

# Privacy Policy

## I. Name and address of the controller

The controller within the meaning of the General Data Protection Regulation (GDPR) and other national data protection regulations of the Member States and other regulations relating to data protection is:

Europa-Park GmbH & Co. Mack KG  
Europa-Park-Str. 2  
77977 Rust, Germany

Tel.: [+49 \(0\) 7822-770](tel:+49(0)7822-770)

Email: [info@europapark.de](mailto:info@europapark.de)

Website: <https://www.europapark.de>

## II. Name and address of the Data Protection Officer

The controller's Data Protection Officer is:

Sina Krenz

Tel.: [+49 \(0\) 7822-770](tel:+49(0)7822-770)

Email: [datenschutz@europapark.de](mailto:datenschutz@europapark.de)

## III. General information on data processing

### 1. Definitions

'personal data' means any information relating to an identified or identifiable natural person (hereinafter referred to as 'data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier (e.g. cookie) or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

'Processing' is any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means. The definition is far-reaching and encompasses almost all data handling.

'Pseudonymisation' refers to the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data is not attributed to an identified or identifiable natural person.

‘Profiling’ is any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person’s performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

‘Controller’ means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.

‘Processor’ means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

## **2. Scope of the processing of personal data**

As a general rule, we only process the personal data of our users to the extent necessary to provide a fully functioning service and to deliver our content and services.

## **3. Legal basis for the processing of personal data**

The respective legal basis for the respective processing is presented and explained in the following. The legal basis is typically founded

- on a (purchase) contract or within the framework of contract initiation (e.g. when purchasing goods, the Europa-Park Clubcard or vouchers)
- on our company’s legitimate interest, for instance, when collecting traffic data when you use our online shop
- on your consent/permission (e.g. for newsletter distribution)

## **4. Data erasure and retention period**

In general, your personal data which we have stored shall be deleted as soon as it is no longer required for the intended purpose and the erasure does not conflict with any statutory retention requirements. Insofar as the data is not erased because it is required for other and legally admissible purposes, its processing shall be restricted. This means that the data will be blocked and not used for any other purposes. This applies, for instance, to data which must be kept for commercial or tax reasons.

According to legal requirements in Germany, books, records, management reports, accounting receipts, trading books, documents relevant for taxation, etc. shall be retained for a period of 10 years in accordance with Sections 147 (1) Tax Code (AO), 257 (1) (1) and (4), Para. 4 German Commercial Code (HGB) and in the case of commercial letters for a period of six years in accordance with Section 257 (1) (2) and (3), Para. 4 HGB. This includes, for example, documents and data required for processing your purchase of goods or the Europa-Park Clubcard in the online shop.

## **5. Security**

Our services are encrypted with SSL or TLS protocols for reasons of security as well as to protect the transmission of personal data and other confidential content (e.g. orders or enquiries sent to us). An encrypted connection can be recognised by the string 'https: //' and the padlock symbol in your browser line.

## **IV. Providing the app and creating log files**

### **1. Description and scope of data processing**

Each time our offer is accessed, our system automatically collects data and information from the system of the requesting device. This data is also referred to as 'traffic data'.

The following data is collected:

- Information about browser type and version used
- The user's operating system
- The user's device
- Date and time of access
- Service from which the user's system accesses our service
- Services accessed by the user's system from our service

It is necessary for the system to store the IP address temporarily so that the service can be displayed on the user's computer. To this end, the user's IP address is stored for the duration of the session. Traffic data is collected in order to make technical improvements to our offer.

This data is also stored in our system's log files. The user's IP addresses or other data that enables said data to be linked to a specific user is not included here. This data is not stored together with other personal data of the user.

### **2. Legal basis for data processing**

Art. 6 (1) f) GDPR provides the legal basis for the temporary storage of data. Our legitimate interest is to deliver our web content to you.

### **3. Retention period**

We automatically delete your traffic data once your visit to our website is terminated.

### **4. Objection and deletion options**

The collection of data to enable provision of the service and the storage of data in log files is essential for the service to function properly. You have the option to object to this in accordance with Art. 21 GDPR, insofar that you assert the special circumstances that prevent the processing of your personal data. The use of personal data is restricted to the necessary minimum, just as the period of retention is limited to your website visit.

## **V. Use of cookies and similar technologies**

### **1. Description, purpose and scope of data processing**

For example, our service uses cookies in the webview. Cookies are text files that are stored on the Internet browser used on the user's computer system.

The primary purpose of a cookie is to store data on a user (or the device on which the cookie is stored) during or after their visit to a website. We use cookies to make our services more user-friendly. The purpose of using technically essential cookies is to make it easier for users to navigate the services. Analysis cookies are used for the purpose of improving the quality of our services and its content. The analysis cookies show us how the website is used, enabling us to continue to optimise our offers.

Cookies can be used for various tasks:

**Temporary cookies:** Temporary cookies (also referred to as 'session cookies' or 'transient cookies') are deleted when the user leaves the website and closes their browser. A cookie of this type might be used, for instance, to store the content of a shopping cart in an online shop or the user's login status, their language settings, etc.

**Permanent cookies:** 'Permanent' or 'persistent' cookies remain stored on the device even after the user has closed their browser. To give an example, this makes it possible for the user's login status to be stored even if there are a number of days between the user's visits to this site. Such cookies can also be used to store data on user interests for the purposes of reach analysis and marketing activities.

'Third-party cookies' are cookies from providers other than the controller who operates the website.

When using the app, we use similar technologies to collect and process data.

Technical methods are used to pseudonymise the user data collected. As a result, the data can no longer be linked to the user accessing the website. The data is not stored together with other personal data of the users.

Upon accessing our websites, a cookie consent (info banner featuring a consent function) informs users about the use of the cookies employed by us. The cookie consent allows you to confirm the use of the legally permitted cookies (transient and permanent cookies that are necessary for ensuring website functionality) and the use of advertising or third-party cookies (e.g. permanent marketing cookies and third-party providers such as Google). Part of our website, especially subpages of europapark.de, are connected with an overarching cookie consent. This is the case when no new banner is shown after you opened a new page.

Upon switching to other websites, you may have to decide once again in a cookie consent if cookies can be used. The settings are also saved as cookies. Cookies will only be used once you have made your decision in the cookie consent. The cookie consent can be accessed at all times in the 'Cookie settings' section in order to change your settings and revoke your consent to the use of functional cookies, analysis cookies and cookies for marketing

purposes. Further explanations about cookies can be found in the cookie settings under the cookie list and in our privacy policy. When opening the app for the first time, users will be informed via a banner with consent function. You can also manage the data processing in the app under 'Data protection settings' or via the settings of your device.

We have commissioned OneTrust, a service of OneTrust Technology Limited, 82 St John St, Farringdon, London EC1M 4JN, United Kingdom (UK), and the Google Tag Manager, a service of Google Ireland Limited, Google Building Gordon House, Barrow St, Dublin 4, Ireland, to manage cookies.

## **2. Legal basis for data processing**

Art. 6 (1) f) GDPR provides the legal basis for processing personal data using temporary or partially permanent cookies that are strictly necessary. Our legitimate interest lies in being able to provide you with a fully functioning service and an appropriate level of operating convenience.

Art. 6 (1) a) GDPR provides the legal basis for processing personal data using cookies that are not strictly necessary.

You will be asked to give your consent when you first open a website or app. Your consent status can be managed in the 'Cookie Settings' in the footer of the page, or in the data protection settings within the app. Additional settings can be managed via the menu of your device.

## **3. Retention period, right of revocation and right to object**

Cookies are stored on the user's device and transmitted by it to our website. As a user, you therefore have full control over the use of cookies. You can disable or restrict the transmission of cookies by adjusting the settings in your Internet browser accordingly. Cookies that have already been stored can be deleted at any time. This can be done automatically. If cookies are disabled for our services, not all functions of the service may be available to you to their full extent.

You may change your settings for cookies in the 'Cookies settings' section.

# **VI. Newsletter**

## **1. Description and scope of data processing**

You have the option of subscribing to a free Europa-Park newsletters on our services. When registering for the newsletter, the details stated on the input screen are transmitted to us. This data usually includes your email address as well as your first name and surname. Your language, interests, etc. may also be gathered.

The following data is also collected upon registration:

- IP address of the requesting device
- Date and time of registration
- Language setting

During the registration process, we obtain your consent for processing of the data and we advise you of our Privacy Policy. Further information is available under the option personalisation.

Where you state your email address when purchasing goods or services on our website, this address may be used by us for sending newsletters if separate reference to this is made. In such cases, we shall only use the newsletter to advertise our own goods and services that are similar to those purchased.

No data processed for the purpose of sending newsletters shall be passed on to third parties. The data is used solely for tailoring the newsletter to you and sending it to you.

Emarsys eMarketing System AG, Hansischer-Straße 10, 80339 München and Widas ID GmbH Maybachstraße 2 71299 Wimsheim, Germany, have been commissioned as the processor in charge of distributing, personalising and analysing Europa-Park newsletters.

Further information on newsletter personalisation is provided in the following.

## **2. Legal basis for data processing**

Art. 6 (1) a) GDPR provides the legal basis for processing the data following the user's registration for the newsletter, where consent has been given by the user to do so.

Section 7 (3) UWG [German Law Against Unfair Competition] provides the legal basis for sending the newsletter as a result of purchasing goods or services.

## **3. Purpose of data processing**

The user's email address is stored for the purpose of sending the newsletter.

The purpose of collecting other personal data during the registration process is to prevent misuse of the services or the email address used and to tailor offers to you.

## **4. Retention period**

The data is erased as soon as it is no longer required to achieve the purpose for which it was collected. In connection with distributing the newsletter, the user's email address is therefore retained until the newsletter subscription is terminated; in the case of revocation, the data shall be erased after a short processing period, insofar that there is no further purpose for it to be retained.

Other personal data collected during the registration process is usually deleted after a period of seven days.

## **5. Cancellation option**

The user may cancel their subscription to the newsletter at any time. Each newsletter contains a corresponding link for this purpose.

You may cancel your newsletter subscription by posting your cancellation notification to Europa-Park GmbH & Co Mack KG, Europa-Park-Str. 2, 77977 Rust, Germany or emailing [newsletter-service@europapark.de](mailto:newsletter-service@europapark.de).

This link also provides an option for you to withdraw your consent to the storage of the personal data collected during the registration process after a short processing period.

## **VII. Push messages**

### **1. Description and scope of data processing**

Our app offers free push messages provided you have given permission for this in our message centre.

In the process, the following data will be collected:

- IP address of the calling device
- Date and time of registration
- Language setting
- App version
- Your location (if you have additionally given your consent for this)

With regard to data processing, we shall seek your consent within the scope of using the app and also draw your attention to this privacy policy. You can find more information on this under the heading 'Personalisation'.

No data will be passed on to third parties in connection with the data processing for the purposes of sending push messages. Your data will be used exclusively for personalisation and for sending push messages.

With regard to the sending, personalisation and analysis of the push messages, we have contracted Emarsys eMarketing System AG, Hansischer-Straße 10, 80339 Munich and Widas ID GmbH Maybachstraße 2 71299 Wimsheim as processors.

Further information on personalisation can be found below.

### **2. Legal basis for data processing**

The legal basis for processing of the data after granting of permission for the push messages is Article 6(1) point (a) of the GDPR, provided the user has given their consent.

### **3. Purpose of data processing**

The purpose of collecting other personal data as part of the registration process is to prevent misuse of our services and to enable personalisation.

#### **4. Duration of storage**

The data will be deleted as soon as it is no longer required for the fulfilment of the purpose for which it was collected; in the event of revocation, the data will be deleted after a short processing period, provided there is no further purpose for its storage.

Other personal data collected during the registration process is usually deleted after a period of seven days.

#### **5. Revocation option**

The permission to send push messages can be revoked by the user concerned at any time. The cancellation can be done via the settings of the app or the end device.

## **VIII. Personalisation**

### **1. Description and scope of data processing**

We use the data that has been gathered in the scope of you using Europa-Park's offers (among others website, apps, newsletter) to send you a personalised newsletter (if you have subscribed to it) as well as other personalised advertising campaigns and for consultancy services, maintenance of further customer relations, market research and analysis. Europa-Park offers include Europa-Park, Rulantica water world, Europa-Park Hotels, Camp Resort, Europa-Park Camping, Europa-Park Events, YULLBE and the online shop, ticket shop, hotel booking engine, etc.

When provided in addition to your email address, the following data is usually processed in this regard:

Salutation, gender, first and surname, date of birth, postcode, country of residence, language. Clubcard membership status, Clubcard number, email history, interests regarding newsletter topics and purchases, hotel reservations and stays, including room category and number, as well as the category of overnight guests, ticket purchases and stays, other orders, additional purchases and reservations, voucher redemption, event participation, usage behaviour during a stay, consent status for cookies, user ID, language, device information. Opening and interaction rate for emails.

If the controller of Europa-Park GmbH & Co. Mack KG did not directly collect these data, other companies with a direct relation to Europa-Park shall transmit the data:

- Europa-Park GmbH & Co - Shopping KG regarding registration and purchases in the online shop
- Rulantica - GmbH & Co Mack KG regarding a visit to Rulantica
- Europa-Park GmbH & Co - Hotelbetriebe KG regarding hotel stays



- Mack NeXT GmbH & Co KG in regards to special offers such as YULLBE.

Snowflake Inc., Munich, Mies-van-der-Rohe-Straße 8, 80807 Munich, Germany, Emarsys eMarketing System AG, Hansischer-Straße 10, 80339 Munich, Germany and the service provider Cidaas, of Widas ID GmbH Maybachstraße 2 71299 Wimsheim, Germany, shall act as the processor for analysing the data.

## **2. Legal basis and purpose of data processing**

The legal basis for data processing is our legitimate interest (Art. 6 (1) f) GDPR) in getting to know our customers better and being able to address them in a personalised manner. This is necessary for promoting sales and supporting customers.

## **3. Retention period**

The data is erased as soon as it is no longer required to achieve the purpose for which it was collected. This shall occur, among other things, if we have not been able to detect you acting on any Europa-Park offer for a long time, and there is no further purpose for storing your information.

If you object to the processing of data, the data shall be erased after a short processing time, unless the data must be saved for another purpose.

## **4. Objection and deletion options**

You the option of objecting to the processing of data. To do this, please contact [newsletter-service@europapark.de](mailto:newsletter-service@europapark.de).

You can configure cookies in the cookie settings to prevent marketing campaigns from being personalised.

# **IX. Registration of an account**

## **1. Description and scope of data processing**

We offer users the option to register and create an account on our services by providing their personal data. This account can then also sometimes be used for our various online offers (MackOne account). The data is entered on the input screen, transmitted to us and stored by us. The data is not passed on to third parties. The following data is regularly collected during the registration process:

- Address details
- Email address
- Date of birth
- Your personal password
- At the time of registration, the following data is also saved:
- The user's IP address

- Date and time of registration

If your email address has not yet been registered in our system, we shall send you a validation email upon registration.

Widas ID GmbH Maybachstraße 2, 71299 Wimsheim, Germany, with their service Cidaas shall act as the processor for analysing the data.

## **2. Legal basis for data processing**

Art. 6 (1) b) GDPR provides the legal basis for processing data where registration is required in order to fulfil a contract to which the user is party, or to implement measures prior to entering into a contract.

## **3. Purpose of data processing**

The user is required to register in order to fulfil a contract with the user or to implement measures prior to entering into a contract. For example, for

- ordering goods and services
- Reservations of all types
- Request for information
- Credit balance retrieval
- Contact request

## **4. Retention period**

The data is erased as soon as it is no longer required to achieve the purpose for which it was collected.

For data collected during the registration process, this is the case where registration on our website is cancelled or altered.

For data collected during the registration process for the purpose of fulfilling a contract or for implementing measures prior to entering into a contract, this is the case where the data is no longer required to execute the contract. It may be necessary to store the personal data of the contract partner even after the contract has been concluded in order to meet contractual or statutory obligations.

- Continuing obligations
- Warranty periods
- Retention periods for tax purposes

## **5. Objection and deletion options**

As a user, you have the right to cancel registration at any time. You can change the data stored under your name at any time.

The data can be deleted at any time by logging in to the user profile or by sending an email to [datenschutz@europapark.de](mailto:datenschutz@europapark.de).

If the data is necessary for the purpose of fulfilling a contract or for implementing measures prior to entering into a contract, premature deletion of the data is only possible where there are no contractual or statutory obligations to retain such data.

## **X. Purchasing**

### **1. Description and scope of data processing**

You have the option of making purchases on our services. This includes purchasing online tickets and vouchers for Europa-Park and Rulantica, purchasing event tickets, paying to reserve hotel rooms, purchasing merchandise, etc. It is only possible to make an online purchase after previously registering an account.

### **2. Order processing**

In order to process your order as well as register an account, you must also provide other data (e.g. your home address) if you wish for an order to be sent to your home.

### **Payments/use of payment service providers**

We process your payment information in order to process payments for items you have bought or ordered. In other words, when you purchase merchandise, a Clubcard or vouchers via our online shop. Depending on the payment type, we may pass your payment information on to third parties (e.g. to your credit card provider for credit card payments).

We use PayZen, LYRA NETWORK GmbH, Gutleustraße 47, 60329 Frankfurt, as our general payment service provider.

### **3. Credit card and direct debit**

For Visa, Mastercard or American Express:

If you pay by credit card, our payment service provider collects the following data:

- Name of the credit card holder
- Credit card number
- Credit card expiration date
- Security code

Within the meaning of Art. 45 (1) GDPR, an adequacy decision applies for third countries in order to ensure an appropriate level of data protection is maintained.

If you select the direct debit payment option, the following payment data shall be collected directly by the direct debit companies:

- Name of the account holder
- IBAN

Europa-Park does not collect and save the payment data itself. This is done by the two service providers directly. Besides the payment data which has been provided, both service providers only have knowledge of the order number and invoice amount and do not have the possibility to associate this information with other information (e.g. your mailing address or email address). We comply with the highest security and data protection regulations when we work with payment service providers. Both service providers observe the provisions of the 'Payment Card Industry (PCI) Data Security Standards' and have been certified by Security Research & Consulting GmbH (further information on this subject available at [www.src-gmbh.de](http://www.src-gmbh.de)).

SRC GmbH is accredited by the Federal Office for Information Security (BSI) as a test centre for evaluating security components in accordance with the internationally accepted Common Criteria (ISO 15408) (registration number BSI-APS-9026).

#### **4. PayPal**

When you pay via PayPal, credit card via PayPal, direct debit via PayPal or – if it is offered – via 'purchase on account' or 'instalment payments' via PayPal, we share your payment data with PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as 'PayPal') within the scope of the payment process.

PayPal reserves the right to carry out credit checks for the payment methods of credit card via PayPal, direct debit via PayPal or, if offered, 'purchase on account' or 'payment by instalments' via PayPal. For this purpose, your payment data may be passed on to credit agencies on the basis of PayPal's legitimate interest in determining your solvency pursuant to Art. 6 (1) f) GDPR. The result of the credit check with respect to the statistical likelihood of default is used by PayPal for the purpose of making a decision concerning whether to provide the respective payment method. The credit report can include probability values (so-called 'score values'). To the extent that score values are included in the results of the credit report, they will be based on a scientifically recognised mathematical-statistical procedure. Address data among other sorts of data will be included in the calculation of the score data. For more information on data protection, including the credit agencies used, please refer to PayPal's privacy policy: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

You can object to your data being processed at any time by sending a message to PayPal. However, PayPal may still be entitled to process your personal data if this is necessary for contractual payment processing.

#### **5. paydirekt**

We offer you the possibility of paying for your order via the service paydirekt. This service is provided by paydirekt GmbH, Stephanstr. 14-16, 60313 Frankfurt am Main. To use this service, you must first register with paydirekt ('Participant').

During the payment process, you will be forwarded to the paydirekt website at the end of your order. A description of paydirekt's processing of your data during the payment process is available at <https://www.paydirekt.de/agb/index.html>, in particular under No. 2.

After a successful transaction, paydirekt passes the following data on to us:

- Participant's personal information (surname, first name)
- Date and time of the payment authorisation
- Amount of payment
- Transaction identifier

When you open the paydirekt website or the service, paydirekt stores, according to its own specifications, cookies and tokens on your device to make offers user-friendly, effective and secure. Moreover, paydirekt uses analysis tools to improve their offer at regular intervals and to correct errors. Further information on this subject is available at: <https://www.paydirekt.de/agb/index.html>. You can prevent paydirekt from setting web-tracking cookies by using a respective opt-out setting.

We store the data only so long as is required to implement and process your order and to fulfil the statutory retention periods.

Personal data must be provided for the conclusion of a contract. If you do not provide personal data, the contract cannot be concluded.

## **6. Giropay**

We offer you the possibility of paying for your order via the service Giropay, operated by Giropay GmbH, An der Welle 4, 60322 Frankfurt/Main ('Giropay GmbH').

During the payment process, you will be forwarded to the Giropay website at the end of your order to process payment, and you can select your bank there. Then you will be forwarded to your bank's website and can carry out the transaction there. During this payment process, we do not process any of your data.

As part of the confirmation about a transfer order being successfully placed by Giropay, we are provided with a transaction identifier selected by the online service provider.

The purpose of processing the data is to facilitate the payment process and to execute the contract. Art. 6 (1) b) GDPR serves as the legal basis for processing.

We store the data only so long as is required to implement and process your order and to fulfil the statutory retention periods.

Personal data must be provided for the conclusion of a contract. If you do not provide personal data, the contract cannot be concluded.

## **7. Legal basis for data processing**

The legal basis for processing data is the initiation or fulfilment of a contract in accordance with Article 6 (1) b) GDPR.

## **8. Purpose of data processing**

Data is processed in order to fulfil the contract with you.

## **9. Retention period**

The data is erased as soon as it is no longer required to achieve the purpose for which it was collected. It may be necessary to store the personal data of the contract partner even after the contract has been concluded in order to meet contractual or statutory obligations, such as long-term obligations, warranty period and tax retention periods.

# **XI. Contact form and email contact**

## **1. Description and scope of data processing**

Contact forms, which can be used to contact us electronically, are readily available on our website. If the user makes use of this option, the data entered on the input screen will be transmitted to us and stored by us. This data includes:

- First name and surname
- Address details
- Email address
- Content of the message
- Where provided, telephone number

At the time the message is sent, the following data is also temporarily stored:

- The user's IP address
- Date and time of registration

Before the contact form is transmitted, we obtain your consent for the processing of the data and refer you to this Privacy Policy.

Alternatively, you may contact us using the email address provided. In such cases, the user's personal data transmitted in the email is stored.

The data is not passed on to third parties in this connection. The data is used solely for processing the conversation.

## **2. Legal basis for data processing**

Art. 6 (1) a) GDPR provides the legal basis for processing data, where consent has been given by the user to do so.

Art. 6 (1) f) GDPR provides the legal basis for processing the personal data that is transmitted in an email or using the contact form. Art. 6 (1) b) GDPR provides the legal basis for processing data where the purpose of the email contact is to conclude a contract.

### **3. Purpose of data processing**

We process the personal data entered on the input screen solely for the purpose of processing the request. If contact is made by email, this also constitutes the legitimate interest required for processing of the data.

The purpose of the other personal data processed during the transmission of the contact form is to prevent misuse of the contact form and to ensure the safety of our information technology systems.

### **4. Retention period**

The data is erased as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data entered on the input screen of the contact form and the personal data sent by email, this is the case when the conversation with the user has ended. The conversation is deemed to have ended when the circumstances suggest that the issue has been conclusively resolved.

Additional personal data collected during the transmission of the contact form is usually deleted after a period of seven days.

### **5. Objection and deletion options**

The user has the right at any time to withdraw their consent to processing of the personal data. If the user contacts us by email, they may object to the storage of their personal data at any time. In such cases, the conversation cannot be continued.

The data can be deleted at any time by logging in to the user profile or by sending an email to [datenschutz@europapark.de](mailto:datenschutz@europapark.de).

In this case, all personal data stored when contacting us is deleted.

## **XII. Cookies for analysis and marketing purposes**

You may change your settings for cookies used on our website and data collected in our app in the 'Cookie settings' section located in the website's footer, via the data protection settings within the app, and via the settings of your device. Unless otherwise stated, the legal basis for processing is your consent in accordance with Article 6 (1) a) GDPR. Further details on the services integrated on our website are provided in the following.

### **1. Emarsys**

We use the service Emarsys eMarketing System AG, Hansischer-Straße 10, 80339 Munich, to analyse usage behaviour on our website and our newsletter. Information recorded on behaviour, which also includes information about your browser, country, operating system and anonymised IP address, openings and clicks, is used to personalise the newsletter if you have subscribed to a newsletter.

You can do this by making adjustments in the cookie settings or by unsubscribing from the newsletter or the push messages.

Further information on this subject is available at: <https://help.emarsys.com/hc/en-us/articles/360005205113-gdpr-and-web-extend-all-you-need-to-know>

## **2. Google Firebase**

We use Google Firebase in our services, a analysis service by the company Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, called 'Google in the following. The service collects a range of information such as clicks, device IDs and search terms in order to generate usage statistics.

Further information is available at <https://firebase.google.com/docs/analytics>. You can reject the collection of persoanl data in the cookie settings.

## **3. Web analysis by Matomo (formerly PIWIK)**

We use the open-source software tool Matomo (formerly PIWIK) on our website to analyse the surfing habits of our users. The software places a cookie on the user's computer (see above for a description of cookies). If individual pages of our website are accessed, we store the following data:

- Two bytes of the IP address of the user's requesting system
- The accessed website
- The website from which the user was referred to the accessed website (referrer)
- The sub-pages called up from the accessed website
- The amount of time spent browsing the website
- The frequency of visits to the website

The software runs exclusively on our website's servers. The users' personal data is stored there only. The data is not passed on to third parties.

The software is configured in such a way that it prevents the full IP addresses from being stored; 2 bytes of the IP address are blanked out (e.g. 192.168.xxx.xxx). This means that the truncated IP address can no longer be linked to the requesting computer.

You can find more information on the privacy settings of the Matomo software at the following link: <https://matomo.org/docs/privacy/>.

## **4. Web analysis by Amazon Pixel**

This website uses the web analysis services Amazon Conversion Pixel and Amazon Remarketing Pixel developed by [Amazon.com](https://www.amazon.com), Inc., 410 Terry Ave. North Seattle, WA, USA.

When you visit this website, Amazon receives the information that you have accessed our website. For this purpose, Amazon downloads a so-called web beacon (invisible graphics), thereby setting a cookie on your computer. The data specified under the 'Data processing on



this website' section of this Policy is then transmitted to Amazon. The IP address communicated by your browser in this respect is not combined with other Amazon data.

Amazon uses the cookie placed on your computer to recognise you on other websites, in apps and within Amazon services, and to provide you with personalised advertising, where appropriate.

You can prevent cookies from being stored on your computer by adjusting your browser settings accordingly. We must point out, however, that in this case not all functions of this website, such as the shopping cart, may be available to you to their full extent. You can also prevent the collection of data generated by the cookie and related to your use of the website for Amazon, as well as the processing of this data by Amazon, by clicking on this link and selecting the setting 'Do not personalise ads from Amazon for this Internet browser': <https://www.amazon.de/adprefs>. Alternatively, you can select the appropriate settings at: <http://www.youonlinechoices.com/de>.

An opt-out cookie is then activated in your browser, which prevents your data from being collected by Amazon Pixel when you visit our website in future. This applies until such time as you delete the opt-out cookie.

You can find further information from Amazon on the collection of data at: <http://www.amazon.com/gp/BIT/InternetBasedAds>.

We have no influence over the data collected, nor are we aware of the full scope of data collection. This data is transferred to the USA and evaluated there.

Further information on the purpose and scope of data collection and processing and further information on your rights in this connection and the setting options to protect your privacy is set out in the above Privacy Policy and is available from: Amazon EU S.à.r.l, Amazon Services Europe S.à.r.l. and Amazon Media EU S.à.r.l., all located at 5, Rue Plaetis, 2338 Luxembourg; email: [ad-feedback@amazon.de](mailto:ad-feedback@amazon.de). Amazon.de GmbH, Marcel-Breuer-Str. 12, 80807 Munich is commissioned as the data processor.

## **5. Web analysis by Google Analytics with anonymisation function**

We use Google Analytics, a web analysis service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, hereinafter referred to as 'Google', on our website. Google Analytics uses so-called cookies; these are text files that are stored on your computer and enable an analysis of how you use the website.

The information collected by the cookies, for example, the time, place and frequency of your website visits, including your IP address, is transmitted to a Google server in the USA and stored there.

On our website, we use Google Analytics with the suffix '\_gat.\_anonymizeIp'. In this case, your IP address will be truncated by Google within the Member States of the European Union or in other countries that are party to the Agreement on the European Economic Area and thereby anonymised.

Google will use this information to evaluate how you use our website, to compile reports on website activities for us, and to provide further services connected with the use of the website and the Internet. Google will also pass this information on to third parties if necessary, insofar as this is legally stipulated or insofar as third parties process this data on behalf of Google.

Google claims that it will not link your IP address with other Google data under any circumstances. You can prevent the installation of cookies by adjusting your browser settings accordingly; in this case, however, we must point out that not all functions of this website may be available to you to their full extent.

Google also offers a deactivation add-on for the most common browsers, which gives you more control over what data is collected by Google on the websites visited by you. The add-on informs Google Analytics JavaScript (ga.js) that no information about the website visit should be sent to Google Analytics. However, the Google Analytics deactivation add-on for browsers does not prevent information from being transmitted to us or to any other web analysis services used by us. You can find further information on the installation of the browser add-on at this [link](#).

## **6. Google Ads**

We also use Google Analytics to analyse data from Double-Click cookies and AdWords for statistical purposes. If you do not wish this to take place, you can disable it through the Ads Preferences Manager ([google.com/settings/ads/onweb/?hl=de](https://google.com/settings/ads/onweb/?hl=de)).

## **7. Web analysis by YouTube**

This website contains at least one plug-in from YouTube, a company owned by Google Inc., based in San Bruno, California, USA. As soon as you visit any pages of our website that contain a YouTube plug-in, a connection is established to the YouTube servers. The YouTube server is informed of what specific page of our website you visited. Should you be logged in to your YouTube account at the same time, this would enable YouTube to establish a direct link between your personal profile and your surfing habits. You can prevent this link from being established by logging out of your account beforehand. Further information on the collection and use of your data by YouTube is available in YouTube's Privacy Policy at [www.youtube.com](http://www.youtube.com).

## **8. Vimeo**

This website uses videos. Videos are a great way of easily conveying content in a comprehensible manner. Since it is not powerful enough to just host videos locally, this website uses external video providers. By integrating videos, it is – technically possible – to access the server of the provider Vimeo. We hereby refer you to the provider's privacy policy for information on how the data from your browser is used in this regard. Vimeo's Privacy Policy can be found here: [vimeo.com/privacy](https://vimeo.com/privacy)

Vimeo claims to guarantee an appropriate level of data protection.

## **9. Web analysis by Facebook Pixel**

This website uses the ‘Custom Audiences’ remarketing function of Facebook Inc. (‘Facebook’). The purpose of this function is to display interest-related ads (‘Facebook ads’) to visitors to this website when logged on to the social network Facebook. To this end, the Facebook remarketing tag has been implemented on this website. This tag makes it possible to establish a direct connection to the Facebook servers when the website is accessed. The information that you have visited this website is sent to the Facebook server, and Facebook links this information to your personal Facebook user account. You can find more information on the collection and use of data by Facebook, your rights with regard to the above and settings to protect your privacy can be found in Facebook’s Data Policy: <https://www.facebook.com/about/privacy/>. Alternatively, you may disable the ‘Custom Audiences’ remarketing function at [https://www.facebook.com/settings/?tab=ads#\\_=\\_](https://www.facebook.com/settings/?tab=ads#_=_). You need to be logged into Facebook to do so.

## **10. Web analysis by Hotjar**

To improve the user experience on our website, we use the Hotjar software (<http://www.hotjar.com>, 3 Lyons Range, 20 Bisazza Street, Sliema SLM 1640, Malta, Europe). Hotjar makes it possible to record and evaluate user behaviour (mouse movements, clicks, scrolling, etc.). To this end, Hotjar sets cookies on the user’s end device, enabling it to store user data (e.g. browser information, operating system, time spent on the website, etc.) in anonymised form. You can prevent your data from being processed by Hotjar by disabling cookies in your web browser settings and deleting cookies that are already enabled. You can find out more about data processing by Hotjar here: <https://www.hotjar.com/privacy>.

If you do not wish website analysis to be carried out by Hotjar, you can opt out from this on all websites that use Hotjar by setting a DoNotTrack header in your browser. You can find information about this on the following website: <https://www.hotjar.com/opt-out>.

## **11. Web analysis by Local Measure**

We also use the social media aggregation tool <https://www.localmeasure.com> on our website. This tool enables us to filter, curate and compile galleries of content that is publicly available on Facebook, Twitter and Instagram and to reproduce such content on our websites. If you do not want your posts to be used in this manner, please send an email objecting to such use to [datenschutz@europapark.de](mailto:datenschutz@europapark.de).

Art. 6 (1) f) GDPR provides the legal basis for processing the personal data of users.

Processing the users’ personal data enables us to analyse the surfing habits of our users. Evaluating the data obtained in this way enables us to compile information on how the individual elements of our website are used. This helps us to optimise our website and to continually make it more user-friendly. These purposes also constitute our legitimate interests in data processing pursuant to Art. 6 (1) f) GDPR. Anonymising the IP address ensures that the users’ interest in the protection of their personal data is adequately taken into account.

The data is deleted as soon as it is no longer required for record-keeping purposes. If possible, this is restricted to 38 months in the tools used.

## **12. Web analysis by Google Fonts**

A JavaScript code is loaded on our website. If you have activated JavaScript in your browser and have not installed a JavaScript blocker, your browser will transmit your personal data where applicable. We are not aware of what data is linked to the received data and for what purposes this data is used. In order to fully prevent the execution of JavaScript code, you can install a JavaScript blocker (e.g. [www.noscript.net](http://www.noscript.net)).

We use the following web fonts on our website: Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043 US (you can find more information in [Google's Privacy Policy](#).)

### **13. Web analysis by AdForm Pixel**

For customers accessing our services from Switzerland, this website uses the web analytics service provided by Adform A/S, Wildersgade 10B, 1st floor, DK-1408 Copenhagen, Denmark, [site.adform.com](http://site.adform.com).

When you visit this website, AdForm receives the information that you have accessed our website.

AdForm only uses the anonymised data generated by the activated cookie to show you personalised advertising about our offers on other websites or in apps where applicable.

Further information about data privacy is available at: <https://site.adform.com/privacy-center/platform-privacy/product-and-services-privacy-policy/>. Should you have any questions concerning data protection, you can contact us at the following address: [dpo@adform.com](mailto:dpo@adform.com).

### **14. Web analysis by Converto Switzerland**

For customers accessing our services from Switzerland, this website uses the web analytics service provided by Converto AG, Firststrasse 3a, 8835 Feusisberg, Switzerland, [converto.com](http://converto.com).

When you visit this website, Converto receives the information that you have accessed our website.

Converto only uses the anonymised data generated by the activated cookie to show you personalised advertising on other websites or in apps where applicable.

Further information about data privacy is available at: <https://www.converto.com/datenschutz-privacy-policy>. Should you have any questions concerning data protection, you can contact us at the following address: [privacy@converto.com](mailto:privacy@converto.com).

### **15. Web analysis by Google Search Appliance**

Due to our legitimate interest in displaying search results online within the meaning of Art. 6 (1) f) GDPR, this website uses the service 'Google Custom Search' (Google user-defined search machine), which is provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). The service (Google Custom Search) uses 'cookies' – text files which are stored on your end device. In general, the information collected by the cookies is sent to a Google server in the USA and saved there. We therefore explicitly draw your

attention to Google's Privacy Policy and Terms of Use which can be found at: [policies.google.com/privacy](https://policies.google.com/privacy).

You have the option of preventing the storage of cookies on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restrictions if your browser does not allow cookies.

Furthermore, you can use a browser plug-in to prevent the information collected by cookies (including your IP address) from being sent to Google Inc. and used by Google Inc. The following link leads you to the corresponding plug-in: [tools.google.com/dlpage/gaoptout?hl=de](https://tools.google.com/dlpage/gaoptout?hl=de)

Further information about Google's use of data can be found at:

- [policies.google.com/privacy/partners?hl=de](https://policies.google.com/privacy/partners?hl=de) (data collected by Google partners)
- [adssettings.google.de/authenticated](https://adssettings.google.de/authenticated) (settings about ads shown to you)
- [policies.google.com/technologies/ads?hl=en](https://policies.google.com/technologies/ads?hl=en) (use of cookies in ads)

## 16. Outbrain

This website uses technology developed by Outbrain Inc. ('Outbrain', 39 W 13th Street New York, NY 10011 USA). This makes it possible to target those Internet users with advertising on our partners' websites who might be interested in our content or who have already shown an interest in our content. The technology is based on a cookie-dependent analysis of previous user behaviour. This advertisement only appears on Outbrain advertising spaces, either on Outbrain Engage advertising space or on the Outbrain Extended Network. If you do not want interest-based advertising to be displayed to you, you can deactivate this function [here](#).

Further information can be found at: <https://lp.outbrain.com/gdpr-ready>

## 17. AdUp

Tracking from AdUp, a technology and service provider of Axel Springer Teaser Ad GmbH (Axel-Springer-Straße 65, 10969 Berlin), is integrated on our website. AdUp collects anonymised and/or pseudonymous data in order to then display advertisements on websites for a certain period of time as based on your interests. AdUp uses cookies for the purpose of offering advertisers a service known as 'conversion tracking'. It determines the effectiveness of their ads and keywords. It is used to advertise our offers in a targeted manner. Further information about Axel Springer Teaser Ad GmbH's data privacy is available at: <https://www.adup-tech.com/datenschutz/>. You can click the 'Activate opt-out cookie' offered there to activate an opt-out cookie in your browser and thus deactivate AdUp in this browser.

## XIII. Rights of the data subject

If your personal data is processed, you are a data subject within the meaning of the GDPR, and you have the following rights vis-à-vis the controller:

### **1. Right to information**

You have the right to obtain information about your personal data that we process. In the case of a request for information that is not made in writing, we ask for your understanding that we may require you to provide evidence proving that you are the person you claim to be. (Art. 15 GDPR)

### **2. Right to rectification, erasure and restriction**

Furthermore, you have a right to rectification or erasure of data or restriction of processing insofar as you are so entitled by law. (Art. 16, 17 and 18 GDPR). In such cases, we are obliged to notify any recipients of the rectification, erasure or restriction of processing of data (Art. 19 GDPR).

### **3. Right to data portability**

You also have a right to data portability within the framework of the data protection regulations (Art. 20 GDPR). This applies to data that you have provided to us.

### **4. Right of objection**

You have the right to object at any time, on grounds relating to your particular situation, to the processing of your personal data that is performed based on Art. 6 (1) e) or f) GDPR; this shall also apply for any profiling based on these provisions.

In particular, you have the right to object in accordance with Art. 21 (1) and (2) GDPR to the processing of your data, in particular in connection with direct advertising (newsletter), if this is based on a legitimate interest or a weighing of interests.

### **5. Right to withdrawal of the declaration of consent under data protection law**

You have the right to withdraw your declaration of consent under data protection law at any time and with effect for the future. The withdrawal of consent shall not affect the lawfulness of any processing for which consent was given and which was carried out prior to the withdrawal thereof.

### **6. Automated individual decision-making process (including profiling)**

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects on you or significantly affects you in a similar manner.

### **7. Right to lodge a complaint with a supervisory authority**

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual

place of residence, place of work or place of the alleged infringement, where it is your opinion that the processing of your personal data is in breach of GDPR regulations (Art. 77 GDPR).

The supervisory authority with which the complaint was lodged shall inform the complainant on the progress and the outcome of the complaint, including the possibility of judicial remedy pursuant to Article 78 GDPR.