

# Canyon Bicycles GmbH

## Privacy Policy App & Services



### I. General notes

#### 1. Data protection

We, Canyon Bicycles GmbH (hereinafter referred to as "CANYON"), appreciate your interest in our app and our services. The protection of your personal data is important to us. In this privacy policy, we explain how we process your personal data, for what purposes and on what legal basis this is done, and what rights you can assert in this context.

Our privacy notice for the use of our mobile app and services does not apply to your activities on the websites of social networks or other providers that you may be able to access via the links within our app. Please check the websites of these providers for their privacy policies.

Since changes in the law or changes in our internal processes may make it necessary to adapt this data protection declaration, we ask you to consult this data protection declaration regularly.

#### 2. Scope of application, responsible person and data protection officer

Provider within the meaning of the German Telecommunications-Telemedia Data Protection Act (hereinafter abbreviated in German to TTDSG) and controller within the meaning of the EU General Data Protection Regulation (hereinafter: GDPR) and other national data protection laws of the Member States as well as other data protection provisions is:

Canyon Bicycles GmbH  
Karl-Tesche-Straße 12  
56073 Koblenz  
Germany

Phone: +49 (0) 261 9490 3000

E-mail: Please use our contact form at <https://www.canyon.com/de-de/contact/>.

This privacy policy applies to our mobile app and the services offered.

If you have any questions about data protection or this privacy policy, please contact our data protection officer:

Dr. Karsten Kinast, LL.M.

KINAST Rechtsanwaltsgesellschaft mbH

Hohenzollernring 54

D-50672 Cologne

Tel.: +49 (0)221 222 183 0

E-mail: [mail@kinast.eu](mailto:mail@kinast.eu)

Website: <http://www.kinast.eu>

#### 3. Principles of data processing

Personal data is any information relating to an identified or identifiable natural person. This includes, for example, information such as your name, age, address, telephone number, date of birth and e-mail address, but also pseudonymous data such as your customer number or IP address. Information for which we cannot establish a link to your person (or only with a disproportionate effort) is not personal data.

We only process personal data (e.g. by collecting, querying, using, storing or transmitting it) if there is a legal basis for doing so. The personal data processed will be deleted as soon as the purpose of the processing has been achieved and there are no longer any legally prescribed retention obligations to comply with.

In the following, we inform you about the specific data processing operations, the scope and purpose of the data processing, the legal basis for the processing and the respective storage period.

### II. General processing operations when using the app

#### 1. Provision and use of the app

##### a. Type and scope of data processing

When you download our app, the required information is transferred to the respective app store, i.e. in particular the user name, email address and customer number of your app store account, time of download, payment information and the individual device identification number. In addition, the respective app store independently collects various data from you. We have no influence on this data processing and we are not responsible for this data processing. We only process the data to the extent necessary for downloading the mobile app to your mobile device.

When you use our app, we collect personal data that your end device either automatically transmits to our server or that is read from your end device.

When you use our app, we collect the following data in particular, which is technically necessary for us to display our app to you and to ensure its stability and security:

- IP address of the requesting device
- Further information about the device used (brand, model name, operating system, app version, language)
- Date and time of installation or access
- Name and URL of the accessed site / file

We use the cloud-computing-platform Microsoft Azure (Microsoft Corp., 1 Microsoft Way Redmond, WA 98052 United States) as a backend service for the app, which provides APIs ("Application Programming Interfaces") that we need to show content to the user. All data collected in the course of using this app is processed on its servers. Processing on other servers only takes place within the framework explained in this declaration.

In the course of use, personal data may be transferred to countries outside the EU / EEA, in particular to the USA. The USA is considered by the European Court of Justice to be a country with an inadequate level of data protection according to EU standards. Due to the lack of an adequacy decision and without appropriate safeguards, there is a particular risk that your data may be processed by US authorities for control and monitoring purposes, possibly without any legal recourse. In order to be able to guarantee adequate protection of your personal data in the event of the transfer of personal data to such so-called third countries, we have concluded so-called EU-US standard contractual clauses with Microsoft. Furthermore, where possible, we are in communication with Microsoft to ensure the protection of your personal data with any additional measures that may be necessary. In addition, we process, among other things, the following further information for the purpose of error detection or correction or also for marketing purposes:

- Access status (e.g. whether you were able to access the app or received an error message).
- Information on the use of functions of the app

#### **b. Legal basis**

Section 25 para. 2 no. 2 TTDSG serves as the legal basis for the aforementioned data processing for the purposes of reading out stored information on your terminal device. The following processing of your personal data is based on our legitimate interest according to Art. 6 para. 1 lit. f) GDPR. The processing of the aforementioned data is necessary for the provision of an app and thus serves to protect a legitimate interest of our company.

#### **c. Storage period**

As soon as the aforementioned data is no longer required to display the

app, it is deleted. The collection of data for the provision of the app and the (temporary) storage of the data in log files is essential for the operation of the app. Further storage may take place in individual cases if this is required by law.

## **2. Cookies and similar technologies**

### **a. Type and scope of data processing**

So-called cookies and similar technologies (hereinafter referred to as "cookies") are also used in the context of using the app. Cookies can be used to store, enrich, read and manage information on the user's device.

A distinction can be made between essential cookies and optional cookies. Essential cookies are required for the function of the app and our service: The technical structure of the mobile app requires us to use technologies, in particular cookies. Without these technologies, our app and service cannot be used (completely correctly) or certain support functions could not be enabled. You cannot opt out of these cookies if you want to use our app and service.

Optional cookies with your consent: We only set various cookies with your consent, which you can select on your first visit to our mobile app via the consent checkbox. The functions are only activated in the event of your consent and serve in particular to enable us to analyze and improve the use of our mobile app and our service, to make it easier for you to use it via different browsers or end devices, to recognize you when you visit us or to serve advertising (possibly also to orientate advertising to your interests, to measure the effectiveness of advertisements or to show you interest-oriented advertising).

You can find detailed information on the individual cookies that we use, as well as the option of granting or revoking consent individually, in our consent checkbox. You can change your settings at any time within the app under the menu My Canyon.

### **b. Legal basis**

The use of essential cookies, which are necessary for the provision or use of the app and our service, takes place on the basis of Section 25 para. 2 No. 2 TTDSG. The following processing of personal data is based on Art. 6 para. 1 lit. f) GDPR. The processing is necessary for the purposes of providing or using the app and our service and thus serves to protect our legitimate interest.

The use of optional cookies as well as the subsequent processing of personal data takes place exclusively on the basis of corresponding user consents in accordance with Section 25 para. 1 sentence 1 TTDSG or Article 6 para. 1 lit. a) GDPR. These consents can be revoked at any time with effect for the future.

### **c. Notes on the iOS operating system**

In addition, you have various options in the iOS operating system to largely

restrict advertising and tracking, which is basically done via the so-called "Advertising Identifier" (IDFA). This is a unique, but non-personalized and non-permanent identification number for a specific end device, which is provided by iOS. The data collected via the IDFA is not linked to any other device-related information. We use the IDFA to provide you with personalized advertising where appropriate and to evaluate your usage.

If you go to the "Privacy" option in the iOS settings, you can largely deactivate advertising analysis under "Tracking". If you activate the function "Allow apps to request tracking", our app will ask you whether you agree to advertising measures the first time you use it and you can activate or deactivate advertising. In addition, in the "Privacy" option, you can select the "Apple advertising" option and deactivate "personalized advertising". In the "Analytics & Enhancements" option, you can also disable the "Share iPhone Analytics" and "Enhance Siri & Dictation" feature, which will result in no static information about your iOS usage being transmitted to Apple. Please note that you may not be able to use all the features of our app if you restrict the use of IDFA.

### 3. App permissions

In order to provide some of the functions of our app, it is necessary that the app can access certain services and data of your mobile device/smartphone. Disabling permissions may prevent you from using certain features of the app.

The permissions can be managed, i.e. activated and deactivated, via the operating system of your mobile end device/smartphone. Depending on the operating system, the permissions are also automatically requested when the app is opened for the first time but can be activated/deactivated again at any time. If you are using a mobile device/smartphone with iOS, you can view the permissions under Settings -> CANYON and adjust them accordingly. On Android, you can find the permissions under Settings -> Apps -> CANYON.

You can usually activate/deactivate the following permissions on the device side :

- Notifications: Permissions to send push messages are used, for example: to show you notifications of orders or other status events or actions, even if you do not currently have the app open. The notifications can be done through sounds, messages and/or icon indicators.
- Camera access: The camera access authorization allows you to create a profile photo or scan a CANYON QR code on your bike.
- Location: If you have consented to location sharing, we can show you the location of your phone in relation to the location of your bike and your distance from your bike.

## III. Individual processing operations when using our services

### 1. Registration / User account My Canyon

#### a. Type and scope of data processing

Within the framework of our app and also via our website, we offer you the opportunity to register for our service by providing your personal data. With the processed data, we create an individual user account for you with which you can use our services.

The following overview shows you in detail which personal data we process when you register:

- First name
- Last name
- E-mail address
- Password
- Date of birth (optional)

You can optionally enter the following data categories after registration:

- Residential address
- Postcode
- Residence
- Mobile number
- Country for which you are registering
- Message settings
- Body height and step height

To make sure that you have actually registered, we will send you an e-mail with a confirmation link to your e-mail address after you have entered your data. Your account will only be activated when you click on the link.

We use the service provider "Loqate GBG" (GB Group PLC, The Foundation, Herons Way, Chester Business Park, Chester, CH4 9GB, United Kingdom) to validate your address, your e-mail address and your telephone number in order to prevent false data from entering our system.

In the course of processing, your data may therefore end up in the UK and thus outside the EU or the European Economic Area (EEA). The EU Commission has determined that an adequate level of protection comparable to the GDPR is guaranteed in the UK. Data transfers to the UK are therefore permissible under Article 45 GDPR. For the purpose of legitimizing data processing, we have concluded a corresponding data processing agreement with the service provider. Further information about the processing of your data by an external service provider can be found under point V. of this privacy policy.

#### b. Legal basis

The processing of the personal data set out serves the fulfilment of a contract or the implementation of pre-contractual measures between you and CANYON in accordance with Article 6 para. 1 lit. b) GDPR. In addition,

the measures for the prevention of breach of contract or breach of the law may be justified on the basis of our legitimate interest pursuant to Art. 6 para. 1 lit. f) GDPR.

#### **c. Termination of registration / deletion of the user account**

As a user, you have the option of cancelling your registration at any time. You can also change the data stored about you at any time via the settings of your user account. However, if the processed data is required to process/terminate a contract, early deletion of the data is not possible.

#### **d. Storage period**

As soon as the processed data is no longer required for the performance of the contract, it is deleted as a matter of principle.

However, even after termination of the contract with you, it may be necessary to continue to store certain personal data in order to comply with legal obligations. In particular, based on legal retention obligations (especially tax and commercial regulations), we continue to store certain order, customer and contract data for up to 10 years after termination of the contract with you. In this case, however, your data will be stored and used exclusively in accordance with applicable retention periods.

## **2. User login**

#### **a. Type and scope of data processing**

When using our app for the first time, you will be asked to log in via your Canyon user account. For this purpose, we use the single sign-on solution of the identity provider "Salesforce" (salesforce.com Germany GmbH, Erike-Mann-Str. 31, 80636 Munich, Germany) for one-time user authentication. For the purpose of authentication, a so-called token is created after you enter your username and password, which checks your details once against the information from our user directory to validate your identity.

#### **b. Legal basis**

Art. 6 para. 1 lit. f) GDPR serves as the legal basis for the aforementioned data processing. The processing is necessary for the purposes of user authentication and identification and thus serves to protect our legitimate interest.

#### **c. Storage period**

As soon as the aforementioned data is no longer required for user authentication, it is deleted. This usually happens when you log out.

## **3. Registration and user login via social logins**

#### **a. Type and scope of data processing**

We offer you the possibility to register for our service via login plugins from Facebook, Google and Apple. An additional registration in our app is therefore not necessary. For this purpose, we use the single sign-on solution of the identity provider "Salesforce" (salesforce.com Germany GmbH, Erike-Mann-Str. 31, 80636 Munich, Germany) for one-time user authentication. If

you make use of this option, you will be redirected to the provider's page for registration, subject to your consent, where you can register with your user data. This connects your profile with the provider and our service.

When you login via Facebook (Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA), we automatically receive the following information from the provider: First name, last name & email address.

When you log in via Google (Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA), this connects your Google profile and our service. Through the connection, we automatically receive the following information from "Google": Name, Google ID, profile URL & email address.

When you log in via your Apple ID (Apple Inc., 701 One Apple Park Way, Cupertino, 95014 CA, USA) we automatically receive the following information from "Apple": Name, email address.

Technically, the respective provider integrates a corresponding button (so-called social plug-in) in our app. On our registration page or login page, you will find the buttons of the respective providers of the social networks supported by our website.

By clicking on the respective button, a new window will open where you can log in with your login data for the social network. After you have successfully logged in, the social network will tell you which data (name and email address) will be transmitted to us for authentication as part of the registration or login process. If you have agreed to this data transfer, the fields required by us for registration will be filled with the transferred data. The information we receive from the providers is essential for the provision of our customer area and the conclusion of the contract in order to be able to identify you if you decide to use a social login. We also send the provider information about the user via the log-in (e.g. the fact that you are using our service, status messages, etc.). There is no link between the customer account created with us and your account with the corresponding social network beyond the authentication process.

In order to be able to carry out the authentication process for registration and login, your IP address is transferred to the respective provider of the social network/provider after clicking on the corresponding button. We have no influence on the purpose and scope of the data collection and on the further processing of the data by the respective provider of the social network. For more information, please read the privacy policy of the respective provider.

In the course of use, personal data may be transferred to countries outside the EU / EEA, in particular to the USA. In order to be able to guarantee adequate protection of your personal data in the event of the transfer of personal data to such so-called third countries, we have concluded so-called EU-US standard contractual clauses with the providers. The USA

is considered by the European Court of Justice to be a country with an inadequate level of data protection according to EU standards. Due to the lack of an adequacy decision and without appropriate safeguards, there is a particular risk that your data may be processed by US authorities for control and monitoring purposes, possibly without any legal recourse. Furthermore, where possible, we are in communication with the providers to ensure the protection of your personal data with any additional measures that may be necessary.

#### **b. Legal basis**

The legal basis for the use of the social plug-in and for the subsequent reading of the data processed in this way is your consent pursuant to Section 25 para. 1 sentence 1 TTDSG. You can revoke this consent for the future at any time by sending an email to [privacy@canyon.com](mailto:privacy@canyon.com). The subsequent processing of your personal data for authentication purposes is based on your explicit consent pursuant to Art. 6 para. 1 lit. a) GDPR. You can revoke this consent at any time, at best by sending an email to [privacy@canyon.com](mailto:privacy@canyon.com), with effect for the future.

#### **c. Storage period**

As soon as the aforementioned data is no longer required for user authentication, it is deleted. This usually happens when you log out.

### **4. Push messages for programme changes**

#### **a. Type and scope of data processing**

The app informs you with push messages to your device. With this function, you will be notified as soon as there is a change to your programme. In the case of using the push service, a device token from Apple or a registration ID from Google is assigned. These are encrypted, anonymised device IDs, which are regularly changed. The sole purpose of their use is to provide the push services. It is not possible for us to draw conclusions about the individual user.

You can activate/deactivate the push notifications at any time as follows:

Android: Settings -> Apps -> CANYON -> Notifications -> "Block all"; iOS: Settings -> Notifications -> CANYON -> Allow notifications -> Off.

We use the "Google Firebase" tool (Google Ireland Ltd., Google Building Gordon House, 4 Barrow Street, Dublin D04 E5W5, Ireland) to deliver push messages. As Google Firebase only works with the assigned device IDs, no personal data is transferred to Google.

#### **b. Legal basis**

Pursuant to Art. 6 para. 1 lit. b) GDPR, the processing of the personal data set out above serves to fulfil a contract between you and CANYON or to carry out pre-contractual measures.

#### **c. Storage period**

As soon as the data is no longer required for the performance of the service, it is deleted.

## **5. Insurance**

### **a. Type and scope of data processing**

In the order process, you can have your CANYON bike insured with the provider "Qover SA/NV", Rue du Commerce, 31 1000 Brussels, Belgium. If you wish to conclude an insurance contract for your bike, CANYON will transfer the following data collected during the order process to Qover SA/NV:

- Name, first name
- Date of birth
- Title
- Postal address
- E-mail address
- Landline telephone number
- Mobile phone number
- Bicycle value
- Bicycle type
- Serial number of the bicycle
- Selected insurance option
- If applicable, the complaints
- the dates of conclusion of the contract (date of conclusion of the insurance contract, start date of the contract, end date of the contract, status of the contract).

When you decide you want to have your CANYON bike insured and click the button to do so, the app hands you over to a webbased form from Qover. Qover is collecting all the data you fill in as the required details in this form. After signing up for an insurance, Qover sends us the details of the insurance (insurance number and insurance type). Qover SA/NV is an independent controller for the processing of the shared data, provided that the contract was created solely for the purpose of insurance administration. Both controllers could use the shared data to validate the billing process and cash flows. Both controllers could create retargeting/marketing campaigns to promote the insurance product.

#### **b. Legal basis**

The processing of the personal data presented and its transfer to Qover serves the purpose of fulfilling the insurance contract between you and Qover or the implementation of pre-contractual measures in accordance with Art. 6 para. 1 lit. b) GDPR.

#### **c. Storage period**

The data will be stored by both CANYON and Qover for as long as is necessary for the performance of the insurance contract and will then be deleted. However, even after termination of the contract with you, it may be necessary to continue to store some of your personal data in order to comply with legal obligations. In particular, on the basis of statutory retention obligations (especially tax and commercial law regulations), we and Qover will continue to store certain order, customer and contract data for up to 10 years after termination of the contract with you. If the type of customer

communication is also tax-relevant customer communication, this will also be deleted only after 10 years. In this case, however, your data will be stored and used exclusively for these purposes (fulfilment of retention obligations).

## 6. Camera access and creation of a profile picture

### a. Type and scope of data processing

You can grant the app access to your camera. If you give the app this authorization, you can take your own pictures and save them as a profile picture, for example. Access to your camera is also required to scan a CANYON QR-code on your bike. When you decide to share your bike with family members or others you want to grant access to your bike to we show the profile image in the shared invitation and in the app (as the owner of the bike).

As we use the cloud-computing-platform Microsoft Azure (Microsoft Corp., 1 Microsoft Way Redmond, WA 98052 United States) as a backend service for the app, your picture is stored on its servers.

During use, personal data may be transferred to countries outside the EU / EEA, in particular to the USA. The USA is considered by the European Court of Justice to be a country with an inadequate level of data protection according to EU standards. Due to the lack of an adequacy decision and without appropriate safeguards, there is a particular risk that your data may be processed by US authorities for control and monitoring purposes, possibly without any legal recourse. To be able to guarantee adequate protection of your personal data in the event of the transfer of personal data to such so-called third countries, we have concluded so-called EU-US standard contractual clauses with Microsoft. Furthermore, where possible, we are in communication with Microsoft to ensure the protection of your personal data with any additional measures that may be necessary.

### b. Legal basis

The processing of your personal data is based exclusively on your express consent in accordance with Art. 6 para. 1 lit. a) GDPR, which you have given in the app. You can revoke this consent at any time with effect for the future by deactivating camera access with iOS under Settings -> CANYON -> Camera or with Android under Settings -> Apps -> CANYON. You can revoke your consent to the storage of your profile picture at any time with future effect by deleting your profile picture in your My Canyon profile.

### c. Storage period

If you have withdrawn your consent, we will delete your data, unless there are legal obligations to retain the data.

## 7. Bike location determination

### a. Type and scope of data processing

If you consent to location sharing, we can show you the location of your bike. By Clicking the "Connect"-button you activate the localization of your bike. The app requests the location from the phone, which uses GPS to

determine it.

To localize your bike, we are working with a developer of connected bicycle systems. The bike sensor, which is integrated in your bike, can – when activated through your consent - continuously send data. You can choose between giving full or essential access. When giving full access the bike sensor will share the GPS- location every 30 seconds and while the bike is moving. When giving essential access location data is only obtained if the bike is being moved. Furthermore, the sensor will share details about the bike such as the battery level, odometer and range. The shared GPS-locations can be transformed into a route.

We may also process and analyse data collected in this way for insights into product performance and usage.

If you consent to location sharing under your app permissions, we additionally can show you your location in relation to the location of your bike and thus your distance from your bike.

### b. Legal basis

The processing of your personal data is based exclusively on your express consent in accordance with Art. 6 para. 1 lit. a) GDPR, which you have given in the app. You can revoke this consent at any time with effect for the future by deactivating the Location preferences in the app. This puts the device into a deep sleep mode, so that no new location data is being processed. If you fully want to deactivate the sensor and remove your bike from this service, please reach out to CANYON by using the following link: <https://www.canyon.com/country/lang/controller/CustomerService-ContactUs>.

### c. Storage period

If you have withdrawn your consent, we will delete your personal data, unless there are legal obligations to retain the data. We only keep the telemetry data, which consists of geolocation and technical data. It is ensured, that there is no possibility of (re)establishing a personal reference.

## 8. Delivery and tracking

### a. Type and scope of data processing

You cannot order within the app, but you can view details of your order. In order to display your shipment status in the app, we process the data provided during delivery (name, delivery address). We do not offer tracking in the app itself, but we do show a link to the delivery service. Clicking on the link will take you to the delivery company's website. The respective delivery service is responsible for data processing in the context of supply and delivery (either DHL Paket GmbH, Sträßchensweg 10, 53113, Bonn or United Parcel Service Deutschland S.à r.l. & Co. OHG, Görlitzer Straße 1, 41460 Neuss).

### b. Legal basis

The processing of the personal data presented and its transfer serves the fulfilment of the contract between you and CANYON in accordance with Art.

6 para. 1 lit. b) GDPR, insofar as this is necessary for checking the delivery status of the ordered goods.

### **c. Storage period**

As soon as your data for delivery is no longer required for the fulfilment of the contract, it will be deleted, unless legal retention periods oppose the deletion. We delete the data for the purpose of delivery notification and coordination if you have revoked your consent or the purpose has ceased to exist and if there are no legal retention obligations that prevent deletion.

## **9. Customer service by phone**

### **a. Contact by phone**

You can contact us by telephone to resolve your request. In doing so, we process the personal data that you provide to us during the conversation. We use the ticket system of Natterbox, a customer service platform of Natterbox Ltd, No.1 Croydon, Croydon, London, CR0 0XT, UK, to process customer enquiries.

### **b. Legal basis**

The legal basis for any associated storage of information on your terminal device and its subsequent reading is Section 25 para. 2 No. 2 TTDSG. The following processing of your personal data serves the effective handling of our customer enquiries and is therefore based on our legitimate interest according to Art. 6 para. 1 lit. f) GDPR. If your contact request is directed towards the conclusion of a contract, the legal basis is Art. 6 para. 1 lit. b) GDPR.

For your own protection of your personal data, please refrain especially from providing us with special categories of personal data within the meaning of Art. 9 para. 1 GDPR (for example: health data).

Processing regularly takes place in the UK and thus outside the EU or the European Economic Area (EEA). The EU Commission has determined that a sufficient level of protection comparable to the GDPR is guaranteed in the UK. Data transfers to the UK are therefore permissible under Article 45 GDPR. For the purpose of legitimizing data processing, we have concluded a corresponding data processing agreement with the service provider.

### **c. Storage period**

The data provided and the message history with our service desk will be stored for follow-up questions and subsequent contacts and, after the purpose of storage has ceased to apply, deleted in accordance with data protection law, insofar as there are no statutory retention periods to the contrary.

For more information on data processing by Natterbox, please see Natterbox's privacy policy at: <https://www.natterbox.com/privacy-policy/>.

## **10. Newsletter**

### **a. Type and scope of data processing**

On the basis of your consent, we will inform you about current offers, news about our service and other news and use your name and contact details, which were provided to us during registration, for this purpose.

In connection with the dispatch of the newsletter, we use the "Salesforce Marketing Cloud", a tool of Salesforce.com, Inc. (One Market Street, San Francisco, CA 94105 USA), with whom we have concluded an agreement on commissioned processing pursuant to Art. 28 GDPR to ensure the security of your personal data.

Appropriate safeguards may not currently exist for data transfers to the US. There are restrictions on the protection of personal data resulting from the fact that, under US law, security authorities can access data transferred from the EU to the US and use it without restriction to what is strictly necessary. As a data subject without US citizenship, you cannot take legal action against such use. However, we have concluded standard contractual clauses with the service provider to ensure the security of your personal data.

As part of the newsletter mailing, it is also possible that we send you surveys or give you the opportunity to participate in prize competitions. Participation in these campaigns is on a voluntary basis.

### **b. Legal basis**

The processing of your personal data for the newsletter dispatch is based on your consent, which you gave during the registration process [insert LINK to consent checkbox in the registration form], in accordance with Art. 6 para. 1 lit. a) GDPR. You can revoke your consent at any time and unsubscribe from the newsletter at any time by clicking on the corresponding unsubscribe link within our newsletter.

### **c. Storage period**

Your personal data will be processed and stored for as long as you have subscribed to the newsletter and will therefore be stored until you withdraw your consent. After you unsubscribe from the newsletter, your data will be deleted. After unsubscribing from the newsletter by opting out, the opt-out will be stored so that you no longer receive newsletters.

## **11. Feedback form**

### **a. Type and scope of data processing**

To give us feedback on our app, you can leave us a message in our feedback form. We process the following data that can be assigned to your account: the probability that you would recommend our app to a friend (from 1-10) and your individual message in which you tell us what you would like to see in the app.

### **b. Legal basis**

Art. 6 para. 1 lit. f) GDPR serves as the legal basis for the aforementioned data processing. The processing of the aforementioned data is necessary

so that we can continuously develop our app according to the needs of the users and thus serves to protect a legitimate interest of our company.

#### **c. Storage period**

The data will be stored for as long as is necessary to achieve the purpose and will be deleted when this is no longer the case.

## **12. CANYON offers on social media**

### **a. Type and scope of data processing**

CANYON itself cannot present individual offers on networks such as Facebook, Instagram, Snapchat, LinkedIn or Google. In principle, only the respective operator has this option. To enable us to address our customers with individual offers, we use your pseudonymized or hashed data (email address, telephone number, IDFA, Google Play Service ID) - provided you have given your consent - to assign them to one or more target groups with the respective network operator. The hashed data is only used once, and it is not possible for us to identify you or your device individually.

### **b. Legal basis**

The processing of your personal data is based on your consent in accordance with Art. 6 para. 1 lit. a) GDPR, which you can revoke at any time with effect for the future.

### **c. Storage period**

The personal data will be stored until the purpose for which it was collected has been achieved or has ceased to exist and then will be deleted.

The personal data will also be deleted as soon as you have revoked your consent.

## **13. Market research/surveys**

### **a. Type and scope of data processing**

For the purpose of quality assurance and to improve our services and products, we conduct personalized market research and personalized opinion surveys in which you can participate on a voluntary basis. In doing so, we process the personal data collected from you as part of the measures.

### **b. Legal basis**

The processing of your personal data is based on your consent in accordance with Art. 6 para. 1 lit. a) GDPR. Your consent can be revoked at any time with effect for the future.

### **c. Storage period**

The personal data will be stored until the purpose for which it was collected has been achieved or has ceased to exist and then deleted.

The personal data will also be deleted as soon as you have revoked your consent.

## **14. Tracking and analysis tools**

We use tracking and analysis tools to ensure the ongoing optimization and demand-driven design of our app. With the help of tracking measures, it is also possible for us to statistically record the use of our app by users and to further develop our online offer for you with the help of the insights gained.

### **14.1 Google Analytics 4**

#### **a. Type and scope of data processing**

We use Google Analytics 4, a web analytics service provided by Google LLC (for users within the EU: Google Ireland Limited, Gordon House Barrow St, Dublin 4, Ireland; outside the EU: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA), in our app for the purpose of measuring reach, personalized online advertising and remarketing. Google Analytics 4 uses the so called IDFA, (Identity for Advertisers) or AAID (Android Advertising ID). An IDFA or AAID is a unique, random identifier that is assigned to each device.

The following personal information, among others, is collected and processed as standard: Gender, interests, the age group of the users, continent, subcontinent, country, region, city from which the user activity originates; device category (mobile, tablet), brand name and device model of the users; the platform on which the app was run, e.g. web, iOS or Android; operating system; the language set in the operating system of the device; operating system version.

We create and assign a user ID to registered users. This allows us to analyze how you interact with our app across platforms and devices. All data associated with the same ID is merged into a single user path in Google Analytics 4. This allows us to filter out unnecessary data, giving us a holistic view of your interactions.

When using Google Analytics, personal data may be transferred to countries outside the EU/EEA, in particular to the USA. The USA is considered by the European Court of Justice as a country with an inadequate level of data protection according to EU standards. Due to the lack of an adequacy decision and without appropriate safeguards, there is a particular risk that your data may be processed by US authorities for control and monitoring purposes, possibly without any legal recourse. In order to be able to guarantee adequate protection of your personal data in the event of the transfer of personal data to such so-called third countries, we have concluded so-called EU-US standard contractual clauses with Google. Furthermore, we are in constant exchange with Google to ensure the protection of your personal data with any additional measures that may be necessary.

The IP anonymization automatically activated in Google Analytics 4 means that your IP address is shortened by Google within member states of the



European Union or in other contracting states of the Agreement on the European Economic Area in order to ensure anonymized recording of IP addresses (so-called IP masking).

Further information on data processing and data protection by Google Analytics can be found at: <http://tools.google.com/dlpage/gaoptout> or at <https://policies.google.com/> (general information on Google Analytics and data protection).

#### **b. Legal basis**

The legal basis for the use of this service for the associated storage of information on your end device and its subsequent reading is your expressly granted consent in accordance with § 25 para. 1 sentence 1 TTDSG. You can revoke this consent and change your settings at any time within the app under the menu My Canyon. The following processing of your personal data is based on your explicit consent according to Art. 6 para. 1 lit. a) GDPR. You can revoke this consent and change your settings at any time within the app under the menu My Canyon.

#### **c. Storage period**

The IDFA / AAID have no specific validity. The personal data collected using the IDFA / AAID will be stored for 50 Months and then deleted if there is no other legal obligation to retain it.

## **15. Transfer to third parties**

#### **a. Type and scope of data processing**

In addition, we transfer your personal customer data (name, address) to third parties if this is necessary to enable these third parties to contact you and so that these third parties can assert claims directly against you in the event of claims against CANYON that are not obviously unfounded, for example resulting from parking violations in private areas.

We also transfer your personal customer data (name, address) to authorities, courts and other public bodies, external consultants or other authorized third parties, insofar as this is permissible under the applicable law, e.g. if the processing is necessary to protect the legitimate interests of CANYON. This may be the case, for example, if you commit an administrative offence.

#### **b. Legal basis**

Data processing is carried out on the basis of legal requirements pursuant to Art. 6 para. 1 lit. c) GDPR or our legitimate interests pursuant to Art. 6 para. 1 lit. f) GDPR.

#### **c. Storage period**

The personal data will be stored until the purpose for which it was collected has been achieved or has ceased to exist and then deleted. In addition, the relevant retention periods of national laws apply.

## **IV. Transfers to service providers, third countries or international organizations**

We use service providers to provide services and to process your data relating to our services. The service providers process the data exclusively within the scope of our instructions and have been obligated to comply with the applicable data protection regulations. All service providers have been carefully selected and will only have access to your data to the extent and for the period of time necessary to provide the services or to the extent that you have consented to the processing and use of the data.

If personal data is transferred to third countries or international organizations or, in certain cases, access to personal data from third countries is made possible, e.g. for maintenance work or technical support, this is done on the basis of suitable safeguards within the meaning of Art. 44 et seq. GDPR.

If no adequacy decision has been issued by the European Commission for the third country concerned in accordance with Art. 45 of the GDPR, we regularly base the transfer of data on so-called EU standard contractual clauses adopted by the European Commission, which we have concluded with the recipients of the data and - where necessary - on additional technical and organizational measures to ensure a sufficient level of data protection. Furthermore, transfers of personal data may be made in certain individual cases on the basis of the derogations pursuant to Art. 49 GDPR.

## **V. Are you obliged to provide your personal data - and what happens if you do not provide it?**

The provision of personal data is always on a voluntary basis. However, the processing of certain personal data is necessary for the use of individual services. Without this data, we are regularly unable to offer the respective service or provide individual services.

## **VI. Your data protection rights**

You have the option to assert your data subject rights according to the GDPR in the app itself by sending a request. Then, a ticket will be created automatically in Customer Service. The GDPR gives you the following rights as a data subject of a processing of personal data:

- Pursuant to Article 15 GDPR, you can request access to information about your personal data processed by us. In particular, you can request information about the processing purposes, the categories 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 rectification, erasure, restriction of processing or objection, the existence of a right of complaint, the source of your data if it

has not been collected by us, about a transfer to third countries or international organizations and about the existence of automated decision-making including profiling.

- In accordance with Art. 16 GDPR, you can immediately request the rectification of incorrect or the completion of your personal data stored by us.
- Pursuant to Art. 17 GDPR, you may request the erasure of your personal data stored by us, unless the processing is necessary for exercising the right to freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the establishment, exercise or defense of legal claims.
- Pursuant to Article 18 GDPR, you may request the restriction of the processing of your personal data if the accuracy of the data is contested by you, the processing is unlawful or we no longer need the data and you refuse to delete it because you need it to establish, exercise or defend legal claims. You also have the right under Article 18 GDPR if you have objected to the processing in accordance with Article 21 GDPR.
- Within the framework of the requirements of Art. 20 GDPR, you may request to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or you may request the transmit to another controller.
- In accordance with Art. 7 para. 3 GDPR, you can revoke your consent at any time. This has the consequence that we may no longer continue the data processing based on this consent for the future.
- In accordance with Article 77 GDPR, you have the right to lodge a complaint to a supervisory authority. As a rule, you can contact the supervisory authority of your habitual residence, your place of work or our company headquarters.

#### **Right of objection**

**When your personal data is processed on the basis of legitimate interests pursuant to Art. 6 para. 1 lit. f) GDPR, you have the right to object to the processing of your personal data pursuant to Art. 21 GDPR, insofar as there are grounds for doing so that arise from your particular situation or the objection is directed against direct advertising. In the case of direct advertising, you have a general right of objection, which we implement without specifying a particular situation.**

**To exercise your rights, please contact the data controller or our data protection officer as indicated in I. 2. above.**

## **VII. Data security and backup measures**

We are committed to protecting your privacy and keeping your personal data confidential. In order to prevent manipulation, loss or misuse of your data stored with us, we take extensive technical and organizational security measures that are regularly reviewed and adapted to technological progress. These include, among other things, the use of recognized encryption methods (SSL or TLS). However, we would like to point out that, due to the structure of the Internet, it is possible that the rules of data protection and the above-mentioned security measures are not observed by other persons or institutions not within our sphere of responsibility. In particular, data disclosed unencrypted - e.g. if this is done by e-mail - can be read by third parties. We have no technical influence on this. It is the user's responsibility to protect the data he or she provides against misuse by encrypting it or in any other way.

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