

## **SCC EVENTS GmbH Data Protection Policy**

### **Regarding Photo and Video Recording and Real-Time Monitoring at Public Events**

The following English version 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, SCC EVENTS GmbH (hereinafter also referred to as “SCC EVENTS” or “we”) provide information to individuals visiting our public events at whose data may be subject to real-time monitoring (without recording) and to photography and video recording (with recording, storage and publication) regarding the processing of their personal data and the rights to which they are entitled under data protection legislation.

This document only describes the aforementioned data processing activities.

In connection with a participation in our events or use of our services, further personal data may be processed in connection with the respective purpose. For more information, please refer to the privacy notice for the specific event or offer available at <https://www.scc-events.com/informationspflicht>.

#### **1. Responsible for data processing and data protection officer**

SCC EVENTS GmbH  
Olympiapark Berlin  
Haus des Deutschen Sports  
Adlerplatz 1  
14053 Berlin

**Postal address:**

SCC EVENTS GmbH, Olympiapark Berlin, Hanns-Braun-Straße 4, 14053 Berlin  
Managing Directors: Christian Jost, Jürgen Lock  
E-mail: [informationspflicht@scc-events.com](mailto:informationspflicht@scc-events.com)  
Phone: 030 / 30 12 88 - 10  
Fax: 030 / 30 12 88 - 40

The data protection officer can be contacted by post at the above address with the keywords "Data Privacy" or by e-mail: [datenschutz@scc-events.com](mailto:datenschutz@scc-events.com).

#### **2. Purposes and legal basis of data processing**

Visitors or participants at our public sporting and trade fair events (hereinafter collectively referred to as ‘data subjects’) may be affected by SCC EVENTS’ data processing activities, as photographs and videos are regularly taken at our events by us and/or by service providers exclusively commissioned by us. Furthermore, our sports and trade fair events are regularly covered by the media (radio, television and live broadcasts) or by sponsors, due to the competitive nature of the events and the international public interest in them. Through the processing of visual recordings (video and photographs) at our events, the personal data of data subjects becomes part of our data processing activities.

Live video surveillance of the respective event venues also takes place regularly at our events. The surveillance system enables seamless, real-time monitoring of visitor flows, allowing bottlenecks, potential hazardous situations and inefficient processes on the premises to be identified at an early stage and rectified immediately.

For selected processing activities, SCC EVENTS and the exclusive photography and video service providers share joint responsibility. The privacy notice regarding joint responsibility with the exclusive photography and video service providers is available at: <https://www.scc-events.com/informationspflicht>.

We process the personal data of data subjects in compliance with the applicable data protection provisions of the EU General Data Protection Regulation (GDPR), the German Federal Data Protection Act (BDSG) and other relevant legal bases (e.g. the Copyright Act, the Artistic Copyright Act).

Federal Data Protection Act (BDSG) and other relevant legal regulations (e.g. Copyright Act, Art Copyright Act).

The processing of personal data (photographs) is based on the following legal bases:

- A. Art. 6(1)(b) GDPR for the fulfilment of pre-contractual measures and/or contractual obligations: The processing of photographs based on this legal ground exclusively concerns participants in the respective sports event who have (pre-) ordered photo and video recordings. The image recordings are processed for the purpose of providing contractual, offered or booked services in connection with the relevant event.

This includes, for example:

- the fulfilment of pre-orders or sales contracts, including the provision of the photo and video recordings created for individual participants; and
- the provision of the access data generated for the retrieval of pre-ordered photo packages to the participants entitled to retrieve them.

B. Art. 6(1)(f) GDPR on the basis of a legitimate interest assessment:

The processing of images (including recording, storage and, where applicable, publication) on this legal basis concerns visitors and participants of the event in question. Images will be processed for at least the following purposes:

- for media coverage by us, by the press or by media agencies (here with media privilege on our own responsibility), sometimes with live coverage;
- to document promotional activities for sponsors and partners;
- to document competitions and events, sometimes with live coverage;
- to identify, resolve and investigate security-related incidents in the start and finish areas of the BERLIN MARATHON and BERLIN HALF MARATHON sporting events
- for commercial publication (public relations, publications) on the internet (SCC EVENTS websites, social media platforms and video platforms, partly in joint responsibility with SCC EVENTS) or in print products (e.g. brochures, magazines);
- for the permanent storage and provision of the images created by us and the exclusive photo and video service providers;
- for the assertion of legal claims,
- to defend ourselves in legal disputes; and
- to ensure IT and telecommunications security.

On this legal ground, images of participants in a sports event will be processed for the following purposes, among others:

- to create, edit and store professional competition and event images (partly by exclusive photo and video service providers, in this case in joint responsibility with SCC EVENTS);
- for the allocation of the created photo and video recordings to the individual participants;
- for the provision of a protected login area for all participants on the systems of the exclusive photo and video service providers used (depending on the event and in joint responsibility with SCC EVENTS);
- for data synchronisation when using the protected login area to access personal images for each participant on the systems of the exclusive photo and video service providers used (depending on the event and in joint responsibility with SCC EVENTS).

Real-time monitoring (without recording) applies to visitors and participants at our events and is carried out for the following purposes:

- Monitoring and managing visitor flows, in some cases using anonymous people counting
- Adjusting visitor guidance systems by opening or closing access routes
- Dynamic regulation of staffing levels at check-in or sales points
- Early detection of obstructions, congestion or potential security issues
- Compliance with safety requirements at large-scale events

C. Art. 6(1)(c) GDPR for the purpose of complying with legal obligations imposed by law. These include, for example:

- Obligations of proof and accountability under data protection and civil law, taking into account and in order to comply with legal provisions.

D. Art. 6(1)(a) GDPR based on a consent:

On this legal basis and other applicable laws, selected image recordings of participants or visitors will be processed for the following purposes:

- for the use of image recordings showing exposed, clearly identifiable persons or groups of persons for the purpose of commercial publication in digital or printed media of SCC EVENTS or
- for the publication of images depicting minors with the consent of their legal guardians.

**Insofar as consent (including implied consent) has been granted for the processing of personal data for specific, previously stated purposes, this processing is lawful on the basis of that consent. Consent can be revoked at any time, but the revocation does not affect the lawfulness of data processed prior to the revocation.**

### 3. Recipients or categories of recipients of personal data

In order to fulfil our contractual services and legal obligations, your data is partly 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 follow the provisions of data protection law, in particular any processing carried out by service providers engaged by us only takes place after the conclusion of contracts with a corresponding confidentiality clause.

Live video surveillance footage is displayed exclusively on monitors in the event management office. Access to the office is generally restricted to employees of SCC EVENTS GmbH. To fulfil security tasks, external service providers are also authorised to view the footage where this is necessary to fulfil the aforementioned purposes and is permitted by law.

<b>Recipient</b>	<b>Purpose of Disclosure</b>
IT Service Provider	Servicing, maintenance and servicing of IT systems (hardware and software)
Security service	Support with the monitoring of events
Security authorities, e.g. representatives of the police, fire service and emergency medical services	Monitoring compliance with safety regulations
Website Host	Presentation and hosting of the online offer and the published images (photos and videos)
Printer	Creation and dispatch of printed products
Law firms and courts	Enforcement of claims, defence in legal disputes
Sport Club Charlottenburg e.V.	Organisation of the sports events
Data destruction service provider	Disposal of files and data carriers
SCC-EVENTS Photo Service Provider / Photo Box	Creation of photo and video recording
Sportograf Digital Solutions GmbH (exclusive photo and video service provider at certain SCC events)	Creation, editing and storage of professional competition and event images, allocation of the images created to individual competitors (data synchronisation via start number and e-mail address or date of birth), creation of a protected login area for each competitor on the respective systems, processing of (pre-) orders and sales
Press (national and international)	Reporting, live broadcast, interviews, photo and video recordings

Business partners of SCC EVENTS, e.g. sponsors, advertising partners, service providers	Documentation and reporting, partly in connection with the publication of event information, photo galleries and video recordings on websites
Public website(s) and magazines of SCC EVENTS	Publication of event information, photo and video recordings
Social media platforms	Publication of video recordings and photo series, information's and live-streams
Video platforms	Publication of video recordings, photo series and live-streams
Data Protection Officer	Fulfilment of the audit and control mandate, assistance with data protection matters

Please note that SCC EVENTS GmbH is only partially responsible for the data from media and journalistic reports and that these data are not named in detail due to the regularly changing (partly international) press representatives and business partners.

The operators of the social media platforms are listed below:

- 4, D04 X2K5, Ireland LinkedIn: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland
- X (formerly Twitter): Twitter International Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland
- Facebook: Meta Platforms Ireland Ltd, Merrion Road, Dublin
- Instagram: Meta Platforms Ireland Ltd., Merrion Road, Dublin 4, D04 X2K5, Ireland

The video platform operators are listed below:

- Vimeo: Vimeo.com Inc., 330 West 34th Street, 5th Floor, New York, New York 10001, USA
- TikTok: TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland
- YouTube: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

It is possible that personal data may be transferred to countries outside the European Economic Area (EEA) (so-called third countries). Further information on the transfer of data to third countries is described in section 6.) of this document.

#### 4. Duration of data storage

There are no plans to store live video surveillance footage from real-time monitoring (without recording).

Photographs and video recordings (including recording, storage and, where applicable, publication) of our public events are, as a matter of principle, archived by us for an indefinite period for the purposes of event documentation, to secure evidence of the original recordings and for contemporary historical documentation.

Photo and video recordings of the participants made by the exclusive photo and video service providers are stored for an unlimited period of time. Photo and video recordings are available to the participants individually for retrieval and purchase from the respective service provider. The privacy notices of the joint responsibility with the exclusive photo and video service providers are available at: <https://www.scc-events.com/informationspflicht>.

When publishing the photo and video recordings on our websites, social media and video platforms, the recordings selected for this purpose can also be accessed for an unlimited period of time. The right of objection and/or revocation remains unaffected.

The storage of personal data for the establishment, exercise or defence of legal claims is possible and may extend the storage period.

We store video and photo recordings processed on the basis of consent until it is revoked or until the respective purpose is fulfilled. Corresponding details can be found in the respective declaration of consent. The revocation of consent does not affect the lawfulness of the data processed until revocation. Data processing will also cease immediately in the event of a (legitimate) objection by the data subject.

Data protection requests: Requests for information, rectification, erasure or restriction of processing that we respond to, as well as other requests from data subjects or supervisory authorities on data protection issues, are archived for accountability purposes for a period of 3 years from the end of the action.

## 5. Rights of data subjects

All data subjects have the right of access in accordance with Art. 15 GDPR, the right to obtain rectification of their inaccurately stored data in accordance with Art. 16 GDPR, the right to obtain the erasure of personal data in accordance with Art. 17 GDPR, the right to obtain the restriction of processing of their data in accordance with Art. 18 GDPR and the right to receive their personal data in accordance with Art. 20 GDPR. Consent granted can be revoked at any time. The revocation of a consent does not affect the legality of the data processed until the revocation.

### Right to object:

In accordance with Art. 21 GDPR, data subjects also have the right to object at any time to the processing of personal data concerning them. This applies in particular to the following cases:

#### **A) Individual right to object (Art. 21(1) GDPR)**

Data subjects have the right to object at any time, on grounds relating to their particular situation, to the processing of personal data concerning them which is based on Art. 6(1)(f) GDPR (data processing based on a balancing of interests). If the data subject objects, we will no longer process the personal data unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or the processing serves the establishment, exercise or defence of legal claims.

#### **B) Right to object to the processing of data for the purposes of direct marketing (Art. 21 (2) GDPR)**

If we process personal data for direct marketing purposes (e.g., by post or email), data subjects have the right to object at any time to the processing of their personal data for such marketing purposes. SCC EVENTS does not intend to process personal data for this purpose in connection with the creation, storage, and publication of image recordings or in connection with live video surveillance.

Data subjects may send their requests to exercise their data protection rights informally by post or e-mail, stating their full name, to: SCC EVENTS GmbH, Olympiapark Berlin, Hanns-Braun-Straße / Adlerplatz, 14053 Berlin or [datenschutz@scc-events.com](mailto:datenschutz@scc-events.com).

**Right of appeal:**

If data subjects suspect that their data is being processed unlawfully by SCC EVENTS, they may, of course, at any time seek judicial clarification of the matter. Data subjects also have every other legal option available to them.

Notwithstanding the foregoing, data subjects have the right to lodge a complaint with a supervisory authority pursuant to Art. 77(1) GDPR. The right to lodge a complaint pursuant to Art. 77 GDPR is available to data subjects in the EU Member State of their place of residence, their place of work and/or the place of the alleged infringement, i.e. they can choose the supervisory authority to which they turn from the above-mentioned places. The supervisory authority to which the complaint has been submitted will then inform them of the status and outcome of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

The data protection authority responsible for SCC EVENTS is: Berlin Commissioner for Data Protection and Freedom of Information, Website: <https://www.datenschutz-berlin.de/> Telephone: +49 (0)30 13889-0; Fax: +49 (0)30 2155050; Email: [mailbox@datenschutz-berlin.de](mailto:mailbox@datenschutz-berlin.de)

**Note on publication of video and photo recordings:**

Video and photo recordings of our event are regularly published on the Internet. We would like to point out that SCC EVENTS GmbH is only partially responsible for the media coverage. In particular, printed products such as daily newspapers or live broadcasts on radio and television are subject to reporting in the public interest due to the competitive nature of our sports events. Coverage may also be provided by private individuals, associations, sponsors and many other institutions. Whether and to what extent SCC EVENTS is (co-)responsible for the respective data processing in terms of data protection law will be examined on a case-by-case basis at the request of the persons concerned.

Once personal data has been published on the Internet, it can be accessed worldwide. Further dissemination or indexing by search engines or copying by third parties is therefore possible. Deletion of such data cannot be fully guaranteed.

In principle, when personal data is published on the Internet (regardless of the platform chosen), it cannot be ruled out that it may also be accessed from countries that do not have an adequate level of data protection. The authorised publication of personal data on the Internet does not constitute a transfer of personal data to a third country in this sense.

In the context of archiving for journalistic or statistical purposes, result lists or records may be stored worldwide beyond the periods specified here (Art. 85 and Art. 89 GDPR).

Data subjects may therefore contact us directly if they have any questions or requests regarding the published competition data concerning them.

## 6. Transfer of data to a third country or international organisation

Live video surveillance footage from real-time monitoring (without recording) is not transferred to third countries or international organisations.

We transfer some of the photographs and video recordings we have produced (this applies only to recordings, and/or their storage and publication) to third countries or international organisations. A list of these services and service providers, which may be used in connection with the creation, storage and publication of photographs and video recordings, is set out in this chapter.

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

Company name and address	Role of the company, activities/purpose of the transfer	Legal basis for the data transfer
Twitter International Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 Irland / Headquarters: X Corp., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA	Joint responsibility, operation of the social media platform X	International organisation, standard data protection clauses EU Controller-to-Controller: <a href="https://gdpr.twitter.com/en/controller-to-controller-transfers.html">https://gdpr.twitter.com/en/controller-to-controller-transfers.html</a>
Meta Platforms Ireland Ltd., Merrion Road, Dublin 4, D04 X2K5, Ireland / Headquarters: Meta Platforms, Inc., 1601 Willow Road, Menlo Park, CA 94025, USA	Joint responsibility, operation of the Facebook and Instagram social media platforms	International organisation, standard data protection clauses EU Controller-to-Controller <a href="https://www.facebook.com/legal/EU_data_transfer_addendum">https://www.facebook.com/legal/EU_data_transfer_addendum</a> <a href="https://www.facebook.com/legal/terms/page_controller_addendum">https://www.facebook.com/legal/terms/page_controller_addendum</a> <a href="https://www.facebook.com/legal/terms/dataprocessing_data_transfer_addendum/update">https://www.facebook.com/legal/terms/dataprocessing_data_transfer_addendum/update</a>
Vimeo Inc., 555 West 18th Street, New York, 10011, USA	Own responsibility, operation of the Vimeo video platform	Headquarters in a third country, standard data protection clauses EU Controller-to-Controller <a href="https://vimeo.com/privacy#international_data_transfers_and_certain_user_rights">https://vimeo.com/privacy#international_data_transfers_and_certain_user_rights</a>
Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland / Headquarters: Google LLC, 1600 Amphitheatre	Order processor, operation of the video platform YouTube	International organisation, standard data protection clauses EU Controller-to-Processor <a href="https://www.youtube.com/t/terms_dataprocessing">https://www.youtube.com/t/terms_dataprocessing</a> and

Parkway, Mountain View, CA 94043, USA		<a href="https://business.safety.google/adsprocessor/terms/sccs/eu-c2p/g">https://business.safety.google/adsprocessor/terms/sccs/eu-c2p/g</a>
Tiktok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland / Headquarters: Beijing ByteDance Technology Co Ltd., Room 10A, Building 2, No. 48, Zhichun Road, Beijing, Beijing, 100098, China	Joint responsibility, running the video platform Tiktok	International organisation, Joint-Controller-Contract <a href="https://www.tiktok.com/legal/page/global/tiktok-analytics-joint-controller-addendum/en">https://www.tiktok.com/legal/page/global/tiktok-analytics-joint-controller-addendum/en</a>
LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland / Headquarters: LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA	Order processor, operation of the social media platform LinkedIn	International organisation, EU Adequacy Decision related to certification in the DPF, DPA available at: <a href="https://de.linkedin.com/legal/l/dpa">https://de.linkedin.com/legal/l/dpa</a>
Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland / Headquarters: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	Order processor, IT infrastructure, servers for storing and archiving photo and video recordings	International organisation, standard data protection clauses EU Controller-to-Processor: <a href="https://cloud.google.com/terms/sccs/eu-c2p">https://cloud.google.com/terms/sccs/eu-c2p</a>

## 7. Voluntary nature and obligation to provide personal data

Participation in an event of the SCC EVENTS is voluntary and is not contractually or legally required. All participants will be informed, at the latest when entering the event area, that personal data may be collected in the form of photo and video recordings. All participants are informed by the applicable terms and conditions of the event that personal data may be collected in the form of photo and video recordings and that live video surveillance is taking place.

All participants are informed, through the applicable terms and conditions of the respective event, that personal data in the form of photographs and videos (including recordings) will be collected.

All visitors and participants have the opportunity to inform the media representatives on site if they do not wish to be included in the images of the event and can also avoid areas of media attention (e.g. awards ceremony, finish line).

Data subjects may withdraw their consent to the processing of their personal data at any time with effect for the future. In addition, all visitors and participants have the right to object.

## 8. Automated decision making, profiling

We do not use any exclusively automated decision-making within the meaning of Art. 22 GDPR for the processing of photo and video recordings.

'Profiling' is a form of automated processing of personal data involving the evaluation of personal aspects relating to a natural person, in particular to analyse or predict that person's work performance, economic situation, health, personal preferences or interests, reliability or behaviour, location or movements, insofar as this has legal effects on the data subject or similarly significantly affects them. The data from the videos (including recording, storage and, where applicable, publication) and from live video surveillance (without recording) are not processed by SCC EVENTS GmbH for the purpose of profiling.