

The following English version of the Privacy Notice is provided solely to aid in understanding. In the event of any conflicts arising about wording, the German original version shall be exclusively binding for all parties involved.

## Privacy Notice for SCC EVENTS GmbH for JOYBOX participants

With this information, SCC EVENTS GmbH (hereinafter also referred to as "SCC EVENTS" or "we") informs the users of the JOYBOX for the BMW BERLIN MARATHON 2024 about the processing of their personal data and the rights to which they are entitled under data protection laws.

This document exclusively describes the aforementioned data processing activities.

In connection with the use of the online booking portal, further personal data is processed in accordance with the respective purpose. Processing activities related to the online booking portal are described in the privacy policy for the user account, available at: <https://www.scc-events.com/informationspflicht>.

In connection with participation in our events or the use of our services, additional personal data may be processed in accordance with the respective purpose. Further information can be found in the privacy policy of the respective event or service, available at <https://www.scc-events.com/informationspflicht>.

### 1.) Responsible for data processing and data protection officer

SCC EVENTS GmbH  
Olympiapark Berlin, Hanns-Braun-Strasse / Adlerplatz, 14053 Berlin  
Managing directors: Christian Jost, Jürgen Lock  
E-Mail: [runforjoy@scc-events.com](mailto:runforjoy@scc-events.com)  
Phone: 030 / 30 12 88 – 10  
Fax: 030 / 30 12 88 – 40

The data protection officer can be contacted by post at the above address with the addition of "data protection" or by e-mail: [datenschutz@scc-events.com](mailto:datenschutz@scc-events.com).

### 2.) Purposes and legal basis of data processing

From September 11th, 2024 to October 6th, 2024, participants in the BMW BERLIN-MARATHON 2024 sporting event will have the opportunity to create and use a personal digital mailbox via the website <https://rfj-joybox.com/> into which family and friends can upload motivational greetings in the form of videos, images or voice messages. The retrieval of the uploaded content for the participants is possible starting on September 26th, 2024.

The processing of the associated personal data takes place in the context of the creation and subsequent further use of your individual JOYBOX. The existence of an active SCC user account in the online booking portal (<https://login.scc-events.com/>) in connection with the confirmed registration for the aforementioned sports event is the prerequisite for registration for the use of the JOYBOX. The registration process is completed when the terms and conditions of participation for the personalized JOYBOX have been confirmed (available at: <https://rfj-joybox.com/joybox-tnb>) and an individual, freely selectable name has been assigned.

We process the personal data of the users of the JOYBOX for the BMW BERLIN MARATHON 2024 in compliance with the applicable data protection regulations from the EU General Data Protection Regulation (GDPR) and the Federal Data Protection Act (BDSG), as well as other relevant legal bases, which may arise, for example, from the respective contractual relationship.

The processing of personal data is based on the following legal grounds:

- A) Article 6 Para. 1 lit. b GDPR for the performance of the contract in accordance with the terms and conditions of participation: To legitimize the right to use the JOYBOX, at minimum this data must be provided: Log-in data for the SCC user account and freely selectable name. In the log-in area of the JOYBOX, the selected name is processed, and a personalized link is generated for further use, if necessary in connection with a freely selectable welcome message for the supporters.
- B) Article 6 Para. 1 lit. f GDPR based on a balancing of interests: The verification of authorization to use the JOYBOX is carried out via an SSO procedure through the SCC user account, and after successful verification, it enables registration and access to the personalized JOYBOX. Based on a balancing of interests, personal data is also processed in connection with the provision of the JOYBOX for the assertion of legal claims, defense in legal disputes, ensuring IT and telecommunications security, and handling support requests.
- C) Article 6 Para. 1 lit. c GDPR: Personal data is also processed to fulfill legal obligations, such as commercial and tax retention requirements, corporate, contractual, data protection, and civil law obligations, or regulatory and governmental requirements, including the fulfillment of proof and accountability obligations, while considering and complying with legal regulations.

### 3.) Recipients or categories of recipients of personal data

The provision of the individual link to the JOYBOX for supporters is carried out personally by the participants of the BMW BERLIN MARATHON 2024. SCC EVENTS has no influence over the recipients, does not specify them, and does not log this information.

For the organization and execution of tasks related to the registration and use of the JOYBOX, only the employees/departments within SCC EVENTS who require access to the personal data to fulfill the respective purpose are granted access. To fulfill our contractual services and legal obligations, personal data may be processed by external service providers or, if necessary, by authorities, if required for the aforementioned purposes and legally permitted. In doing so, we always comply with data protection regulations, and processing by service providers engaged by us is carried out only after contracts with appropriate confidentiality clauses have been concluded.

<u>Recipient</u>	<u>Purpose of disclosure</u>
IT- and TK-Service Provider	maintenance and servicing of IT and TK systems (hardware and software)
Marketing Agency	Administration of the website and the Server-Platform for the JOYBOX
Website host	Hosting of the web pages and the personalised links to the JoyBox
Salesforce.com Germany GmbH	SCC user account for SSO procedure to verify the user authorisation
Law firms and courts	Enforcement of claims, defence in legal disputes, legal counsel
Data destruction service provider	Disposal of files and data carriers
Data Protection Officer	Fulfillment of audit and control duties, support with data protection-related issues

It cannot be entirely ruled out that personal data may be transferred to other countries outside the European Economic Area (EEA) (so-called third countries). Further information on the transfer of data to third countries is described in Chapter 6 of this document.

### 4.) Duration of data storage

We process the personal data of JOYBOX users to provide the personalized JOYBOX. The personal information stored in the JOYBOX, as well as the received messages, will not be deleted as long as the JOYBOX is in use.

The personal details stored in the SCC user account and your event-related orders and information will not be deleted as long as an SCC user account exists with us. Further information can be found in the data protection information for the SCC user account, available at <https://www.scc-events.com/informationspflicht>.

Data from the SSO process will be deleted immediately once the authorization check for the use of the JOYBOX has been completed. In the event of an unsuccessful check, the JOYBOX registration cannot be completed. If the check is successful, the JOYBOX registration can proceed.

All content in the JOYBOX, including the participants' personal data, will be irretrievably deleted no later than 7 days after the JOYBOX is closed. We will also delete the JOYBOX or its contents (in whole or in part) before this date if we receive a corresponding request from the JOYBOX users. The name of the JOYBOX, which can be freely chosen, as well as the personal greeting message to supporters, can be changed or deleted by the JOYBOX users at any time.

Data that ensures the security of processing and the prevention of security incidents (log data from IT and telecommunications systems) will be completely deleted after 3 months. Further information can be found in the privacy policies of the respective website. The privacy policy for the JOYBOX website is available at <https://rfj-joybox.com/privacy-policy>.

The storage of personal data for the assertion, exercise, or defense of legal claims is possible and may extend the retention period.

Data protection inquiries: Requests we respond to regarding access, correction, deletion, or restriction of processing, as well as other inquiries from data subjects or supervisory authorities on data protection issues, will be archived for accountability purposes for 3 years after the action is completed.

## 5.) Data protection rights for data subjects

All data subjects have the right to information under Article 15 of the GDPR, the right to rectification of their data under Article 16 of the GDPR, the right to erasure under Article 17 of the GDPR, the right to restriction of processing of their data under Article 18 of the GDPR and the right to data transfer under Article 20 of the GDPR.

### Right to object:

In accordance with Article 21 of the GDPR, data subjects also have the right to object at any time to the processing of personal data concerning them.

#### **A) Individual right of objection (Article 21 Para. 1 GDPR)**

Data subjects have the right to object at any time, for reasons arising from their particular situation, to the processing of their personal data that is based on Article 6(1)(f) GDPR (data processing based on a balancing of interests). If data subjects object, we will no longer process their personal data unless we can demonstrate compelling legitimate grounds for the processing that override the interests, rights, and freedoms of the data subjects, or the processing serves the assertion, exercise, or defense of legal claims.

#### **B) Right to object to processing of data for direct marketing purposes (Article 21 Para. 2 GDPR)**

If we process personal data for direct marketing purposes (e.g., by post or email), data subjects have the right to object at any time to the processing of their personal data for such advertising purposes. The processing of personal data for this purpose is not intended by SCC EVENTS in the context of providing the JOYBOX.

Data subjects can submit their requests to exercise their rights informally, including their full name, by post or email to us: SCC EVENTS GmbH, Olympiapark Berlin, Hanns-Braun-Strasse / Adlerplatz, 14053 Berlin or [runforjoy@scc-events.com](mailto:runforjoy@scc-events.com).

### Right of appeal:

If data subjects suspect that their data is being unlawfully processed by SCC EVENTS, they can of course seek a judicial resolution of the issue at any time. Additionally, all other legal options are available to them. Regardless, under Article 77(1) GDPR, data subjects have the right to contact a supervisory authority. The right to lodge a complaint under Article 77 GDPR is available in the EU member state of their residence, place of work, and/or the location of the alleged infringement, meaning they can choose the supervisory authority from the aforementioned locations. The supervisory authority to which the complaint was submitted will then inform them of the status and outcome of the complaint, including the possibility of a judicial remedy under Article 78 GDPR.

The data protection supervisory authority responsible for SCC EVENTS is:

Berliner Beauftragte für Datenschutz und Informationsfreiheit, Webseite: <https://www.datenschutz-berlin.de/>

Tel.: +49 (0)30 13889-0; Fax: +49 (0)30 2155050; E-Mail: mailbox@datenschutz-berlin.de.

## 6.) Transfer of data to a third country or an international organisation

We partially transfer the personal data of JOYBOX users to third countries or international organizations. A list of these services and service providers that may be used during the registration and use of the JOYBOX is described in this chapter.

Third countries are those outside the EEA where the GDPR does not directly apply. The level of data protection is not comparable to that in the EU. To compensate for the existing data protection shortfall in the absence of an adequacy decision, we have agreed with the affected service providers in the third country or the international organization on additional appropriate safeguards for the processing of personal data, in addition to the standard contractual clauses, so that the data protection standards in these data transfers are in compliance with EU legal data protection requirements, ensuring adequate protection for the processing of personal data.

Name and address of the company	Role of the company, activities/purpose of the transfer	Legal basis for the transfer of data
Salesforce.com Germany GmbH, Erika-Mann-Str. 31, 80636 München, Germany / headquarter: Salesforce.com, Inc., Salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, CA 94105, USA	Processor, online booking portal with user account, interface management for the SSO procedure	International Organisation, DPA: <a href="https://www.salesforce.com/content/dam/web/en_us/www/documents/legal/Agreements/data-processing-addendum.pdf">https://www.salesforce.com/content/dam/web/en_us/www/documents/legal/Agreements/data-processing-addendum.pdf</a> (Basis of the certification of Salesforce.com, Inc. under the Data Privacy Framework)
Amazon Web Services EMEA SARL, Avenue John F. Kennedy 38, 1855 Luxembourg, Luxemburg / headquarter: Amazon Web Services, Inc., 410 Terry Avenue North Seattle WA 98109, USA	Order processor of the IT service provider, hosting and backup of the database and the uploaded content	International organisation, standard data protection clauses Controller-to-processor <a href="https://d1.awsstatic.com/Controller_to_Processor_SCCs.pdf">https://d1.awsstatic.com/Controller_to_Processor_SCCs.pdf</a>

## 7.) Voluntariness and obligation to provide personal data

Registration and use of the JOYBOX are generally voluntary. If participants of the BMW BERLIN MARATHON 2024 wish to use the JOYBOX, the registration and login data are required and contractually mandated according to the terms and conditions of participation. Failure to provide this data will result in the JOYBOX registration not being completed, and the use of the JOYBOX will not be possible.

## 8.) Automated decision-making, profiling

Automated decision-making in the sense of Article 22 GDPR takes place on the basis of the terms and conditions of participation for the JOYBOX and the technically implemented SSO procedure. If the result of the automated decision-making requires further examination of the decision by means of manual intervention, data subjects have the right to contact our contact details mentioned under chapter 1). If data subjects believe that they have been wrongly excluded from using JOYBOX as a result of an automated decision, they are welcome to explain their point of view to us in writing. We will then review the automated decision in accordance with Article 22 Para. 3 GDPR in the specific individual case.

"Profiling" is a form of automated processing of personal data evaluating personal aspects relating to a natural person, in particular for the purpose of analysing or forecasting the data subject's performance at work, economic situation, health, personal preferences or interests, reliability or behaviour, location or change of location, where this produces legal effects concerning the data subject or similarly significantly affects him or her. The data of JOYBOX users is not processed for profiling purposes by SCC EVENTS GmbH.