

Privacy Notice of SCC EVENTS for the Greenline BM-EXPO for participation in the sweepstakes for the “Drawing of 3x1 race entries for the BMW BERLIN-MARATHON 2024”.

The following English version of the Privacy Notice is provided solely to aid in understanding. In the event of any conflicts arising about wording, the German original version shall be exclusively binding for all parties involved.

With this notice, we are informing you about the processing of your personal data by SCC EVENTS GmbH (hereinafter also referred to as “SCC” or “we”) and the rights to which you are entitled under the data protection laws in the context of your participation in the sweepstakes for the “Drawing of 3x1 starting places for the BMW BERLIN-MARATHON 2024”.

1.) Responsible party for data processing and data protection officer

SCC EVENTS GmbH
Olympiapark Berlin,
Hanns-Braun-Strasse / Adlerplatz,
14053 Berlin
Managing Directors: Christian Jost, Jürgen Lock
E-Mail: gwsbm23@scc-events.com
Phone: 030 / 30 12 88 - 10
Fax: 030 / 30 12 88 – 40

The data protection officer can be reached by post at the above address with the addition of “data protection” or by e-mail: datenschutz@scc-events.com

2.) Purposes and legal basis of data processing

We process your personal data in compliance with the applicable data protection regulations from the EU Data Protection Regulation (GDPR) and the Federal Data Protection Act (BDSG).

Your personal data will be processed for the purpose of organising and carrying out the above-mentioned sweepstakes in accordance with the applicable Conditions of Participation in the sweepstake, available at <https://www.bmw-berlin-marathon.com/deine-vorbereitung/nachhaltigkeit/teilnahmebedingungen/>, in particular for determining and notifying the winners. The sweepstakes will take place between 21.09.2023 and 23.09.2023 during the opening hours of the MARATHON EXPO 2023 at the exhibition area for the “GREEN LINE” of the SCC EVENTS.

The legal basis for the lawful processing of your personal data results from:

- A) Art. 6 Para. 1 lit. b) GDPR for the fulfilment of contractual obligations and pre-contractual measures: The processing is carried out on the basis of the Conditions of Participation in the prize drawing. This includes the collection of the names and e-mail addresses of the successful participants, the verification of eligibility, the determination of the prize, the notification of the winners, the collection of names and e-mail addresses prior to the dispatch of the prizes and includes the processing of all personal data required for these purposes.
- B) Art. 6 Para. 1 lit. c) GDPR for the fulfilment of legal obligations such as, for example, obligations under commercial and tax law to keep records, obligations under company law, data protection law and civil law or supervisory law requirements in compliance with the respective legal regulations. The archiving of the first and last names of the winners is required by tax law.
- C) Art. 6 Para. 1 lit. f) GDPR on the basis of a balancing of interests: The processing of participation data is carried out for the assertion of legal claims, for the defence in legal disputes, to ensure IT and TC security on the systems used and for the creation and evaluation of participation statistics.

3.) Recipients or categories of recipients of personal data

For the organisation and implementation of the drawing, your data will be processed in part by external service providers and partners if this is necessary to fulfil the aforementioned purposes and is permitted by law. In doing so, we always observe the provisions of data protection law; in particular, processing by service providers employed by us only takes place after conclusion of contracts with a corresponding confidentiality clause.

Receiver	Purpose of disclosure
IT service provider	Maintenance, care and upkeep of the IT systems (hardware and software), provision of the contact registration form
E-mail provider	Transport of e-mails and attachments, sending of prizes
Data destruction service provider	Disposal of files and data carriers

In the context of the implementation of the sweepstakes, personal data will be processed in other countries outside the European Economic Area. You will find further information on this under point 6).

4.) Duration of data storage

We will process your data for the purpose of conducting the sweepstakes during the sweepstakes period from September 21, 2023 to September 23, 2023.

All contact data of the successful participants will be stored until the final determination of the winner within the framework of the drawing and will be deleted at the latest 4 weeks after the complete determination of the winner. The winners' data will be archived for 10 years from the calendar year in which the prizes were sent. The retention period of the participation data may be extended if legal remedies are used and a defence in legal disputes becomes necessary.

Statistical evaluations are permanently stored by us. They do not contain any personal reference. The right to object remains unaffected.

We store the data protection enquiries we respond to regarding information, correction, deletion or restriction of processing, as well as other enquiries from data subjects or supervisory authorities on data protection issues for 3 years for the purpose of accountability.

5.) Data protection rights for data subjects

All data subjects have the right to information under Article 15 GDPR, the right to rectification of their data under Article 16 GDPR, the right to erasure under Article 17 GDPR, the right to restriction of processing of their data under Article 18 GDPR and the right to data transfer under Article 20 GDPR.

Right to object:

Pursuant to Article 21 GDPR, data subjects also have the right to object at any time to the processing of personal data concerning them.

A) Individual right of objection pursuant to Art. 21 Para. 1 GDPR

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you which is carried out on the basis of Art. 6 Para. 1 lit. f GDPR (data processing on the basis of a balance of interests). If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

B) Right to object to processing of data for direct marketing purposes pursuant to Art. 21 Para. 2 GDPR

If we process your personal data for the purpose of direct marketing, you have the right to object at any time to the processing of your personal data for the purpose of such marketing. SCC does not intend to process your data for this purpose in the context of the sweepstakes.

Please send any enquiries regarding the exercise of your data protection rights by post or e-mail to: SCC EVENTS GmbH, Olympiapark Berlin, Hanns-Braun-Strasse / Adlerplatz, 14053 Berlin or gwsbm23@scc-events.com, stating your full name.

Right of appeal:

If you suspect that we are processing your data unlawfully, you can, of course, seek judicial clarification of the issue at any time. In addition, any other legal option is open to you. Irrespective of this, you have the option of contacting a supervisory authority in accordance with Art. 77 Para. 1 GDPR. The right of complaint pursuant to Art. 77 GDPR is available to you in the EU Member State of your place of residence, your place of work and/or the place of the alleged infringement, i.e. you can choose the supervisory authority to which you turn from the places mentioned above. The supervisory authority to which the complaint has been submitted will then inform you of the status and outcome of your submission, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

6.) Data transfer to a third country or an international organisation

We sometimes transfer personal data to third countries or international organisations. You will find a list of these services and service providers, which may be used in the context of participation in the sweepstakes, in the further course of this document.

Third countries are those countries outside the EEA where the GDPR is not directly applicable. The level of data protection is not comparable to that in the EU. In order to compensate for the existing data protection deficit in the event of a lack of an adequacy decision, we have agreed further appropriate guarantees for the processing of personal data with the service providers concerned in the third country or with the international organisation in addition to the standard contractual clauses, so that the data protection standards for these data transfers are compatible with the statutory data protection provisions of the EU and an adequate level of protection is ensured when processing the personal data.

Name and address of the company	Processor or joint controller, activities/purpose of the transfer	Legal basis for data transfer to a third country or the international organisation
Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland / Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA	Order processor, IT infrastructure, contact data collection form, e-mail dispatch for prize notification and for prize handover	International Organisation, Adequacy Decision and Standard Contractual Clauses EU Controller-to-Processor: https://cloud.google.com/terms/sccs/eu-c2p

7.) Voluntariness and obligation to provide personal data

Participation in the sweepstakes is always voluntary and is only during the sweepstakes period. If you wish to participate in the sweepstakes, you must provide the data that is required for the organisation and implementation of the sweepstakes in accordance with the Conditions of Participation and is contractually required. Failure to provide the data will mean that participation in the sweepstakes will not be possible. The Conditions of Participation are available at: <https://www.bmw-berlin-marathon.com/deine-vorbereitung/nachhaltigkeit/teilnahmebedingungen/>

You can cancel your participation in the sweepstakes at any time during the sweepstakes period. Your data will then no longer be taken into account in the prize drawing.

Prize redemption

Race entry for the BMW BERLIN-MARATHON 2024: Data processing activities that take place, for example, in the context of event booking or through the registration and use of the user account in the online booking portal <https://login.scc-events.com/s/login/> are not the subject of this data protection notice. Processing activities in connection with the use of the online booking portal or with participation in an SCC sports event are described in the respective data protection notices, available at: <https://www.scc-events.com/informationspflicht>.

8.) Automated decision-making, performance of profiling

Automated decision-making in the sense of Art. 22 GDPR does not take place.

“Profiling” is a form of automated processing of personal data evaluating personal aspects relating to a natural person, in particular for the purpose of analysing or forecasting the data subject’s performance at work, economic situation, health, personal preferences or interests, reliability or behaviour, location or change of location, insofar as it produces legal effects concerning the data subject or similarly significantly affects him or her. Your data will not be processed for the purpose of profiling at SCC EVENTS.