



## **Data protection statement nürburgring.tv GmbH & Co. KG**

Latest update: August 2018

nürburgring.tv & Co.KG is delighted by your visit to our website and your interest in our company and our products and services. Protecting your personal data used during the entire business process is a key issue for us and we want you to feel secure when visiting our web pages. In the following, we will explain what information we at nürburgring.tv GmbH & Co.KG capture during your visit to our web pages and how that information will be used.

We may process your personal data based on your explicit consent, for the performance of a contract or as necessary for the purposes of our legitimate interests, including for responding to your enquiries and to customize and improve our web offerings, products and services in accordance with your preferences (Art. 6 (1) (a), (b) and (f) GDPR).

### **Controller**

Controller regarding the use of your data is:

nürburgring.tv GmbH & Co. KG, Nürburgring Boulevard 2, 53520 Nürburg / Eifel, Deutschland, Seat of Company: Nürburgring Boulevard 2, 53520 Nürburg / Eifel, Deutschland, Representative: Michel Pathe (Managing Director)

Telephone: +49 (0) 2691 302-9960, E-Mail: mail(at)nuerburgring.tv

### **Data collection and use for performance of a contract**

We collect personal data provided that you have submitted such data voluntarily for contact purposes (e.g. when sending us an e-mail). The type of data we collect is obvious from the data input fields used on our website. We indicate for relevant fields whether the information is voluntary or required to use our services. Insofar as this is necessary for the performance of the concluded contracts, nürburgring.tv GmbH & Co. KG is entitled to transmit this data to third parties commissioned with the execution of the contract.

When you use our contact form we usually collect title, first name, name, e-mail address and telephone or mobile number. In connection with our customer services we might collect further information regarding your enquiries you might have, our handling thereof, including any related correspondence.

We use the information provided by you to respond to your enquiries. After complete fulfilment of the contract, your data will be stored until expiry of the statutory retention periods under applicable tax and trade laws. Your personal data will only be used for other purposes if you have given your consent to the use of your personal data, if we are authorized or required to use your personal data for regulatory purposes, or if we reserved the right to use your personal data in accordance with applicable laws and as further described below.

### **Use of data for postal advertising and your right to object**

We are entitled by applicable laws to store your first and last name, postal address and, if applicable, your title and academic degree and use it for our own advertising purposes, in particular for sending

offers and information about our goods and services by post. You can object to this use of your data at any time for the future by sending a message to us, without incurring other than the transmission costs according to the basic rates.

### **Personal data of children**

Since the protection of the private sphere of children is of major importance, we would prefer not to gather, process or use personal data of persons under 16 years of age. Should you as their legal guardian learn that your children have sent their personal data to us, you can get in touch with us via the addresses given in the imprint if you want those data to be deleted.

### **Link identification data**

Our e-mail communication may contain so-called hyperlinks (“links”) that include random but unique identification numbers. These identification numbers may be collected and stored by us (or external service providers working for us, such as web analysis service providers) once your computer calls up these links in order to retrieve further information from our servers. The identification numbers contained in these links will not be linked to your name, address or other personally identifiable information, unless you have given us explicit permission to provide you with information specifically tailored to your interests. We use these links and information on your page requests to track your use of our e-mails and our website and determine and measure the success of certain marketing activities. We use this information to further improve our website, especially by adapting our information and offers to the individual interests and needs of the users.

### **Use of Social Plugins**

Our websites feature social plugins of different social networks (e.g. Facebook, Vimeo). By means of these plugins you can set bookmarks on these websites and share these bookmarks with other participants of the social networks. You can recognize social plugins by the logos that can be found on the websites of the social networks. If you open a website containing these social plugins from our internet offer, a direct connection to the servers of the social networks will be established.

From there, the image of the plugin and the underlying functions are then transmitted directly to your browser. Your browser will integrate these into the representation of our website. If, at that moment, you are logged in to the social network using your user name and password, the information that you are visiting our website will be transferred to the social network and this information can be assigned to your user account. If you are interacting with the social plugins, i.e. if you share one of our websites or if you use the Facebook “Like” or “Share” functions, for instance, the contents of our websites will be linked to your profile in the social network. If you are not a member of the social network or if you logged out with the providers before visiting our shop, it may nevertheless be possible that at least your IP address is transmitted and stored with the providers.

We would like to point out that other data privacy and liability regulations shall be applicable to these linked websites of third party providers. The storage and use of data by the site operator occurring when using these linked sites may exceed the extent of the present data privacy statement. The processing on the connected social networks, the storage durations, as well as the purpose shall exclusively be determined by these providers. Please find further information about the used social plugins and the data privacy statements of these providers by using the following links:

## Facebook

Each time you access one of the individual pages of this website, which is operated by us and on which a Facebook component (Facebook plug-in) has been integrated, the Internet browser on the information technology system of the person concerned is automatically prompted by the respective Facebook component to download a representation of the corresponding Facebook component from Facebook. An overview of all Facebook plug-ins can be found at [https://developers.facebook.com/docs/plugins/?locale=en\\_DE](https://developers.facebook.com/docs/plugins/?locale=en_DE). As part of this technical process, Facebook is informed about which specific subpage of our website is visited by the person concerned.

If the person concerned is logged on to Facebook at the same time, Facebook recognizes which specific subpage of our website the person concerned visits with every visit to our website by the person concerned and for the entire duration of the respective stay on our website. This information is collected by the Facebook component and assigned by Facebook to the respective Facebook account of the person concerned. If the person concerned clicks one of the Facebook buttons integrated on our website, for example the „Like“ button, or the person concerned makes a comment, Facebook assigns this information to the personal Facebook user account of the person concerned and stores this personal data.

The Facebook component informs Facebook that the person concerned has visited our website whenever the person concerned is logged on to Facebook at the same time as accessing our website, regardless of whether the person concerned clicks on the Facebook component or not. If the person concerned does not want this information to be transmitted to Facebook, they can prevent it from being transmitted by logging out of their Facebook account before visiting our website.

The data policy published by Facebook, which is available at <https://de-de.facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. It also explains what setting options Facebook offers to protect the privacy of the person concerned. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the person concerned to suppress data transmission to Facebook.

Operator of the social network: Facebook Inc., 1601 South California Avenue, Palo Alto, California 94304, USA

[Data privacy statement Facebook](#)

## Vimeo

On some of our webpages, we use Vimeo as the provider for the integration of plugins/embedded videos. When you access the Internet pages on our website that are provided with such a plugin, a connection to the Vimeo servers is established and the plugin is displayed. This transmits information to the Vimeo server about which of our Internet pages you have visited. If you are logged in to Vimeo as a member, Vimeo assigns this information to your personal user account. When the plugin is used, e.g. by clicking the start button of a video, this information is also assigned to your user account. You can prevent this assignment by logging out of your Vimeo account and deleting the corresponding Vimeo cookies before using our website.

Operator of the social network: Vimeo, Inc., 555 West 18th Street, New York, New York 10011, USA

[Data privacy statement Vimeo](#)



## **External service providers**

For certain services related to our website and our e-mail communication we commissioned external service providers (e.g. computer centres). These service providers process data exclusively according to our instructions. They are also bound by these data protection provisions and subject to our control. Under no circumstances may these service providers use data collected or processed on our behalf for their own purposes.

## **Storage of access data in server log files**

You can visit our websites without giving any personal information. We only store access data in so-called server log files, such as the name of the requested file, the date and time of the retrieval, the amount of data transferred and the requesting provider. Such data is evaluated solely to ensure trouble-free operation of the site and to improve our offer; it does not allow us to establish any connections with you or your customer account.

## **Data security**

We use encryption for the transfer of any data through our website. This applies to your order and to the customer login. We use so-called SSL connections (Secure Socket Layer). We protect our website and our other systems and personal data by appropriate technical and organizational measures, in particular against loss, destruction, unauthorized access, modification or disclosure to third parties.

## **Right to information, our contact details**

You have the right to free information on the data stored about you as well as a right to have corrected, blocked or deleted this data. For questions about the collection, processing or use of your personal data, information, correction, blocking or deletion of data and withdrawal of any granted consent or objection to a particular use of your data, please get in contact with us:

Telephone: +49 (0) 2691 302-9960, E-Mail: mail(at)nuerburgring.tv

You have the right to lodge a complaint with the competent data protection authority. The data protection authority responsible for us is Landesbeauftragte für den Datenschutz und die Informationsfreiheit Rheinland-Pfalz, Hintere Bleiche 34, 55116 Mainz; for further information please see on the Internet at [www.datenschutz.rlp.de](http://www.datenschutz.rlp.de).

## **Availability**

You can view this privacy policy at nuerburgring.de. You can also save or print this privacy policy by using the features of your browser. You can also download and archive this document in PDF format by clicking here. To open the PDF file you need the free program Adobe Reader (at <https://www.adobe.com> or <https://get.adobe.com/reader>) or a comparable program that supports the PDF format.

## **Changes**

We reserve the right to change this privacy policy from time to time or to adapt it to legal requirements and therefore kindly ask you to check the current privacy policy each time you visit our website.



**Contact:**

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