offences, as long as this complies with legal regulations. Your personal data may be passed on to the stadium ban commissioners of Bayer 04, of the Deutschen Fußball-Bunds e.V. (German Football Association) and/or the DFL Deutsche Fußball Liga GmbH (German Football League) to impose and enforce stadium bans. To guarantee the safety at Bayer 04 matches, the data are cross-checked with existing stadium bans.

**3.3 Any other transfer:** Any other transfer of your personal data to a third party does not occur, unless you give your express consent previously. This consent can be withdrawn at any time with respect to the future without giving reasons. If necessary, we may be obliged by law to divulge your data to a third party. We only meet any such requests as part of our legal obligations and after carefully considering if any such legal obligation exists.

**3.4 Marketing:** Provided you have given your consent, your address and ordering data will, in addition, be collected and processed by Bayer04 for our own marketing purposes. Data is only used for third-party marketing purposes if this is permitted by law (in accordance with Section 28 (3) No. 3 of the German Federal Data Privacy Act). Having given consent for handling for marketing purposes, your name, address, date of birth and E-mail address may be used for advertising by Bayer04 and for third party advertising (subsidiaries, sponsors, and Bayer 04 partners).

### 4. Cookies

Some of our services require the use of cookies. Cookies are alphanumeric identifiers, small text files we transmit to the hard disk of your computer via your web browser or other programs. These text files are generated by the web server, with which your web browser is online, and sent to you. We use cookies on our sites (for example, ticketing, online shop) to improve ease of use and the security of our sites. Most browsers are set by default to accept cookies automatically. But you can disable cookies being stored or configure your browser in a way that it notifies you before storing cookies. In case you disable cookies, the full use of our services or the functionality of our website may be restricted.



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### 5. Use of Facebook Social Plugins

This website 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 identified by one of the Facebook logos (or 'Social Plug-in von Facebook'). The list and the look of the Facebook social plugins can be viewed here: <http://developers.facebook.com/plugins>.

If you access one of our internet website pages which has a plugin of this kind, your browser sets up a direct link to the Facebook servers. The content of the plugin is passed by Facebook directly to your browser and integrated by it into the website. Through integration of the plugin, Facebook obtains the information that you have accessed the certain page on our internet site even if you do not have a Facebook account or not logged in at that time. This information (including your IP address) is sent by your browser to a Facebook server in the USA and stored there.

If you are logged on to Facebook, Facebook can assign the visit to your Facebook account. If you interact with the plugin, by using the 'Like-Button', for example, or by posting a commentary, the information will be given directly to Facebook by your browser and stored there. Apart from that, the information will be published on your Facebook profile and displayed to your Facebook friends.

For information on the purpose and extent of data collection and the further processing and use of data by Facebook, as well your rights in this regard and turn-off options for the protection of your personal privacy, please refer to the Facebook data protection information: <http://www.facebook.com/policy.php>. If you are a Facebook member and do not want Facebook to collect data about you via our internet website and to link this with your data stored on Facebook, you need to log off from Facebook before accessing our website. You can prevent the loading of Facebook plugins by activating an add-on in your browser, for example with the 'Facebook Blocker' (<http://webgraph.com/resources/facebookblocker/>).

### 6. Website analysis

This website uses Webtrekk, a web analysis service of the provider Webtrekk GmbH to collect and store visitor data. These data are then used to create user profiles under a pseudonym. The user profiles are used to analyse the respective user's behaviour and by doing so improve and customise our site's content. Cookies may be used to collect and save this data. Cookies are very small files stored on your computer for the duration of the browser session. The data will not be used to identify a visitor personally and are not aggregated with any personal data without the express consent of the respective individual. The collection and storage of data may be refused at any time with respect to the future as per 7.2 of Data Privacy Declaration.

### 7. Access, objection

7.1 Access: In accordance with article 34 and 35 of the Federal Privacy Law you may attain access to personal data stored about you without charge.

7.2 Objection: you have the right to object to the use, processing and transfer of your data for marketing purposes with respect to the future at any time. You may do so without giving reasons (an informal letter by post to Bayer 04 Leverkusen Fußball GmbH, Datenschutz, Bismarckstraße 122-124, 51373 Leverkusen or an E-Mail to [datenschutz@bayer04.de](mailto:datenschutz@bayer04.de)). In addition, you have the right in accordance with the provisions of law the right to have your personal data amended, blocked and deleted.

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