



Echt Bodensee Card („EBC“) Privacy Policy

We are pleased that we have interested you in our region and our EBC offers. The protection of your privacy and personal data is very important to us. Therefore, the collection and use of your data always takes place in accordance with the provisions of the German Federal Data Protection Act (*Bundesdatenschutzgesetz, BDSG*) and the German Telemedia Act (*Telemediengesetz, TMG*). Below, we will inform you of what type of data we collect and how this information is used.

1. Personal Data

Personal data, in accordance with the German Federal Data Protection Act (BDSG), is information about personal or factual circumstances which enables a specific person to be identified. Personal data shall only be stored to the extent required for the provision of the booked service, for compliance with legal requirements, or for subsequently specified purposes.

2. Anonymised Data

It is not possible to use the EBC anonymously, as the services offered with the EBC are personally offered to you as a visitor to our region.

3. Purpose of Collecting Personal Data

The collection of personal data is therefore essential for the use of the EBC. In accordance with the legal regulations, and in the interest of data economy, as a rule, only data required for the provision of precisely these offers shall be collected.

If, in our forms, we ask you to provide additional information, then doing so is always optional and shall be identified as such.

The following shall be stored electronically, and in encrypted form, on the Echt Bodensee Card(s) which are delivered to you: first and last name in the form of a so-called string (e.g. Markus Meyer -> MxxxxS MxxxR), an age category (E, J or K), the arrival and departure dates, an identification for the accommodating local authority, as well as the information relevant for the use of the services (approval of the service package, etc.).

The data collected in the event of booking a stay or other service shall be used for processing this booking, for making the EBC available, for claiming the services offered with the EBC, for levying an outstanding visitor's tax where applicable, as well as within the legally required specifications for advertising and statistical purposes.

Aside from that, the personal data stored by us is used for maintaining customer relationships, for customer service purposes (e.g. information about EBC offers) and for processing orders.

4. Disclosure of Personal Data to Third Parties

Your personal data shall solely be disclosed in line with the relevant specifications, in particular within the guidelines on competition and data protection laws.

Disclosure of your data to services partners (e.g. local public transport), hosts, public authorities or service providers for the provision and invoicing of EBC services shall take place insofar as it is necessary on the basis of statutory obligations or required for the provision of EBC services.

In addition to this, publication and communication of your data to third parties shall take place insofar as we are required to do so by law, or on the basis of legally binding, finalised legal proceedings.

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ECHT BODENSEE CARD

www.echtbodenseecard.de



5. Storage and Deletion of Data

Your personal data shall be stored within the framework of the purposes outlined in the point ‘Purpose of Collecting Personal Data’. The legislative authority has issued various retention requirements and deadlines. Following the expiry of these deadlines, the corresponding data shall be routinely deleted. If data is unaffected by this, it shall be deleted if the purposes outlined in points 3 and 4 cease to apply.

The storage of data on the card, within the framework of your declaration of agreement, shall be carried out in encrypted form and only before the end of the card’s validity period. Upon returning the card, its data shall be deleted.

6. Right to Information/Right of Withdrawal

You are at all times entitled to obtain information about your personal data stored by us, free of charge. You may also at any time revoke the consent you gave when providing your data in relation to its use.

Furthermore, you can at all times demand that your data be deleted, blocked or amended free of charge. In the event of an early refund, you may put forward a claim for immediate deletion during the card’s validity period. Deletion may however be opposed by statutory provisions, in particular regarding accounting and bookkeeping purposes.

In order to revoke your consent for data use or to request information, amendment, blocking or deletion, please contact:

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Karlstraße 13

88045 Friedrichshafen

Tel.: +49 (0) 7541 37 834 0

E-Mail: service@echt-bodensee.de

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