

## **PRIVACY POLICY of Erzbergrodeo GmbH**

### **who we are**

For the purposes of data protection regulations, the controller responsible for your data is Erzbergrodeo GmbH, Hauptstraße 13, 2202 Enzersfeld. References to "we", "our" or "us" in this privacy policy refer to Erzbergrodeo GmbH. We are the organizer of the ERZBERGRODEOS, the largest Xtreme Enduro race in the world.

### **Introduction**

No other motorsport event offers its guests anywhere near as much program and entertainment over four days as the Erzbergrodeo. In addition to the speed classic IRON ROAD PROLOG and the infamous RED BULL ERZBERGRODEO MAIN RACE, the spectacular ROCKET RIDE steep slope race is also on the menu for participants! During the traditional STURM ON EISENERZ, the world's largest number of enduro, trial and motocross machines go on a joyride in the municipality of Eisenerz. In addition, the breathtaking SIDE EVENTS offer unique action and entertainment for the thousands of visitors in the Erzbergrodeo Arena.

FOUR DAYS FULL THROTTLE - a motto that has characterized the Erzbergrodeo and its guests for decades. In order to ensure this and a smooth process, we have to process various data from our guests, drivers and our business partners. We want to inform you about this and how you can contact us with any questions or concerns in this privacy policy. Please note that we generally assume that if you provide us with information or use our services, you have read this privacy policy and that you agree to it.

### **What information do we collect about our participants?**

We essentially collect the information we need to ensure that participation in our events runs smoothly and to provide our participants with first-class support on site. First and foremost, we collect the information that you, the participants, provide to us when you register.

Specifically, these are the following data:

First and last name, home address (country, town, street, house and door number), nationality, email address, telephone number, date of birth, driver's

license details (driver's license number), motorcycle make, motorcycle type, number of accompanying persons, persons to be notified in the event of an accident, telephone number of the emergency contact, driver image (photo), result (placement and times), and any existing insurance coverage.

Normally, this data is sufficient for us to process participation. If additional data is required in individual cases, we would coordinate this directly with the participants.

### **What information do we collect about our visitors?**

As a general rule, no personal data is collected from visitors to the Erzbergrodeo as ticket bookings are not normally made through us. VIP tickets are booked through us. Here we only record the data necessary for accounting, i.e. name and address. There will be no use beyond this.

### **What information do we collect about exhibitors?**

We also only collect and process the data about the exhibitors at the Erzbergrodeo that we need for processing and accounting. These include, in particular, name, address and, if necessary, VAT number.

### **What data do we collect about journalists?**

We collect some information about journalists that we need for accreditation. This data is provided as part of the press registration, available at [https://www.redbullerzbergrodeo.com.at/index.php?page=press\\_register\\_ctrl](https://www.redbullerzbergrodeo.com.at/index.php?page=press_register_ctrl). This includes the following data: press services used, days visited at the Erzbergrodeo, employer/medium, professional position/occupation, press card number, email, telephone number, address, nationality, gender, first name, last name. We store and process this data exclusively for the purpose of participation or enabling reporting. After the event, the data will be deleted.

### **What other information do we collect?**

We would like to point out that our events may be accompanied by the media and therefore it cannot be ruled out that participants and visitors may appear in film or photo recordings made during the event. We will also take photos, TV or film recordings before, during and after the Erzbergrodeo, which we will use for advertising purposes. Participants and/or visitors may also be seen in these. To the extent that we are responsible for this, we will of course ensure that the

relevant provisions are complied with (in particular Section 78 of the Copyright Act). In particular, no image material will be used that in any way violates the legitimate interests of participants and/or visitors (in the sense of nude photos, drunkenness, criminal acts, etc.).

Apart from that, we store any email traffic with participants and visitors. We need this not only to communicate with the participants and visitors, but also to be able to understand later why we did what we did for the participants and visitors.

If you book insurance cover through us, we will collect the following data for this purpose: name, address, date of birth, number of days (for events lasting several days); venue, date of event, service package. Depending on the service package, this data will be passed on to Lloyd's Brussels, Travelers London, Healix Group of Companies, BRS-International EU, Uniqa Insurance Group, Welcome Versicherungsmakler GmbH for the purpose of implementing the insurance contract. You can find details in your insurance contract, if you have concluded one.

In the event of contact tracing required by the authorities, we collect your name, contact details and the time of your visit to the Erzbergrodeo. We would store this data for the prescribed period (currently one month) and only transmit it to the health authorities upon official request. There will be no other use and/or distribution.

For the safety of participants and visitors, there are cameras in some areas. You will find relevant information signs there. The camera recordings are monitored on site in our security center. Image data, spatial and temporal connections, as well as the identity of the person concerned (if recognizable) are processed.

### **Cookies and analysis tools**

When you visit our website, we do not collect any personal data other than the IP address of the device from which you surf our website. However, we use various analysis tools, but these only serve to determine the traffic on our website or to

make it easier for you to use. However, it is not possible for us or third parties to draw any conclusions about you as a person.

We'll go into more detail below:

**Cookies:** Cookies are information that is stored directly on the computer you use. Cookies allow us to collect information such as browser type, time spent on our website, pages visited, language preferences and other web traffic data. Together with our service providers, we use this information for security purposes, to facilitate online navigation, to display information more effectively, to customize your experience when using our website and to otherwise analyze user activity. We may recognize your computer to support your use of our website. We also collect statistical data about the use of our website in order to continually improve its design and functionality, to understand how it is used and to help us answer questions. Cookies also enable us to determine which of our advertisements or offers appeal to you most and enable us to display them. We may also use cookies in online advertising to determine how you interact with our ads, and we may use cookies or other files to track your use of other websites.

If you do not want data to be collected via cookies when using your customer profile or our website, most browsers provide an easy way to automatically reject cookies or to give you the choice of rejecting or accepting the transfer of a specific cookie or cookies from a specific website to your computer. Please read this at <http://www.allaboutcookies.org/manage-cookies/index.html>. However, if you do not accept these cookies, you may experience inconveniences when using our website. For example, we may not be able to recognize your computer. You will then have to log in again each time you visit.

**Pixel Tags and Other Similar Technologies:** Pixel tags (also called web beacons or clear GIFs) may be used in connection with some Services to, among other things, track the actions of users of the Services (including email recipients), measure the success of our advertising campaigns, and compile statistics about Service usage and response rates.

**Analytics tools:** We use website and application analytics services provided by third parties that use cookies and similar technologies to collect information about website or application usage and report trends, without identifying individual visitors. These third parties that provide such services to us may also collect information about your use of third party websites. You can download the Google Analytics Opt-out Browser add-on, available at

<https://tools.google.com/dlpage/gaoptout>, to learn more about how Google collects this information and how you can do so could contradict that.

### **Source of data**

In the event that we have not collected the data of the participants and visitors ourselves or the participants and visitors have not provided this data to us, it comes from a reliable source that we have verified is authorized to collect and transmit the data. In some cases, the data also comes from a publicly accessible database. Our participants and visitors naturally have a right to information and are welcome to ask us at any time where we have the data.

### **How do we use the data?**

As mentioned, we use the data first and foremost to process your participation or your visit to the Erzbergrodeo. This means that we use your participant data to organize your participation in the various events, to ensure proper timekeeping and to honor the winners (but also the other participants) accordingly. We also use your data to process payments, to issue you invoices and to process any insurance claims (cancellation insurance, health or accident insurance). We use recordings from the surveillance cameras exclusively to make your stay as safe as possible and to investigate any incidents.

We also use your data to communicate with you. This includes, for example,

- To inform you about your participation and to send you details (such as start times or start numbers).
- To inform you about on-site activities from us or our cooperation partners and sponsors (see below).
- To respond to your inquiries and fulfill your orders, such as by sending you newsletters or product information, information alerts or brochures.
- To obtain feedback regarding our products and services.
- To provide you with administrative information, such as information about or changes to our terms, conditions, and policies.
- So that you can take part in any competitions or similar promotions from us or our cooperation partners and sponsors.

- To facilitate social media sharing and communication functionalities.
- To send you information about our offers and future Erzbergrodeos and similar events.

We also use your data for advertising purposes. In particular, we use photos, TV or film recordings taken during the Erzbergrodeo to promote our event (in print products, on websites, but especially via social media). You may be seen in these photos. As already stated above, we naturally do not use any images for advertising purposes (and/or pass them on to our partners and sponsors) that in any way violate your legitimate interests (in the sense of nude photos, drunkenness, criminal acts, etc.).

We also use your data to send you information about the offers of our cooperation partners or sponsors; This information or offers can also be sent to you directly from our cooperation partners and sponsors. If you no longer wish to receive emails with marketing content from us or our affiliated companies or our cooperation partners and sponsors, you can object to this at any time by following the opt -out instructions that you will find in each of our emails or by contacting us at the address below. Please note, however, that even if you have opted out of receiving marketing emails, you may not only miss important information during your local trip, but we will also continue to send you important administrative and security-related communications, especially with you Be able to communicate your travel details.

The recordings from our security cameras are monitored on site in the security center and used if necessary to clarify any incidents. Data will only be passed on to state security authorities for the purpose of investigating and prosecuting crimes.

It is possible to communicate with us via WhatsApp. In this case, we process your telephone number, your name and any other data you may have provided. If you have expressly agreed to this, we will also contact you via WhatsApp to send you advertising messages. You can object to this at any time; an email to us is sufficient. The operator of the WhatsApp service is WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, a group company of

Meta Platforms , Inc. Although the communication content sent via WhatsApp is end-to-end encrypted, we would like to point out that WhatsApp also accesses the address book of the device used and the contact data stored therein. In addition, WhatsApp also collects so-called "meta data", which can contain information about the identity of the sender and recipient, as well as the telephone number, device information and information about the use of WhatsApp. WhatsApp also uses this data for its own purposes, such as improving the WhatsApp service. You can find out more about data processing by WhatsApp Ireland Limited in their privacy policy here: <https://www.whatsapp.com/legal/privacy-policy-eea>

### **Legal basis**

We process your data based on one or more of the following legal bases. Not all of them may apply to you personally.

- Because it is necessary for the implementation of your participation or your visit to the Erzbergrodeo, thus for the fulfilment of the contract concluded between us or also for the preparation of your participation, thus for the implementation of pre-contractual measures.
- Your consent (please note that this can be revoked at any time, more on this below).
- Because it is necessary to fulfil legal obligations to which we are subject. This particularly applies to retention obligations under tax law.
- Because the processing of your data is necessary to protect our legitimate interests, or to protect the legitimate interests of our affiliated companies, our cooperation partners or sponsors. Carrying out market communication and advertising is also considered a legitimate interest.
- Because it is necessary to achieve our legitimate interests in connection with the administration, operation and optimization of the website.
- Because it is necessary to achieve our legitimate interests related to quality control and business planning.

- Because it is necessary to achieve our legitimate interests in connection with the implementation of competitions, prize draws and promotions in which you have voluntarily participated.
- Because we need it to enforce our legal claims (debt collection, etc.) or to handle insurance claims.

The processing of photos, TV or film recordings made during the Erzbergrodeo is based on our legitimate interest (Article 6 paragraph 1 letter f GDPR) in documenting and promoting the event. Any transfer to our partners and sponsors for the purpose of advertising the trip is also based on the legitimate interest in promoting the event.

The recordings from our security cameras are processed on the legal basis of our legitimate interest (Article 6 Paragraph 1 lit f GDPR) or that of the participants and visitors in security and the prevention or investigation of any criminal offenses.

If you no longer wish to receive marketing emails from us or our affiliated companies or our partners and sponsors, you can opt out at any time by following the opt-out instructions included in each of our emails or by contacting us at the address below. Please note, however, that even if you opt out of receiving marketing emails, we will still be able to send you important administrative and security-related messages and, most importantly, communicate with you about your participation.

### **Who do we share your information with?**

A large number of people and companies support us in running the Erzbergrodeo, without which it would not be possible. To make this possible, we have to pass on some of your data to these supporters.

On the one hand, there are contract processors who carry out data processing for us according to our specifications and instructions or who need it to process orders. On the one hand, these are our IT administrators, our auditors and tax



consultants and our lawyers. On the other hand, there are also those people and companies who support us with timekeeping, driver registration, etc. In some circumstances, we also have to share your data with rescue services.

As you know, numerous cooperation partners and sponsors support us every year. In particular, it is our cooperation partners and sponsors who make it possible for us to offer you the most exciting attractions on site or who offer them to you themselves. You can find out more here <https://www.erzbergrodeo.at/view/p10/partner>.

If you have given us your consent when registering, we will pass on your contact details, including your name, telephone number, postal and email address, to these cooperation partners and sponsors for advertising purposes and for sending information by email, SMS and post. You can of course revoke your consent to this at any time by sending an email to [office@erzbergrodeo.at](mailto:office@erzbergrodeo.at).

We may also transfer and disclose information to third parties to comply with a legal obligation (such as, but not limited to, subpoenas); if we have a good faith belief that the law requires it; in response to a lawful request from government authorities conducting an investigation, including to meet law enforcement requirements; to review or enforce our policies and procedures; to respond to an emergency; to prevent or stop any activity that we believe may or may not be unlawful, unethical or legally objectionable; to protect our rights, property or safety of our Services, third parties, visitors accessing our Services or the public, as determined solely in our sole discretion.

### **Cross-border transfers**

Our services are usually provided from Austria and your data is also stored in Austria. However, it may be that we also have to pass on information to our contractual partners and, above all, to processors. It may then happen that data is stored and processed in the country in which we commission. Your data may be transferred or stored outside the European Economic Area (EEA) to countries where data protection standards may not correspond to the standards that apply within the EEA. In this case, we will comply with all relevant data protection laws. Our standard practice when transferring personal data outside the EEA is to use standard contractual clauses approved by the European Commission.

## **Your rights**

As already stated above, we attach great importance to proper and transparent handling of your data. Below we would like to inform you about your rights:

### **Information or correction**

You can request information at any time about which data we process and/or have stored about you and that it be corrected if necessary. We will respond to all your inquiries in accordance with our legal obligations. In order to process such requests, we may need additional information from you, for example a copy of your ID or travel or booking details. We will comply with legitimate requests for information and/or correction within the statutory period of a maximum of one month.

### **Right to deletion**

You also have the right to have your data deleted if

- the data is no longer necessary for the purposes for which it was collected or otherwise processed;
- You have withdrawn your consent to data processing or have objected to the processing (unless there is another legal basis for the processing);
- Your data has been processed unlawfully;
- the deletion of your data is necessary to fulfill a legal obligation;
- or if the data was collected from a child (i.e. a person under 16 years of age) in connection with information society services.

You can submit requests for deletion using the contact details below. We will comply with legitimate requests for deletion within the statutory period of one month at the most.

### **Right to restriction**

You have the right to request that the processing of your data be restricted. You can submit requests for restriction using the contact details below. We will comply with legitimate requests within the statutory period.

### **Objection to processing**

You have the right to object at any time to the processing of your data that is carried out in the public interest or to protect important interests on our part. The same applies if personal data is processed to conduct direct advertising or profiling . Your objection means that your data will no longer be processed for these purposes and will be deleted. You can object at any time using our contact details below.

#### Right to transfer

You have the right to data portability, whereby we provide it to you in a structured, common, machine-readable format so that you can pass it on to another client without hindrance. If possible and if you wish, we will also pass your data directly to the client you have named.

#### Right of withdrawal

You have the option to revoke your consent to data processing at any time without this having a negative impact on you. You can exercise your right of revocation using our contact details below.

#### Opportunity to complain

Nobody's perfect , even if we try our best. If you believe you have discovered violations of data protection regulations, we suggest that you contact us first so that we can investigate and, if necessary, remedy the situation. You also have the right to lodge a complaint with the Austrian Data Protection Authority ( [dsb@dsb.gv.at](mailto:dsb@dsb.gv.at) ).

#### Exercising your rights

Please clearly state in your request what information you would like to have disclosed or corrected, whether you would like the information you have provided to us to be blocked from our database, or what other restrictions you would like to impose on our use of the information you have provided. For your protection, we will only process requests for information associated with the email address you used to submit the request. We may need to verify your identity before fulfilling your request.

Please note that we may need to retain certain information for record management or legal purposes and/or to complete transactions that began before the requested

change or deletion. There may also be residual information that remains in our databases and other records and cannot be removed.

### Security

We strive to maintain appropriate organizational, technical and managerial security measures to protect information within our organization. Unfortunately, the security of any data transmission or storage system can never be guaranteed 100%. If you have reason to believe that your interaction with us is no longer secure, please inform us of the problem immediately. The quicker you let us know, the smaller we can keep any damage.

### Retention or deletion period

We retain data that we have received from you for as long as it is necessary to fulfil the purposes set out in this privacy policy, unless a longer retention period is legally permitted or required. We therefore primarily retain your data for the duration of the processing of your participation and for the duration of the processing of any insurance claims and complaints.

As a rule, we adhere to the following deletion concept:

Based on the legal basis mentioned above, your data will generally be processed personally for 40 months after the end of the respective Erzbergrodeo (i.e. 36 months for possible contractual claims for damages plus a maximum of four months for the delivery of a lawsuit) and will then be deleted (at least the personal reference). After that, any invoice data will be processed personally until the end of the statutory retention period (currently 7 years).

### Minors

Our services are not directed to persons under the age of sixteen and we ask that such persons not provide us with any information.

### Left

This Privacy Policy does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including third parties operating sites or services to which the Services are linked. The inclusion of a link on our Site does not imply endorsement of the linked site or service by us or our affiliates, nor does it indicate any affiliation with that third party.

Please note that we are not responsible for the collection, use or disclosure policies and practices (including privacy practices) of other organizations, such as other app developers, app providers, social media platform providers, operating system providers, or Wi-Fi providers. Likewise, we are not responsible for any information you disclose to other organizations through or in connection with our software applications or social media pages.

#### Updates to this policy

We may change this Privacy Policy. Please check the "Last Updated" legend at the bottom of the page to see when this Privacy Policy was last revised. Any changes to this Privacy Policy will be effective when we post the revised Privacy Policy on the Services. By providing information to us after such changes, you accept the revised Privacy Policy.

Last updated on 21.02.2023