

## **I. General Information**

The protection of your privacy and the lawful processing of your personal data are important to us. As an entity responsible for data protection, we would like to ensure that the processing of your data is transparent to you and inform you in the following privacy policy about how your personal data is processed. You can also download the following privacy policy as a pdf-file [here](#).

Personal data includes all information that relates to an identified or identifiable person and thus information that can be assigned to you individually. Examples of this include your name, address, telephone number, e-mail address or your IP address.

## **II. Contact**

The responsible entity for your personal data is:

SIGNA Sports United GmbH

Kantstrasse 164, Upper West, 10623 Berlin

Tel.: +49 30 700 108 900

Fax: +49 30 700108999

E-Mail: [info\[at\]signa-sportsunited.com](mailto:info@signa-sportsunited.com)

The Data Protection Officer of SIGNA Sports United GmbH can be reached under the above address, attention: Tilman Wink or via email under [datenschutz\[at\]signa-sportsunited.com](mailto:datenschutz@signa-sportsunited.com).

## **III. Processing of personal data and the nature and purpose**

### *1. Webhosting*

To provide this website, we use the conova TopWebhost web hosting service of

Conova Communications GmbH  
Karolingerstraße 36A  
5020 Salzburg  
Austria

Conova Communications GmbH stores this website on its servers (hosting). The offer of this website requires the commissioning of a webhosting service. The use of conova TopWebhost takes place in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR due to our legitimate economic interest to make information available on this website.

In connection with the hosting, Conova Communications GmbH will in particular process personal data on our behalf that results from the following actions of the user:

When you visit our website.

In connection with the use of the contact form or the email function.

We've entered into a contract processing contract with Conova Communications GmbH to use conova TopWebhost. Through this agreement, Conova Communications GmbH assures that they process the data in accordance with the General Data Protection Regulation and ensure the protection of the data subject's rights.

## 2. When you visit our website

When you call up our website <https://www.signa-sportsunited.com>, the browser used on your device will send information to the server of our website automatically. This information is temporarily stored in a so-called log file. The following information is collected here without any action from your side and stored, and deleted after 14 days from the log files:

- IP address of the requesting computer
- Date and time of access
- Name and URL of the file,
- Web site, from which it is accessed (referrer URL)
- Operating system of the computer requesting information

Browser type and version as well as additional information submitted by the browser (such as the operating system of your computer).

The data are processed by us for the following purposes:

- to ensure of a smooth connection with the website
- to ensure a comfortable use of our site
- to evaluate the system security and stability
- to detect and prevent attacks on our website
- to continuously improve the website and
- for other statistical and administrative purposes.

The legal basis for this data processing is Art. 6 para. 1 sentence 1 lit. f GDPR. Our interests in the data processing are listed above.

In case of an attack on our network infrastructure, we will analyze your collected IP address to assert potential legal claims or the defense against legal claims.

In addition, when you visit our website, we use certain cookies as well as analysis services. For a more detailed explanation of this use, please refer to sections V. and VI. of this privacy policy.

## 3. Contacting us & general information about the processing of your personal data

When you contact us (e.g., by e-mail or telephone), the data you provide to us will be processed to fulfil your request and in case of follow-up questions.

We will not share this information with any third party without your consent. We delete your personal data, if it is no longer necessary and/or the deletion does not conflict with statutory retention periods.

## 4. Relevant legal bases

Unless the legal basis is stated in the privacy policy, the following applies: The legal basis for obtaining consent is Art. 6 para. 1 sentence 1 a) and Art. 7 GDPR. The legal basis for data processing for the performance of our services and the execution of contractual measures, as well as response to inquiries, is Art. 6 para. 1 sentence 1 b) GDPR. The legal basis for processing in order to fulfil our legal obligations is Art. 6 para. 1 sentence 1 c) GDPR. And the legal basis for processing in order to safeguard our legitimate interests is Art. 6 para. 1 sentence 1 f) GDPR.

## **IV. Disclosure of data to third parties**

### *1. Youtube Videos*

On the basis of Art. 6 para. 1 sentence 1 lit. f GDPR and our legitimate interests in making our website interesting for you, we use components (videos) of the company YouTube, LLC 901 Cherry Ave., 94066 San Bruno, CA, USA (hereinafter: "YouTube"), a company of

Google Inc., Amphitheater Parkway, Mountain View, CA 94043, USA (hereinafter: "Google").

We use the "extended data protection mode" option provided by YouTube: If you call up a page that has an embedded video, a connection is established to the YouTube servers and the content is communicated to your browser on the website. According to the information provided by YouTube, your data will only be transmitted to the YouTube server in the USA in "extended data protection mode" (in particular which of our Internet pages you have visited and device-specific information including the IP address) when you watch the video. By clicking on the video, you initiate this transmission.

If you are logged in to YouTube at the same time, this information will be assigned to your YouTube member account. You can prevent this by logging out of your member account before visiting our website.

Google complies with the data protection regulations of the "US Privacy Shield" and is registered with the "US Privacy Shield" program of the US Department of Commerce. Further information on data protection in connection with YouTube can be found in Google's data protection regulations.

### *2. Vimeo & information about integrating videos*

We have integrated Vimeo videos on our website, which are stored on "www.vimeo.com" and can be played directly from our website. In order to increase the protection of your data when visiting our website, the videos are integrated into the site via a so-called two-click solution, so that no data about you as a user is transferred to Vimeo if you are not playing the videos. Only when you play the videos and consent to the transfer of data will Vimeo cookies be stored on your computer and data transmitted to Vimeo, Inc., 555 West 18th Street, New York, New York 10011, USA. If you are logged into your Vimeo account, you are allowing Vimeo to associate your browsing behavior directly with your personal profile. You can prevent this by logging out of your Vimeo account.

We use Vimeo in the interest of an attractive presentation of our online offers. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 sentence 1 f) GDPR.

For more information about how user information is handled, please refer to the Vimeo privacy policy.

### *3. For internal administration and marketing purposes*

We are the ultimate holding company of the SIGNA Sports United Group. As such, we sometimes make personally identifiable data (pseudonymized usage profiles) available to our subsidiaries for evaluation and marketing purposes (e.g. Google Analytics). The transmission is based on Art. 6 para. 1 sentence 1 lit. f GDPR and our legitimate interests in a pseudonymous evaluation of data by the SIGNA Sports United Group. You can object to the commercial use of your personal data at any time without giving reasons as described under IV. and V. In this case, we can no longer view the relevant personal data relating to you.

#### *4. For other purposes*

In addition, we disclose your personal data to third parties only, if:

You have given your express consent to do so, Art. 6 para. 1 sentence 1 a) GDPR

In the event that there is a legal obligation for the disclosure pursuant to Art. 6 para. 1 sentence 1 c) GDPR

the disclosure according to Art. 6 para. 1 sentence 1 lit. f) GDPR is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding legitimate interest in not disclosing your data.

## **V. Cookies**

### *1. What are cookies?*

Our website uses cookies. A cookie is a small file that can be stored on your device when you visit our website. They make the Internet offer generally more user-friendly and effective.

This website uses transient and persistent cookies, the scope and operation of which are explained below:

Transient cookies are automatically deleted when you close the browser. These include session cookies in particular. These store a so-called session ID, with which various requests from your browser can be assigned to the common session. This will allow your computer to be recognised when you return to our website. The session cookies are deleted when you log out or close the browser.

Persistent cookies are automatically deleted after a specified period, which may differ depending on the cookie. You can delete the cookies in the security settings of your browser at any time.

You can prevent the setting of cookies at any time through changing the settings in the browser you use. Furthermore, cookies that have already been set can be deleted at any time in your browser. This is possible in all common browsers. However, we would like to point out that in the event that you have deactivated the setting of cookies in your Internet browser or you have already deleted cookies that were set, it is possible that some of the features of our website may not be fully usable.

Cookies are small text files that can be used by websites to make a user's experience more efficient.

Applicable law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your permission (see 2. below):

This site uses different types of cookies. Some cookies are placed by third party services that appear on our pages.

You can at any time change or withdraw your consent from the Cookie Declaration on our website.

### *Change your consent*

This website uses cookies. This website uses cookies. For more information see our privacy policy in the cookies section. Click "OK" to accept cookies, or click "Settings" to manage the cookies yourself.

Cookies are small text files that can be used by websites to make a user's experience more efficient.

The law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your permission.

This site uses different types of cookies. Some cookies are placed by third party services that appear on our pages.

You can at any time change or withdraw your consent from the Cookie Declaration on our website.

Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy.

Your consent applies to the following domains: signa-sportsunited.com

Cookie declaration last updated on 03.07.20 by Cookiebot:

Name	Provider	Purpose	Expiry	Type
Necessary (1)				
CookieConsent	Cookiebot	Stores the user's cookie consent state for the current domain	1 Year	HTTP Cookie
Statistics (4)				
_ga	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 Years	HTTP Cookie
_gat	Google	Used by Google Analytics to throttle request rate	1 Day	HTTP Cookie
_gid	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 Day	HTTP Cookie
Collect	Google	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Pixel Tracker

## 2. What is the legal basis for using cookies?

The legal basis for the processing of personal data using cookies depends on the category of cookies used. The use of cookies, which are required to maintain the functions of the website, are used by us to protect our legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR. Our legitimate interest can be seen in the offer of a smoothly functioning and attractive website. All other cookies that are not required to maintain the functions of the website are only used by us with your consent in accordance with Art. 6 para. 1 sentence 1 lit. a) GDPR. You can give this consent via our cookie consent tool or revoke it at any time with future effect. You have the option of either agreeing to the use of all cookie categories or making an individual selection.

## 3. What opt-out / cancellation options do you have?

a) Via your browser settings

Most browsers automatically accept cookies. However, you can configure your browser so that no cookies are stored on your computer or that a message always appears before a new cookie is created.

However, the complete deactivation of cookies can mean that you cannot use all functions of our website. Instructions for switching off cookies in your browser can be found in the help function of your browser or under the following links:

[Mozilla FireFox](#)

[Google Chrome](#)

[Microsoft Edge](#)

[Opera](#)

[Safari](#)

[Microsoft Internet Explorer 11](#)

[Microsoft Internet Explorer 10](#)

[Microsoft Internet Explorer 9](#)

You can also use appropriate tools or browser add-ons to prevent the use of pixels on our pages (e.g. through the "AdBlock" add-on).

b) Via the cookie consent tool

You can give or revoke your consent to the use of certain categories of cookies using our cookie consent tool by Cookiebot (see 1. above).

## **VI. Tracking and Targeting/Google Marketing Platform**

The tracking and targeting measures listed below and used by us will be carried out if you have given us your consent (see V above). With the tracking measures used, we want to ensure a needs-based design and the continuous optimization of our website. On the other hand, we use the tracking measures to statistically record the use of our website. We also want to use the targeting measures that are used to ensure that you are only shown advertising on your end devices that is based on your actual or supposed interests.

We use the Google Marketing Platform on our website, a web analysis and advertising service provided by Google LLC., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA (hereinafter: "Google"). The service combines the Google products Google Analytics 360 Suite, Search Ads 360, Display & Video 360, Optimize 360, Tag Manager 360, Attribution 360 and Data Studio.

In this context, pseudonymized usage profiles are created and cookies and pixel tags (see above under IV) are used. The information thus processed about your use of this website such as

- Browser type / version,
- operating system used,
- referrer URL (the page previously visited),
- host name of the accessing computer (IP address),
- time of the server request,

as well as further information about the use of our website is transmitted to a Google server in the USA and stored there. Google complies with the data protection regulations of the "US

Privacy Shield" and is registered with the "US Privacy Shield" program of the US Department of Commerce. The IP addresses are anonymized, so that an assignment to your person is not possible (IP masking).

We have concluded data processing agreements with Google for the use of the marketing platform. Google assures that they will process the data in accordance with the GDPR and ensure the protection of the rights of the data subject. The information may be transferred to third parties if this is required by law or if third parties process this data on behalf.

Further information on data protection in connection with the Google Marketing Platform can be found here.

#### *Analytics 360 Suite*

By using Google Analytics, Google processes the information on our behalf in order to evaluate the use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage for the purposes of market research and needs-based design To provide websites to us.

We only use Google Analytics with activated IP anonymization. This means that the IP address of the user is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there.

We have activated the advertising functions of Google Analytics. This creates reports on target groups, demographic characteristics such as age, gender and interests of the website visitors as well as on our marketing campaigns. The data come from campaigns carried out via Google services, interest-based advertising from Google, the Google display network and visitor data from third-party providers. This does not immediately reveal your identity to us. With the help of these reports, we can evaluate user behavior and optimize the addressing of target groups.

If you do not want your user behavior to be included in these reports, you can deactivate this via the ad settings in your own Google account or prevent the collection of data by Google Analytics as described below. You can also restrict collection by not logging into your own Google account when you visit our website.

We do not use the Universal Analytics with User ID offered by Google.

If necessary, the data collected will be transferred to third parties if this is required by law or if third parties process the data on behalf.

The user data collected via cookies is automatically deleted after 14 months.

Further information on data protection in connection with Google Analytics can be found in the Google Analytics help. You can find information on Google's data usage in its data protection declaration.

## **VII. Social media**

On the basis of Art 6 para. 1 sentence 1 f) GDPR, we rely on links to social networks, including Facebook, LinkedIn and XING to promote our website and our projects. In order to increase the protection of your data when you visit our website, the links are not unrestricted, but only integrated into the site using an HTML link. This integration ensures that when you visit a page of our website that contains these types of links, no connection with the servers of the provider of the respective social network is established. By clicking on the icon, you agree to communication with the respective platform and the transmission of information (for

example, your IP address) to the respective service provider. The provider of the social network can be recognized by the marking on the box above the first letter or the logo.

For more information about the purposes and extent of data collection and further processing and use of the data by the providers on their websites, as well as your related rights and settings options for the protection of your privacy, you can refer to the privacy policy of the provider. Please note that we as the provider of links to the websites have no knowledge of the content of the transmitted data and their use by the respective provider. Addresses of the respective providers with their privacy notices:

a) Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are resident in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; Facebook's privacy policy: <https://www.facebook.com/policy.php>;

Facebook is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European data protection law.

b) LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. LinkedIn's privacy policy: <https://www.linkedin.com/legal/privacy-policy>. LinkedIn is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European data protection law.

c) XING AG, Dammtorstrasse 29-32, 20354 Hamburg, Germany. Xing's privacy policy: <https://privacy.xing.com/de/datenschutzerklaerung>.

## **VIII. Data security**

We take appropriate technical and organizational measures to ensure the security of data processing and to process your (personal) data in such a way that it is protected against access by unauthorized third parties.

Notwithstanding our security measures, it cannot be ruled out that information that you provide to us via the Internet, especially in the context of unencrypted e-mails, will not be viewed and used by other persons.

## **IX. Changes to this Privacy Policy**

This data protection declaration is currently valid and was last updated in June 2020.

Due to the further development of our website and offers about it or due to changed legal or official requirements, it may become necessary to change this data protection declaration. You can access and print out the current data protection declaration at any time on the website under Data Privacy.

## **X. Your rights in connection with personal data**

You have the right:

to revoke your consent given to us at any time in accordance with Art. 7 para. 3 GDPR. As a result, we are no longer allowed to continue processing data based on this consent in the future;

to request information about your personal data processed by us in accordance with Art. 15 GDPR. In particular, you can obtain information about the processing purposes, the category of personal data, the categories of recipients to whom your data has been or will be



disclosed, the planned storage period, the existence of a right to correction, deletion, restriction of processing or opposition, the existence of a right to lodge a complaint, the origin of your data, unless it was collected by us, and the existence of automated decision-making, including profiling and, if necessary, meaningful information about its details;

to request the correction of incorrect or incomplete personal data stored by us without delay in accordance with Art. 16 GDPR;

to request the deletion of your personal data stored by us, in accordance with Art. 17 GDPR, unless the processing for exercising the right to freedom of expression and information, for fulfilling a legal obligation, for reasons of public interest or for asserting, exercising or defending legal claims is required;

To request the restriction of the processing of your personal data in accordance with Art. 18 GDPR, provided that the accuracy of the data is disputed by you, the processing is unlawful, but you refuse to delete it and we no longer need the data, but you need this to assert, you need to exercise or defend legal claims or you have objected to processing in accordance with Art. 21 GDPR;

according to Art. 20 GDPR, to receive your personal data, which you have provided to us, in a structured, common and machine-readable format or to request the transmission to another person responsible and

to complain to a supervisory authority in accordance with Art. 77 GDPR. As a rule, you can contact the supervisory authority at your usual place of residence or work or at our company headquarters.

To assert your rights against us, please contact [datenschutz\[at\]signa-sportsunited.de](mailto:datenschutz@signa-sportsunited.de).

## **XI. Right to object**

If your personal data are processed on legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit. f DSGVO, you have the right to object to the processing of your personal data in accordance with Art. 21 GDPR, provided there are reasons for this arising from your particular situation or the objection is directed against direct advertising. In the latter case, you have a general right to object, which we will implement without specifying a particular situation.

If you would like to exercise your right to object, simply send an email to [datenschutz\[at\]signa-sportsunited.com](mailto:datenschutz@signa-sportsunited.com).