

## 1. WHAT IS THIS ABOUT?



adidas is committed to comply with all relevant privacy laws and regulations. This Privacy Notice describes how adidas processes the personal data which we collect through this website as well as part of your event registration and participation. This Privacy Notice also provides you with information on your rights under applicable data protection laws, and how you can exercise those rights.

## 2. WHO IS THE DATA CONTROLLER



Your personal data is controlled by adidas AG, Adi-Dassler-Straße 1, 91074 Herzogenaurach, Germany. adidas and the adidas company which conducts the event, have joint obligations and privileges using and protecting your personal data for the below listed purposes.

Any reference to “adidas”, “we” or “us” in this notice is a reference to adidas AG and the adidas company which conducts the event.

The adidas Eurocamp website is operated by RNA Europe BV and all data is hosted in Germany.

## 3. WHY DO WE PROCESS YOUR PERSONAL DATA AND WHAT IS THE LEGAL BASIS?



In relation to your participation we collect and process personal data such as first name, last name and your e-mail-address. We process your personal data for the purposes of our legitimate interests. Our interests comprise:

- ❖ The preparation and management of your participation. In this context, messages and documents are sent to you with the relevant information you need for the upcoming event.
- ❖ The access control to our event location, the protection of the event and people, the improvement of our event and guest management processes as well as your participation experience.
- ❖ As part of this event, photos / videos will be taken/recorded throughout the event. The material will be used for our internal communication and collaboration (e.g. internal presentations, employee brochures or the intranet). Moreover, it will be used for Public Relations and published (e.g. public Websites/Apps, social media or external presentations). There will especially be a Live-Streaming of this event with the recording being available after the event as well on internal adidas channels, on public websites and on social media.
- ❖ The exercise of our legal rights or our protection from legal claims.

- ❖ Moreover, we process your personal data to comply with applicable laws

The legal basis for the processing of personal data is identified in Article 6 (1), (c) or (f) of the General Data Protection Regulation (GDPR).

#### 4. WITH WHOM DO WE SHARE YOUR PERSONAL DATA?



For the above-mentioned purposes, your personal data may be shared with the following categories of recipients (including recipients outside the European Economic Area) in accordance with applicable laws:

- ❖ Service providers which help us to organize the event and our business activities such as local operating and security providers, hosting providers (guest management system), IT service providers, event management agencies, travel agencies, carriers (e.g. airlines), hotels or travel security providers.
- ❖ In exceptional cases with government authorities, law enforcement agencies and/or courts, if mandated by law or if required for the legal protection of our legitimate interests.

#### 5. WHICH SAFEGUARDS DO WE UNDERTAKE TO PROTECT YOUR DATA?



We will protect your personal data, whether inside or outside the EEA. We may share personal data outside the EEA only after an assessment of reliability and after ensuring that personal data is adequately protected.

We further have appropriate technical and organizational measures in place and signed contractual agreements with our service providers to protect your personal data against loss, alteration or unauthorized access.

#### 6. HOW LONG DO WE KEEP YOUR PERSONAL DATA?



adidas will delete your data related to the event and its management, if a storage of such data is no longer required for the purposes described in section 3.

#### 7. WHAT COOKIES ARE USED ON OUR WEBSITE?



In relation to your visit, we use cookies. Cookies are small text files that are sent from a web server to your web browser and stored locally on your computer. The cookie allows the server to uniquely identify the browser on each page.

We only use required cookies on this website for the following purposes:

- Site diagnostic and analytics
- Routing
- Site Security Maintenance
- Site Loading
- Multi-Session Memory
- User Identification and Authentication

The required cookies will be deleted after 14 days (at the latest).

## 8. WHAT ONLINE TRACKING ACTIVITIES HAPPEN ON OUR WEBSITE?



When you visit our website, we may also process the following information without placing and/or reading cookies:

- IP-Address
- MAC Address
- Duration of the session and time spent on a page
- Date and time of the visit
- User location on country level
- Information on how you use our website

This information may be used for the following purposes and anonymized after your session ended:

- Analyzing and reporting how our websites are used
- Improvement of our webpage design and your user experience

## 9. HOW DO WE PROCESS YOUR INPUT ON OUR WEBSITE?



Whenever you're able to provide key board input to enable a Q&A functionality, polls, registration etc., we will only process your input for the dedicated purposes described on our website.

We will delete your input as soon as it is no longer needed for the relevant functionalities.

## 10. WHAT ARE YOUR RIGHTS?



You can ask adidas for information on your personal data and a copy of it. You also have the right to demand the rectification or deletion of your personal data and the restriction of the processing of it. You can object to the processing, if and insofar as you doubt our legitimate interests in processing your personal data. Where your enquiry has been rejected, we will provide a reason.

You also have the right to lodge a complaint with a supervisory authority in the Member State of your habitual residence, place of work or of an alleged infringement of the GDPR.

## 11. WHO ARE YOUR CONTACTS?



If you would like to exercise your rights, if you have questions about this Privacy Notice, complaints or wish to contact adidas for any other reason in relation to the processing of your personal data, please contact the responsible adidas Team:

[info@adidaseurocamp.com](mailto:info@adidaseurocamp.com)