
Privacy statement

Processing and handling of your data and your rights

– Information in accordance with Articles 13, 14 and 21 of the European Union General Data Protection Regulation (EU GDPR) –

Dear Clients,

In the following, we would like to inform you about how we process your personal data and your rights and entitlements in accordance with the data protection regulations.

How specific data is processed and used depends largely on the services requested or agreed upon.

1. 1. Who is responsible for processing my data and whom can I contact?

The responsible party is:

Dithmarschen Tourismus e.V.

Markt 10

25746 Heide

Germany

Tel.: +49-(0)481-21 22 555

Fax: +49-(0)481-21 22 550

E-mail: info@echt-dithmarschen.de

Contact details of our external data protection officer:

Datensicherheit Nord UG (limited liability)

Thomas Holst

Siemensstr. 28

25813 Husum

Germany

Tel.: +49-(0)4841-896820

E-mail: info@datensicherheit-nord.de

2. 2. Which sources and data do we use?

We process and use personal data provided by you in the scope of our business relationship. To the extent necessary for the provision of our services, we also process and use personal data that we have received from other companies and organisations such as the **tourist information centre in the district of Dithmarschen**, affiliated associations, federations and societies, or information that is lawfully made available by other third parties (for instance, from credit bureaus such as SCHUFA and Creditreform) for executing orders, fulfilling contracts or based on your consent. Furthermore, we also process and use personal data which we have legitimately obtained from publicly accessible sources (for instance, debtor records and schedules, land registries, company and trade registers, the press, media, etc.).

Relevant personal data includes personal information (name, address and other contact information, date of birth and nationality), identification data (for instance, ID card information) and authentication

data (for instance, a specimen signature). Personal data also includes transaction, order and contract-related information (for instance, rental contracts, payment orders, sales and purchase contracts), information pertaining to the performance of our contractual obligations (for instance, sales data from commercial transactions), information on your financial situation (for instance, credit history, scoring/rating data, information from credit bureaus), advertising/promotion and sales data (including marketing scores), documentation data (for instance, client consultation records), registry information, information on your use of our telemedia services (for instance, time of accessing our websites, apps or newsletters, sites clicked, entries, etc.) as well as other data that may be related to or comparable with the aforementioned information categories.

3. Purpose and legal basis for processing your personal data

We process and use your personal data in accordance with the provisions of the European Union General Data Protection Regulation (EU GDPR) and the latest amended version of the German Federal Data Protection Act (BDSG):

3.1. For the performance of a contract and fulfilling contractual duties (Article 16, 1b, EU GDPR)

Personal data (Article 4, 2, EU GDPR) is processed for the purpose of providing and arranging **rental contracts, agency contracts and contracts for the implementation of marketing projects**, in particular for the performance of contracts concluded with you and the execution of your orders, as well as for all activities necessary for the operation and administration of our association.

The purpose of processing your data depends mainly on the specific agreement (**for instance, agency contract, rental contract, contract for marketing projects**) and may include, for instance, consultation, contract management and support, and the execution of transactions.

Further details on the purpose of processing your data are provided in the respective contract documents and terms and conditions.

3.2. For pursuing legitimate interests (Article 6, 1f, EU GDPR)

If required, we shall process and use your data beyond the actual fulfilment of an agreement to protect our own legitimate interests and/or the legitimate interests of third parties, for instance in the following cases:

- Consultation and data exchange with credit bureaus (for instance, SCHUFA, Creditreform) to determine creditworthiness and default risks;
- Examination and optimisation of processes for direct customer contact;
- Advertising/promotion or market and opinion research, provided you have not objected to the use of your data;
- Assertion of legal claims and defence in legal disputes;
- Ensuring IT security and the IT operations of the association;

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- Prevention and investigation of criminal offences;
 - Video surveillance material is used for gathering evidence related to criminal activities and thus also serves the purpose of protecting clients and employees and exercising the owner's right of possession and entry to the premises;
 - Measures for ensuring the safety of the building and facilities (for instance, access control systems);
 - Measures for safeguarding and ensuring the owner's right of possession and entry to the premises;
 - Measures for business management and developing services and products

3.3. Based on your consent (Article 6, 1a, EU GDPR)

Processing of your data shall be lawful provided that you have given us your consent to do so for specific purposes (**for instance, forwarding your data to affiliated associations, federations and societies**). You may withdraw your consent at any time. This also applies to withdrawal of consent that was granted before the EU GDPR came into force, i.e. before 25 May 2018.

Please note that the withdrawal of consent shall only come into effect at a future date. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

3.4. For compliance with legal obligations (Article 6, 1c, EU GDPR) or for performance of a task carried out in the public interest (Article 6, 1e, EU GDPR)

As an association, we are also subject to various legal obligations and requirements (for instance, compliance with tax laws). The purposes of processing your data include, for instance, carrying out creditworthiness checks, identity and age checks, fraud prevention, compliance with fiscal monitoring and reporting obligations, and risk assessment and management.

4. Who gets my data?

Within the association, all organs, officers, employees and relevant parties that require your data for purposes of fulfilling our statutory, contractual and legal obligations have access to your data. All processors acting on our behalf (Article 28, EU GDPR) may also be provided with your data for the aforementioned purposes. They include companies that provide accounting, IT, logistics, printing, telecommunications, debt collection, consulting, and sales and marketing services.

In the context of transferring data to recipients outside the association, please note that, in accordance with the general terms and conditions agreed upon between you and us, we are obliged to maintain secrecy with regard to all customer-related facts and findings of which we gain knowledge (business secrets). We may only provide information about you if required by law, on the basis of your consent, or if we are authorised to provide such information. Under these conditions, the recipients include, for instance:

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- Public authorities and institutions (for instance, tax authorities) subject to legal or official obligations.
 - Other companies or comparable institutions to which we transfer your personal data for purposes of maintaining our business relationship and fulfilling our business and contractual obligations to you (depending on the agreement: for instance, our suppliers and service providers, credit bureaus).

Other data recipients may be entities for which you have granted us your consent for transferring your data.

5. Data storage and retention period

To the extent required, we process and store your personal data for the period of our business relationship. This also includes, for instance, the initiation and execution of a contract. In this regard, it is important to note that membership, for instance, is a continuing obligation that is intended to last for several years.

Moreover, we are subject to various storage and documentation regulations pursuant to, for instance, the German Commercial Code (Handelsgesetzbuch/HGB), the German Fiscal Code (Abgabenordnung/AO) and taxation laws. The storage and/or documentation period specified in these regulations is between two and ten years.

Finally, the storage and retention period also depends on the statutory limitation periods. Pursuant to § 195 ff. of the German Civil Code (Bürgerliches Gesetzbuch/BGB), for instance, this is generally three years. In certain cases, however, the limitation period may also be up to thirty years.

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

Data is transferred to third countries (countries outside the European Economic Area/EEA) only if this is prescribed by statutory regulations or if you have granted your consent. If required by legal regulations, we shall specifically inform you about the relevant details.

7. What privacy rights do I have?

Every data subject shall have the right to **obtain information about and access** his/her personal data in accordance with Article 15 of the EU GDPR, the right to **rectification** of his/her personal data in accordance with Article 16 of the EU GDPR, the right to **erasure** of his/her personal data in accordance with Article 17 of the EU GDPR, the right to **restrict the processing** of his/her personal data in accordance with Article 18 of the EU GDPR and the right to **data portability** in accordance with Article 20 of the EU GDPR. The restrictions set forth under § 34 and § 35 of the German Federal Data Protection Act (BDSG) shall apply to the data subject's right to access and right to erasure of his/her personal data.

Moreover, the data subject shall also have the right to lodge a complaint with a supervisory authority (in accordance with Article 77 of the EU GDPR in conjunction with § 19 of the Federal Data Protection Act).

8. Is it mandatory for you to provide data?

In the context of our business relationship, you are required to provide only such personal information as is necessary for establishing, executing and terminating a business relationship or information that we are required to collect in accordance with the relevant legal regulations. Without such information, we shall generally have to refrain from entering into a contractual agreement, executing an order, or continuing with an existing agreement, which, if required, we may even have to terminate.

9. To what extent shall automated decision-making, including profiling, apply in individual cases?

Pursuant to Article 22 of the EU GDPR, you are, in general, not subject to a decision based solely on automated processing, including profiling. If required by legal regulations, we shall specifically inform you of any individual cases where we implement a fully automated decision-making procedure.

10. To what extent is information provided by me used for profiling (scoring)?

We process some of your data by means of automated systems for purposes of assessing specific personal aspects (profiling). We generate profiles, for instance:

- To provide you with targeted information and advice about products. To this effect, we use analysis tools that facilitate communication and advertising, including market and opinion research, that is tailored to your needs.

Information about your right to object

in accordance with Article 21 of the EU GDPR

1. You shall 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, 1e of the EU GDPR (processing is necessary for the performance of a task carried out in the public interest) and Article 6, 1f of the EU GDPR (processing is necessary for the purposes of the legitimate interests pursued by the data controller or by a third party), including profiling based on those provisions (pursuant to Article 4, 4, which we apply for credit assessment or for purposes of advertising and promotion).

Once you have exercised your right to object, we as data controllers shall no longer process your personal data unless we demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

2. In individual cases, we process your personal data for purposes of direct marketing and advertising. You shall have the right to object at any time to processing of personal data concerning you for such marketing, which includes profiling to the extent that it is related to such direct marketing.

Where the data subject objects to processing for direct marketing purposes, the personal data shall no longer be processed for such purposes.

There are no formal requirements for submitting your objection. An informal request explicitly stating that you wish to object should preferably be addressed and sent to:

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