

Data Protection Declaration

In this data protection declaration we inform you regarding the processing of personal data when using our website.

Personal data is information relating to an identified or identifiable person. This includes primarily information that enable conclusions to be drawn with regard to your identity, such as your name, your telephone number, your address or email address, for example. Statistical data that we collect when you visit our website, for example, and that cannot be linked directly to your person, does not fall under the term personal data.

You can print or save this data protection declaration using the standard function of your browser.

1. Contact partner

The contact partner and so-called person responsible for the processing of your personal data when visiting this website, as defined in the EU General Data Protection Regulation (GDPR) is TV-Turm Alexanderplatz Gastronomiegesellschaft mbH, Panoramastraße 1A, 10178 Berlin, Telephone number: 030 / 24 75 75 0, Email: info@tv-turm.de.

Should you have any questions relating to data protection in conjunction with the use of our website, you can contact our Data Protection Officer at any time. He can be contacted at the above postal address and at the aforementioned email address (Subject: "FAO Data Protection Officer").

2. Data processing on our website

2.1. Calling up our website / access data

With each use of our website, we collect the access data that your browser automatically transmits in

order to enable you to visit the website. In particular, the access data includes:

- The IP address of the requesting device;
- Date and time of the request;
- Address of the called up website and the requesting website;
- Details regarding the browser and operating system used;
- Online identifiers (e.g. device identifiers, session IDs).

The processing of this access data is required in order to make visiting the website possible and to guarantee the permanent functionality and security of our systems. The access data is stored for the purposes described above, and occasionally in internal log files in order to compile statistical information regarding the use of our website, to further develop our website in relation to the usage habits of our visitors (e.g. if the proportion of the use of mobile devices to call up the pages increases) and for the general administrative management of our website. The legal basis is Art.

6(1) (1) (b) GDPR.

The information stored in the log files does not provide any direct indication of your identity, and in particular, we only store IP addresses in truncated and anonymised form. The log files are stored for 30 days and are then archived following anonymisation.

2.2. Making contact

There are various ways to get into contact with us. In this context, we only process data you communicate to us when establishing contact for the purpose of communication with you. The legal basis for this is Art. 6(1) (b) GDPR. The data we collect is automatically deleted once the processing of your request is complete, unless we still require your

request for the fulfilment of contractual or statutory obligations (cf. "Storage period" section).

2.2.1 Userlike Live-Chat-Widget

Our website uses a live chat widget of Userlike UG, Probsteigasse 44-46, 50670 Cologne, Germany ("Userlike") to improve communication with visitors. Userlike is a real-time contact form through which you can contact us directly via your browser and ask questions about us, our website or our products and services. In this context, we process data that you enter in the live chat widget, depending on how you are talking, just to communicate with you. The legal basis of this data processing is Art. 6 para. 1 lit. b DSGVO.

When using the live chat widget, your access data (including the date and time of the call, browser type / version, IP address, operating system used, URL of the previously visited website, amount of data sent, first name, name, e-mail address, etc.). E-mail address) are pseudonymised by Userlike. Performed chats are logged and stored for constant quality control and to save you extensive explanations on the history of your request. Userlike also uses cookies and similar technologies. The data pseudonymised by Userlike is not used to identify you personally, and is not merged with personally identifiable information about you.

If you do not want this data processing, please contact us via our other contact options. You can prevent the installation of cookies by setting your browser software accordingly. However, please note that in this case you will not be able to use the live chat widget. Further information can be found in the privacy policy of Userlike.

2.3. Orders

During an order process, we collect the mandatory information required for the execution of the contract:

- First name and surname;
- Telephone number and email address;
- Invoice address;
- Payment information, payment data.

Without this data the execution of the contract is not possible. The legal basis for the data processing is Art. 6(1) (1) (b) GDPR.

2.4. Payment options, payment service providers

For orders in our online shop we offer the standard payment methods commonly accepted online (e.g. credit card, giropay). Here we work with various online service providers, from who we receive your payment details or to whom we transmit them. Without these payment details and payment service providers, the processing of payment and execution of the contract are not possible. The legal basis for this data processing is Art. 6(1) (1) (b) GDPR.

Our main payment service providers are

- for payments using giropay:
giropay
GmbH, An der Welle 4, 60322
Frankfurt am Main
(<https://www.giropay.de/kaeuffer/>);
- for payments using credit
card:[.....] In the online shop: www.bs-card-service.com

This website is operated by BS PAYONE GmbH, which has its head office in Frankfurt am Main. BS PAYONE is a subsidiary of Deutscher Sparkassenverlag GmbH, Stuttgart.

Address:

BS PAYONE GmbH
Lyoner Straße 9 D-
60528 Frankfurt/Main
www.bspayone.com

In collaboration with:
SIX Payment Services AG
Hardturmstrasse 201 8005
Zurich
www.saferpay.com

At points of sale and vending machines:
afc Rechenzentrum GmbH
Bültbek 27-29 22962
Siek www.afc.de

2.5. Direct mail

As soon as you conclude a contract with us we are authorised to send you direct mail in which we request your feedback regarding your order, for example. The legal basis for this data processing is Art. 6(1) (f) GDPR.

In order to send our direct mail we work with service providers to whom we transmit your email address, along with other data, in order that they can send the direct mail to you. The legal basis for this data processing is Art. 6(1) (1) (f) GDPR.

You can unsubscribe from our direct mail at any time or object to receiving it. A corresponding unsubscribe link can be found in every piece of direct mail. Notification submitted to the contact details stated above or in the newsletter (e.g. by email or letter) is of course also sufficient in this regard.

We use commercially available technologies in our direct mail, with which interactions with the newsletters can be measured (e.g. opening of the email, clicked links). We use this data in pseudonymous form for general statistical evaluations and for the optimisation and further development of our content and customer communication. This takes place with the help of small graphics, which are

embedded within the newsletter (so-called pixels). The data is only collected in pseudonymised form and is not associated with your other personal data. The legal basis for this is our aforementioned legitimate interest in accordance with Art. 6(1) (1) (f) GDPR. We want to share content via our newsletter that is as relevant as possible to our customers, and to better understand what the readers are actually interested in. If you do not want us to analyse your usage behaviour, you can unsubscribe from the newsletter or set your email program to disable graphics by default.

2.6. Surveys and prize draws

When you take part in our surveys we use your data for market research and opinion polling. As a rule, we evaluate the data in anonymised form, for internal purposes. If, by way of exception, surveys are not evaluated anonymously, the data will only be collected with your consent. In the case of anonymous surveys, the GDPR is not applicable and in case of personal evaluations by way of exception, the legal basis is your aforementioned consent in accordance with Art. 6(1) (1) (a) GDPR.

Within the context of prize draws, we use your data for the purposes of the performance of the draw and for the notification of the winner. If required, detailed information can be found in the conditions of participation for the respective competition. The legal basis for the data processing is the prize draw contract in accordance with Art. 6(1) (1) (b) GDPR.

2.7. Applications

You can apply for vacant jobs with us at any time. The purpose of the data collection is the selection of applicants for the potential establishment of an employment relationship. To this end, please note the supplementary applicant information below,

regarding data processing during the application process.

2.8. Use of our own cookies

Part of our service requires that we use so-called cookies. A cookie is a small text file that is saved on your device by the browser. Cookies are not used to run programs or to load viruses onto your computer. The main purpose of our own cookies is rather to provide a website that is specifically tailored to you and to make the use of our services as time-efficient as possible.

The majority of browsers are configured by default to accept cookies. However, you can adjust your browser settings as such that cookies are rejected or are only stored subject to your prior consent. If you reject cookies, it may be that not all of our web pages function flawlessly.

We hereby want to enable the more convenient and tailored use of our website. These services are based on our aforementioned legitimate interests, and the legal basis is Art. 6(1) (1) (f) GDPR.

We also use cookies and comparable technologies (e.g. web beacons) from partners for analysis and marketing purposes. This is described in closer detail in the following sections.

2.9. Use of cookies and comparable technologies for analysis purposes

In order to improve our website, we use cookies and comparable technologies (e.g. web beacons) for the statistical recording and analysis of general usage behaviour, using access data. We also use analysis services to evaluate the use of our various marketing channels.

The legal basis for the data processing described in the next section is Art. 6(1) (1) (f) GDPR, based on our legitimate interest in the needs-based design and continuous optimisation of our website.

In the following list of technologies used by us, you will also find corresponding information regarding you options by which to object to our methods of analysis, using so-called opt-out cookies. Please note that after deleting all cookies in your browser or when later using a different browser and/or profile, an optout cookie must set again.

2.9.1. Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland („Google“). Google Analytics uses cookies and similar technologies to allow us to analyse and improve our website based on your user behaviour. The data collected in this context can be transmitted by Google to a server in the USA and stored there. In the event that personal data is transmitted to the USA, Google has signed up for the [EU-US Privacy Shield](#). However, your IP address will be truncated prior to the analysis of the usage statistics, so that no indication as to your identity is provided. To this end, Google Analytics has been supplemented with the "anonymizeIP" code on our website, in order to guarantee the anonymised recording of IP addresses.

Google will process the information acquired through the cookies to evaluate your use of the website, to compile reports on the website activities on behalf of the website operators and to provide other services associated with the use of the website and of the Internet.

As shown above, you can configure your browser as such that it ,rejects cookies, or you can prevent the

recording of data generated by cookies and relating to your use of this website (incl. your IP address), as well as the processing of this data by Google, by downloading and installing a [browser add-on](#) made available by Google. As an alternative to the browser add-on, or if you are accessing our website from a mobile end device, please use the button “Disable Google Analytics” displayed on the website below. This prevents the future recording of data by Google Analytics within this website (the opt-out only works in the browser and only for this domain). If you delete your cookies in this browser, you will have to click on this link again.

More detailed information on this can be found in the Google [Privacy Policy](#).

2.9.2. Use of cookies and comparable technologies for online advertisement

We use cookies and similar technologies, also for advertising purposes. Some of the access data collected during the use of our website is used for interest-related advertising. The analysis and evaluation of this access data allow us to present you with personalised advertising on our website and on the websites of other providers. This means advertising that reflects your actual interests and needs.

The legal basis for the data processing described in the next section is Art. 6 (1) sentence 1 (f) GDPR, based on our legitimate interest in advertising our products and services in personalised form.

In the following section we would like to explain these technologies and the providers used for them in more detail. The data collected may include in particular the IP address of the device, the date and time of access, the identification number of a cookie, the device identification of mobile devices and

technical information about the browser and operating system.

However, the data collected is stored exclusively under a pseudonym so that no direct conclusions can be drawn about the persons involved.

In the following descriptions of the technologies used by us, you will also find information on the possibilities you have to object to our analysis and advertising measures by using a so-called opt-out cookie. Alternatively, you can exercise your objection by making appropriate settings on the [TrustArc](#) or [Your Online Choices](#) websites, which provide objection facilities by many advertisers in bundled form. Both sites make it possible to disable all advertisements at once for the providers listed, using opt-out cookies, or alternatively to make the settings for each provider individually. Please note that an opt-out cookie must be set again after you have deleted all cookies in your browser or subsequently used another browser and/or profile.

2.9.3 Facebook pixels

For marketing purposes, our websites use so-called conversion and retargeting tags ("Facebook pixels") of the social network Facebook, a service of Facebook Inc., 1601 Willow Road, Menlo Park, California 94025, USA ("Facebook"). We use Facebook pixels to analyse the overall usage of our websites and to track the effectiveness of Facebook advertising ("conversion"). In addition, we use Facebook pixels to play out individualized advertising messages to you based on your interest in our products ("retargeting"). Facebook therefore processes data that the service collects via cookies, web beacons and comparable storage technologies on our websites.

The data collected in this context can be transferred from Facebook to a server in the USA for evaluation and stored there. In the event that personal data is

transferred to the USA, Facebook has submitted to the [EU-US Privacy Shield](#).

If you are a member of Facebook and Facebook has allowed it through your account's privacy settings, Facebook may also link the information collected about your visit to us to your member account and use it to target Facebook ads. You can view and change the [privacy](#) settings of your Facebook profile at any time. If you are not a Facebook member, you can prevent Facebook from processing your information by activating the Facebook deactivation button on the aforementioned TRUSTe website. You can also prevent data processing by clicking on the following button (in the browser):

Disable personal analysis & advertising by Facebook

If you disable data processing by Facebook, Facebook will only display general Facebook ads that are not selected based on information collected about you.

More information can be found in Facebook's [Data Policy](#) section.

2.10. Social Media

Facebook fan page

We are jointly responsible for operating a fan page on the social network Facebook Inc., 1601 Willow Road, Menlo Park, California, 94025, USA ("Facebook"), which enables us to communicate with interested parties and followers and to inform them about our products and services.

Facebook may provide us with statistics on the use of our fan page (e.g. information about numbers, name, interactions, such as likes or comments, and aggregate demographic and other information or statistics about our company and the offer on our fan page to help us learn about interactions with our site)

by Facebook/fan page users. For more information on the nature and scope of these statistics, please see the [Facebook page insights](#) and the respective responsibilities in the [Facebook page insights addendum](#). The legal basis for this data processing is our legitimate interest pursuant to Art. 6 (1) sentence 1 (b) GDPR and 6 (1) sentence 1 (b) GDPR, as described above.

We have no influence on data that is processed by Facebook on our own responsibility in accordance with the terms of use of Facebook. However, we would like to point out that when you visit the fan page, data about your usage behaviour is transferred from Facebook and from the fan page to Facebook. Facebook itself processes the above information to compile more detailed statistics and for its own market research and advertising purposes over which we have no control. For more information, please see Facebook's [Privacy Policy](#). In the event that personal information is transferred to the United States, Facebook has submitted to the [EU-US Privacy Shield](#). If personal data of users are available to us when operating the fan page, users are entitled to the rights stated in this Privacy Policy. Should users also wish to enforce their rights vis-à-vis Facebook, the simplest option is for users to contact Facebook directly. Facebook is aware both of the details regarding the technical operation of the platform and the associated data processing, as well as the specific purpose for this data processing, and can implement appropriate measures upon request should users assert their rights. We are happy to assist users in asserting their rights wherever possible and will forward user requests to Facebook.

Facebook Connect

Our website affords you the opportunity to log into the website using your existing Facebook profile data. To this end, we use Facebook Connect, a service

provided by Facebook Inc., 1601 Willow Road, Menlo Park, California, 94025, USA ("Facebook"). As soon as you have logged in with Facebook Connect, additional registration is not necessary.

If you wish to use this feature you will first be forwarded to Facebook. There you will be prompted to log in with your username and password. It goes without saying that we have no knowledge of your login details. If you are already logged into Facebook then this step will be skipped. Your email address and your public profile information (in particular your name, profile image, date of birth, gender, language and country, friends list and your 'likes') are then transferred to us when you confirm the procedure using the "Log in with Facebook" button. In the event that personal data is transmitted to the USA, Facebook has subscribed to the [EU-US Privacy Shield](#). The legal basis for this is Art. 6(1) (1) (b) GDPR.

More detailed information on this can be found in [Facebook's](#) privacy policy.

2.11. Web Fonts

For a visually enhanced display, our website uses web fonts provided by Adobe Typekit (Adobe Systems Software Ireland Limited, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Ireland). In order that the web fonts we embed can be integrated and displayed in your browser, when calling up the contact page your web browser must establish a connection with an Adobe server, which may also be located in the USA.

In the case whereby person data is transmitted to the USA, Adobe has subscribed to the [EU-US Privacy Shield](#). Adobe thus receives the information that the contact page of our website was called up from the IP address of your device. The legal basis is Art. 6(1) (1)

(f) GDPR, based on our legitimate interest in the integration of visually improved web fonts.

More detailed information on this can be found in the Adobe [privacy policy](#).

2.12. Further data processing for marketing purposes

We also use data that we collect from our corporate customers (Business-to-Business / B2B) for our own marketing purposes. We also inform our customers by email regarding products that we offer and that may be of interest to the customers. We also use various service providers for the said marketing purposes, (e.g. Salesforce Corporation), to whom we only transfer data following careful selection and while ensuring an appropriate level of data protection is in place. Using this form of direct advertising, we pursue our legitimate interest in the advertisement of our products and services. The legal basis in this respect is Art. 6(1) (f) GDPR.

3. Forwarding of data

As a rule, data collected by us will only be forwarded if:

- You have issued your express consent in accordance with Art. 6(1) (1) (a) GDPR;
- The forwarding is required in accordance with Art. 6(1) (1) (f) GDPR, in order to enforce, exercise or defend against legal claims and provided there is no reason to assume that you have an overriding legitimate interest in preventing the forwarding of your data;
- We are legally obliged in accordance with Art. 6(1) (1) (c) GDPR to forward the data; or
- This is legally permitted in accordance with Art. 6(1) (1) (b) GDPR for the realisation of contractual relationships with you or is required for the implementation of

precontractual measures, which are performed at your request.

Some of the data processing may be performed by our service provider. In addition to the service providers mentioned in this data protection declaration, this may include, in particular, data centres that host our website and databases, IT service providers that maintain our system and supply and logistics service providers. Insofar as we forward data to our service providers, these service providers may only use the data for the fulfilment of their duties. The service providers are carefully selected and assigned by us. They are contractually bound to follow our instructions, they have suitable technological and organisational means by which to protect the rights of the concerned persons and are regularly inspected by us.

Google Tag Manager

Our website uses Google Tag Manager, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The Tag Manager is used to manage tracking tools and other services, so-called website tags. A tag is an element that is stored in the source text of our website, for example to record predefined usage data. The Google Tag Manager doesn't require the use of cookies. The Google Tag Manager ensures that the usage data required by our partners (cf. the described data processing operations) is forwarded to them. Some of the data is processed on a Google server in the USA. In the event that personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield. The legal basis is Article 6(1)(1)(f) of the GDPR, based on our legitimate interest in the integration and management of several tags on our website in an uncomplicated manner. More information can be found in Google's information about the Tag Manager.

4. Integration of the content and services of third parties

It may be the case that content from third parties, for example videos from YouTube, map material from Google Maps, RSS feeds or graphics from other websites may be integrated within our website. This always requires that the providers of this content ("third-party providers") know your IP address. For without your IP address they cannot send the content to your browser. The IP address is therefore required in order to display this content. The legal basis for this data processing is Art. 6(1) (b), f DSGVO.

We endeavour only to use content whereby the respective provider only uses the IP address in order to distribute the content. However, we have no influence over the situation if the third-party provider stores the IP address, for statistical purposes for example.

Google Maps

Our website uses the map service Google Maps from *Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland* ("Google"). In order that the Google map material we use can be integrated and displayed in your web browser, when calling up the contact page your web browser must establish a connection with a Google server, which may also be located in the USA.

In the event that personal data is transmitted to the USA, Google has subscribed to the [EU-US Privacy Shield](#). Google thus receives the information that the contact page of our website was called up from the IP address of your device. The legal basis is Art. 6(1) (1) (f) GDPR, based on our legitimate interest in the integration of a map service as a means of establishing contact.

If you call up the Google Maps service on our website while logged into your Google profile, Google can also link this event with your Google profile. If you do not want this assignment to your Google profile, you must log out of Google before calling up our contact page. Google stores your data and uses it for the purposes of advertisement, market research and the personalised display of Google Maps. You can raise an objection with Google with regard to this data collection.

More detailed information on this can be found in the Google [Privacy Policy](#) and the [Additional Conditions of Use](#) for Google Maps.

5. Video monitoring in our premises

Our premises within the Berlin TV Tower are monitored using video technology and video recordings are also made and stored in order that we can maintain security and adhere to statutory provisions when operating the Berlin TV Tower. Here statutory regulations are always observed in their respectively valid version and our Data Protection Officer and the appropriate authorities are keep informed. The legal basis for this data processing is Art. 6(1) (1) (f) GDPR.

6. Storage duration

As a general rule, we only store personal data for as long as is required for the fulfilment of the contractual or statutory obligations for which we collected the data. We then delete the data immediately unless we still require the data until the expiration of the statutory limitation period, as evidence for claims pursuant to civil law or due to statutory recordkeeping obligations.

For the purpose of providing evidence, we are required to retain contract data for a further three

years from the end of the year in which business relations with you come to an end. Any claims shall lapse after the statutory standard limitation period, and no sooner than at this time.

In some cases we may also be required to store your data for bookkeeping reasons. We are obliged to do so pursuant to statutory documentation obligations, which arise from the German Commercial Code (Handelsgesetzbuch), the German Tax Code (Abgabenordnung), the German Banking Act (Kreditwesengesetz), the German Money Laundering Act (Geldwäschegesetz) and the German Securities Trading Act (Wertpapierhandelsgesetz). The time periods for the storage of documents specified there are two to ten years.

7. Your rights

You have the right at all times to request information regarding the processing of your personal data by us. Within the context of the provision of information, we will explain the data processing to you and provide you with an overview of the stored data relating to your person.

If data stored by us is incorrect or is no longer up-to-date, you have the right to have this data corrected. You can also request the deletion of your data. If, in exceptional cases, deletion is not possible on account of other legal provisions, the data will be locked so that it is only available for this legal purpose.

You can also limit the processing of your data, e.g. if you are of the opinion that the data stored by us is incorrect.

You also have the right to data portability, i.e. to our issuing to you upon request a digital copy of the personal data that you have provided.

In order to exercise your rights described here, you can contact us at any time using the aforementioned contact details. This also applies if you would like to receive copies of guarantees verifying an appropriate level of data protection.

You also have the right to object to data processing, which is based on Art. 6(1) (e) or (f) GDPR. Finally, you have the right to complain to the responsible data protection supervisory authorities. You can exercise this right with a supervisory authority in the member state of your place of residence, your workplace or the location of the suspected violation. In Berlin, the location of our head office, the responsible supervisory authority is: Berlin Officer for Data Protection and Freedom of Information, Friedrichstr. 219, 10969 Berlin.

8. Right of revocation and objection

In accordance with Article 7 (2) GDPR, you have the right to revoke consent issued to us at any time. This means that we will in future no longer continue the data processing relating to this consent. By revoking your consent, the legality of the processing carried out on the basis of your consent prior to your revocation shall not be affected.

If we process your data on the basis of legitimate interests in accordance with Art. 6(1) (f) GDPR, in accordance with Art. 21 GDPR you have the right to submit your objection to the processing of your data and to state reasons arising from your particular situation and that, in your opinion, speak to the overriding of your legitimate interests. If this is an objection to data processing for the purposes of direct mailing, you have a general right of objection, which we will implement even without the statement of reasons.

Should you wish to exercise your right or revocation or objection, informal notification submitted using the aforementioned contact details is sufficient.

Data security

We use current technical measures to guarantee data security, in particular for the protection of your personal data against risks during data transfer and against disclosure to third parties. These will be adjusted accordingly in line with the state of the art. In order to secure the personal data that you provide on our website, we use Transport Layer Security (TLS), which encrypts the information that you enter.

9. Amendments to the Data Protection Declaration

We occasionally update this Data Protection declaration, for example if we adjust our website or if the statutory or official regulations change.

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