

Membership data protection declaration

I. General

1 Introduction

We are delighted you have decided to be a Member of Bayer 04 Leverkusen Fußball GmbH. Your privacy and the associated protection of your personal data are very important to us. Therefore, our trading activity is conducted in accordance with the applicable legal provisions on data protection and data security (in particular: General Data Protection Regulations (GDPR)). We want to make sure you feel secure here with us.

We are aware of the significance of the data entrusted to us through your membership and we would like to inform you of the following:

- the purpose of compiling, processing, and using your (personal) data,
- how we handle and protect your data,
- who we provide the data to
- how you can make use of your rights.

Please read the following information carefully. Please contact our data protection officer if you have any questions. Contact details are in section I.2 of this data protection declaration.

2 Person responsible and contact details of our data protection officer

The persons responsible for your personal data on this website are:

Bayer 04 Leverkusen Fußball GmbH

Bismarckstr. 122 - 124
51373 Leverkusen

Phone: +49 (0) 214/5000 1904
Fax: +49 (0) 214/8660-512
<http://www.bayer04.de>

You can contact the data protection officer at:

Bayer 04 Leverkusen Fußball GmbH

Data protection

Bismarckstr. 122 - 124
51373 Leverkusen

Email: datenschutz@bayer04.de

II. Data handling within the framework of memberships: Legal bases, purposes and data categories

We process personal data of our members for the following purposes.

1 Membership administration

If you seek or have membership of one of our clubs (Bayer 04 Club, Bayer 04 Teens, Bayer 04 Lions Club), we will compile and process the personal data required for membership (including verification of the membership requirements) and the provision of services by us to members:

- Form of address
- First and last names
- Email address
- Phone number
- Postal address
- Date of birth (to validate age)
- Payment data such as bank details for SEPA direct debit mandates or credit card details
- Membership and/or customer numbers
- Date of joining and date of leaving
- Details for membership card,
- Information for subscription administration (e.g. type of membership),
- Members' newsletter and notification preferences.

With under-age club members, we also process names, address, phone number, email address and date of birth of the legal guardian.

We process the data to complete the membership application; The legal basis is section 6 sub para 1 lit. b GDPR.

The processing of personal data of legal guardians is based on our legitimate interest in accordance with section 6 sub para 1 lit. f GDPR. Our legitimate interest lies in completion of the membership with your child.

Data is processed for the above-mentioned purpose for the duration of the membership. In addition, we only store your data if we are legally required to or for the assertion of or defence against legal claims.

2 Payment of membership fee

We will process the following personal data if you are named as the purchaser in the membership application and are paying the membership fees for another person:

- Form of address
- Name
- Address,
- Date of birth
- Email address
- Phone number
- Club member the membership fees are being paid for
- Payment history and method
- Payment data such as bank details for SEPA direct debit mandates or credit card details

We will also communicate the relevant payment details to our bank or credit card providers.

We process your personal data to fulfil the contract (Section 6 sub para 1 lit. b GDPR). The membership agreement is the relevant contract.

We process the personal data for the duration of the membership or until the direct debit mandate is cancelled. In addition, we only store your personal data to assert or defend legal claims or if storage is legally required.

3 Provision of services and benefits of your membership

We process the following personal data to provide you with the benefits of membership, in particular to enable you to receive digital services (e.g. access to the digital membership area, exclusive content selected via the inbox of the Bayer 04 app) plus discounts on fan merchandise and exclusive access to priority ticket sales as well as sending you your membership card, the digital Werks11 Magazine and your welcome gift (Player only):

- Form of address
- Name
- Address
- Email address
- Phone number
- Entitlement to benefits
- Membership and/or customer number

We process your personal data to fulfil the contract (Section 6 sub para 1 lit. b GDPR). Your membership is the relevant contract.

We process the personal data for the duration of the membership. In addition, we only store your personal data to assert or defend legal claims or if storage is legally required.

4 Congratulations on birthdays and anniversaries

We congratulate our members via email or post on birthdays and anniversaries (e.g. 10 years of Club membership). We process the following personal data for that purpose:

- Form of address
- Name
- Address
- Email address
- Date of birth
- Date of joining

When we congratulate you on birthdays or anniversaries via post or email, we process your personal data based on our legitimate interest (Section 6 sub para 1 lit. f GDPR): Our legitimate interest lies in looking after Club members.

You can opt out of the congratulations at any time using the contact information in I.2.

We process the personal data until you have opted out of sending congratulations or for the duration of your Club membership.

5 Newsletter distribution

Where you have given your consent, we will process your personal data to send you information on offers and promotions via email in the form of a newsletter:

- Form of address (optional)
- First and last names
- Email address
- Membership number
- Requirements for subscription to newsletter

Please note you have to be at least 16 years of age to subscribe to the newsletter. If you are underage please confirm in your application that you have permission from your legal guardian to receive the newsletter.

To ensure you really want the newsletter and have made the application yourself, registration includes a confirmation message that contains a link to the final registration process (double opt-in procedure).

You can withdraw your consent to the use of your data in relation to receiving newsletters at any time by using the relevant opt-out link/unsubscribe link in one of the newsletters received (at the bottom of the page). Alternatively, you can send an email to info@bayer04.de to require deletion of your data from our newsletter database.

The legal basis for processing your consent is Section 6 sub para 1 lit. a GDPR.

We will process your personal data until you have withdrawn your consent. Beyond that, we only store your data to assert legal claims or to defend them or if storage is legally required.

6 Responding to your contact requests

If you contact us during your membership, we will process the following personal data to respond to your contact requests:

- Name
- Email address
- Content of your message

We process your personal data to fulfil the contract (Section 6 sub para 1 lit. b GDPR).

We only process your personal data for as long as we need to fully respond to your request.

III. Data handling within the framework of special memberships: Legal bases, purposes and data categories

Depending on which Player package you have opted for in addition to the Member option, we will additionally process your personal data for the purposes named in Point II as follows:

1 Bayer 04-Lions Club

1.1 Provision of specific services and offers

During their membership, members of the Bayer 04 Lions Club receive access to certain exclusive services and offers such as on-site offers, events. The following data is processed during the period of participation:

Member's data:

- First and last names
- Address details
- Date of birth
- Membership number

Details of legal guardian:

- Name
- Contact and address details
- Payment details (credit card/direct debit)
- Declaration of the legal guardian (for Bayer 04 Teens and the Lions Club)
- If applicable, birth details of the legal guardian

Additional data

- Registration dates for specific events
- Billing details for guest orders (form of address, first and last names, address details, communication details, dates of birth, where applicable details of company, accounts receivable number)
- Access details/Bayer 04 ID and customer account details for orders made without customer account,
- Usage data.

We process your personal data to fulfil the contract (Section 6 sub para 1 lit. b GDPR) based on our legitimate interest (Section 6 sub para 1 lit. f GDPR): Our legitimate interest lies in the conduct and facilitation of the service offered.

1.2 Production, circulation and publication of image and sound recordings at events

1.3 Club newsletter

If you, as the legal guardian of the Lions Club member, wish, we will process the following personal data to send out information on the Lions Club as well as offers and promotions for the Lions Club from us and our partner companies to the email address entered on the application form by the legal guardian:

- Email address
- First name of receiver (Lions Club member)
- Membership number
- Requirements for subscription to newsletter

To ensure you really want the newsletter and have made the application yourself as the legal guardian, registration includes a confirmation message that contains a link to the final registration process (double opt-in procedure).

You can withdraw consent to the use of your data in relation to the receiving newsletters at any time by using the relevant opt-out link/unsubscribe link in one of the newsletters received (at the bottom of the page). Alternatively, you can send an email to info@bayer04.de to require deletion of your data from our newsletter database.

The legal basis for processing your consent is Section 6 sub para 1 lit. a GDPR.

We will process your personal data until you have withdrawn consent. Beyond that, we only store your data to assert legal claims or to defend them or if storage is legally required.

2 Bayer 04-Teens

2.1 Provision of specific services and offers

During their membership, members of the Bayer 04 Teens receive access to certain exclusive services and offers such as on-site offers, events. The following participants data is processed during the period of participation:

Member's data:

- First and last names
- Address details
- Date of birth
- Membership number

Details of legal guardian:

- Name
- Contact and address details
- Payment details (credit card/direct debit)
- Declaration by the legal guardian
- If applicable, birth details of the legal guardian

Additional data:

- Registration dates for specific events
- Billing details for guest orders (form of address, first and last names, address details, communication details, dates of birth, where applicable details of company, accounts receivable number)
- Access details/Bayer 04 ID and customer account details for orders made via customer account
- Usage data

We process your personal data to fulfil the contract (Section 6 sub para 1 lit. b GDPR) based on our legitimate interest (Section 6 sub para 1 lit. f GDPR): Our legitimate interest lies in the conduct and facilitation of the services offered.

2.2 Club news

If you, as the legal guardian of the Bayer 04 Teens member, wish, we will process the following personal data to send out information on the Lions Club as well as offers and promotions for the Teens from us and our partner companies to the email address entered on the application form by the legal guardian:

- Email address,
- First name of receiver (Teens member),
- membership number,
- Requirements for subscription to newsletter.

To ensure you really want the newsletter and have made the application yourself as the legal guardian, registration includes a confirmation message that contains a link to the final registration process (double opt-in procedure).

You can withdraw consent to the use of your data in relation to the receiving newsletters at any time by using the relevant opt-out link/unsubscribe link in one of the newsletters received (at the bottom of the page). Alternatively, you can send an email to info@bayer04.de to require deletion of your data from our newsletter database.

The legal basis for processing your consent is Section 6 sub para 1 lit. a GDPR.

We will process your personal data until you have withdrawn consent. Beyond that, we only store your data to assert legal claims or to defend them or if storage is legally required.

3 Bayer 04-Club

3.1 Provision of specific services and offers

Members of the Bayer 04 Club (plus the Silberlöwen as the club for all Bayer 04 Club members from the age of 55) will receive certain exclusive services and offers as part of their membership such as on-site offers, events, a print version of the Werks11 Magazine on request, etc. The following participants data is processed during the period of participation:

Member's data:

- First and last names
- Contact and address details
- Date of birth
- Membership number
- Payment details (credit card/direct debit)
- Registration dates for specific events
- Billing details for guest orders (form of address, first and last names, address details, communication details, dates of birth, where applicable details of company, accounts receivable number)
- Access details/Bayer 04 ID and customer account details for orders made via customer account
- Usage data.

We process your personal data to fulfil the contract (Section 6 sub para 1 lit. b GDPR) based on our legitimate interest (Section 6 sub para 1 lit. f GDPR): Our legitimate interest lies in the conduct and facilitation of the service offered.

IV. Recipients of your data and categories of recipients

Access to your personal data is restricted to persons who have to know the personal data to fulfil their tasks.

Your personal data for the relevant purpose can be submitted to following categories of recipients:

1 Data processors

In the course of your membership your personal data can be submitted to service providers, so-called data processors, who we work in partnership with on a daily basis to fulfil the membership relationship. Data processors are certain third parties (e.g. service providers, provider of data processing services), who receive your personal data to process relevant instructions for the relevant processing purpose on behalf of Bayer 04. Data processors are contractually obliged in accordance with Section 28 GPDR to make suitable technical and organisational security measures to protect personal data and to only process personal data as directed by Bayer 04.

2 Other data recipients

We only communicate your personal data to third parties (e.g. external consultants and other similar third parties, courts) if and so far that is legally required or permitted to enforce legal claims or to investigate or prevent suspected or actual illegal activities. In such cases we will inform you individually via the relevant means where this is legally required.

3 Data transfer to third countries

Some recipients of your personal data (e.g. data processors) are based in non-EU/EEA countries where the level of data protection differs from the data protection level of the EU and there is no adequacy decision from the European Commission. In the event of transmission to these recipients outside the EU/EEA we will provide you with appropriate guarantees in advance, in particular by agreeing data transfer contracts passed by the European Commission (e.g. standard data protection clauses) with the recipients and take further measures to ensure an appropriate level of data protection.

You can receive an overview of the recipients of recipients in third countries plus a copy of the agreed regulations for achieving the appropriate level of data protection.

For this, please use the details in section I 'Person responsible and contact details of our data protection officer'.

V. Storage period

Your personal data will not be stored by us and/or our service providers any longer than in accordance with current data protection legislation than is required for the fulfilment of our obligations and only for the timescale required to achieve the purposes the personal data was collected for. If we no longer have to process your personal data we will delete/destroy it from our systems and/or records and/or

take measures to anonymise it so that you can no longer be identified (unless we have to store your information to adhere to legal or regulatory obligations we are subject to. For example, personal data contained in contracts, communications, and business letters subject to statutory retention periods that require storage for up to 10 years).

VI. Your rights

If you have given your consent to the use of personal data then you can withdraw this at any time in the future. Such a withdrawal does not affect the legal basis for processing made before the withdrawal of consent.

You have the following rights in accordance with GDPR providing the relevant conditions apply:

1 Right to information, Section. 15 GDPR

In accordance with legal provisions, you can demand information from us on whether and which of your personal data we use.

2 Right to amendment, Section. 16 GDPR

You have the right to insist on us amending incorrect or incomplete personal details providing you cannot make the changes yourself.

3 Right to deletion, Section. 17 GDPR

In accordance with legal requirements we are obliged to delete your personal data. The right to deletion does not apply if the processing of personal data is required to fulfil a legal obligation, we are subject to (e.g. legal obligation to preserve records) or for the enforcement and assertion of or defence against legal claims.

4 Right to restriction of processing, Section 18 GDPR

You can demand the restriction of processing your personal data in accordance with legal provisions.

5 Right to data portability, Section 20 GDPR

In accordance with legal provisions, you can require us to provide the relevant personal data processed by us in a structured, accessible, and machine-readable format.

6 Right to object, Section 21 GDPR

Under certain circumstances you have the right, arising from your specific situation, to object our processing of your personal data any time and we can be obliged to no longer process your personal data. If personal data is processed to conduct direct mailing you have the additional right to object at any time against the processing of your personal data for the purpose of such advertising. This also applies to profiling in as far as that is associated with direct mailing. In that case we will no longer process the personal data for those purposes.

7 Automatic decision in individual cases including profiling, Section 22 GDPR

We guarantee your rights in accordance with Section 22 GDPR. You or your data are therefore not subject to decisions on our website that rest exclusively on automatic processing - including profiling.

8 Right of appeal/regulatory authority, Section 77 GDPR

You have the right to complain to a regulatory authority or competent body in so far as you have a reason to object, if you are of the opinion that the processing of your personal data is not consistent with statutory provisions and the provisions of this data protection declaration.

Contact details of the competent regulatory authority for Bayer 04 Leverkusen Fußball GmbH are:

Landesbeauftragte für Datenschutz und Informationsfreiheit (State Commissioner for Data Protection and Freedom of Information)

North Rhine-Westphalia

Postfach 20 04 44

40102 Düsseldorf

Tel.: +49(0) 211 38424 0

Fax: +49 (0) 211 38424 10

Email: poststelle@ldi.nrw.de

VII. Changes to the data protection declaration

Advances in technology, legal provisions or revised procedures can affect this data protection declaration. We therefore retain the right to modify this data protection declaration at any time to take effect in the future.

As at: November 2021