

Data protection information for customers of the bicycle rental system wk-bike, operated by Bremer Tageszeitungen AG, part of registration process

In the following we inform you about the processing of your data in connection with the use of our services and the rights to which you are entitled under the data protection laws.

If you have any questions regarding the protection of your data, please contact the us directly or our external data protection officer:

1. Contact details person in charge

Bremer Tageszeitungen AG, Martinstraße 43, 28195 Bremen, E-Mail: kundenservice@wk-bike.de, Website: www.wk-bike.de, Telefon: +49 421 36 71 36 71

2. Contact Data Protection Officer

Nordwest Datenschutz Peter Pawlowski e. K., Gloystr. 14, 26180 Rastede, Email: datenschutz@nordwest-datenschutz.de, Website: www.nordwest-datenschutz.de, Telefon: +49 4402 84568

3. personal data

Personal data is 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 assignment to an identification such as a name, an identification number, location data, an online identification or to one or more special features.

4. purposes and legal bases of data processing

We process personal data within the framework of the data protection provisions of the General Data Protection Regulation (Datenschutzgrundverordnung) (EU) 2016/679 and the (Federal Data Protection Act Bundesdatenschutzgesetz) for the purposes listed below.

4.1 Contract performance/implementation of pre-contractual measures (Art. 6 para. 1 sentence 1 b) DSGVO)

The personal data of the users are used for our bicycle rental, in particular for registration via app, telephone hotline, terminal, websites and the services associated with it. When contacting us, the information is stored for the purpose of processing the enquiry and in the event that follow-up questions arise.

Within the framework of a registration or rental process, we process personal data that is necessary for the establishment, content design, modification or termination of the registration or the respective contractual relationship, for example: Name, title, address, date of birth, telephone number, bank details or credit card information, monthly sums of the invoice turnover, the bicycles used by you in our system, inquiries to us regarding your contract. Personal data is processed in order to conclude a contract with you or to fulfil or terminate a contract that has already been concluded. This includes, for example, data processing that is carried out in connection with our customer service. Bremer Tageszeitungen AG uses personal data including vehicle usage data (such as the location of the rental vehicle at the beginning and end of the rental period and in the case of parking transactions, to the extent necessary for the purpose of carrying out the contractual relationship with the customer. This also includes the use of the data to detect and eliminate errors and malfunctions in the rental process and in the overall operation. Rental transactions carried out by the customer are collected and stored with start and destination, start and destination time. These data can be viewed at any time in the customer account and are the subject of the invoice. A motion profile is not recorded.

4.2 Protection of legitimate interests (Art. 6 para. 1 sentence 1 f) DSGVO)

We process your personal data if this is necessary to protect our interests or the interests of third parties and does not outweigh your interests. We process personal data to protect the following legitimate interests:

for internal purposes to control and improve our business processes,
business management analysis, company analysis, for the further development of
Services and products

- for direct advertising, in order to offer you similar products suitable for your individual needs if you are allowed to contact us
- to secure legal claims
- to ensure the security and availability of our IT systems, to prevent damage
- for the performance of contracts with parties involved in the provision of our services

4.3 Fulfilment of a legal obligation (Art. 6 para. 1 sentence 1 c) DSGVO)

We are subject to various legal requirements that may result in an obligation to process personal data: commercial, corporate, competition and tax laws, data protection laws and other general legal obligations.

4.4 Processing on the basis of consents (Art. 6 para. 1 sentence 1 a) DSGVO)

We process your personal data if you have given us your consent (you will receive further information e.g. for the purposes and your revocation options when you give your consent).

5. recipient of personal data

Employees of our company have access to your personal data to the extent necessary to fulfil the above-mentioned purposes. We use service providers who support us in data processing within the scope of order processing (service providers for the following services: IT and network operations, call centers, customer service, file/data carrier destruction, printing, archiving, sales partners, market research, advertising and marketing, operation of online offerings, websites and apps). These service providers are subject to strict contractual agreements, including confidentiality. On a contractual basis, recipients outside our company who do not work for us in the context of order processing also process your personal data to the required extent:

- Telecommunications service provider, e.g. for making calls, sending SMS, etc.;
- Sales partners and other companies that support us in selling our products;
- banks, e.g. for the execution of direct debit procedures; providers of payment services

- Tax consultants/auditors, to guarantee and review the bookkeeping of legal requirements (e.g. tax regulations)
- lawyers, to represent and enforce our legal interests

These recipients are also bound to secrecy due to legal or professional obligations or contractual agreements.

We are legally obliged in individual cases to transmit personal data to authorities (e.g. requests for information from investigating authorities) or natural/legal persons (e.g. to assert claims).

6. data processing in third countries

We process your personal data in Germany and the European Union. Service providers who process personal data on our behalf outside the European Union (so-called third countries) will only be used if the European Commission has issued an "adequacy decision" (Art. 45 DS-GVO), "appropriate guarantees" (Art. 46 DS-GVO) or "internal data protection regulations" (Art. 47 DS-GVO) for this third country. In addition, your personal data will be processed in third countries if it is necessary to fulfil the contract (e.g. rental transactions in third countries), if you have given your consent or if there is a legal obligation.

7. deletion of personal data

We generally delete personal data if it is no longer necessary (see above purposes).

We delete your customer data no later than six months after the end of the calendar year following your cancellation, unless we are obliged by law (e.g. commercial law or tax law requirements) to keep it for a longer period; in these cases we delete the data upon expiry of these statutory periods (generally after 6-10 years).

If you have given your consent to the processing of personal data, we will delete your personal data at the latest as soon as you revoke your consent and if there is no other legal basis for the processing.

8. origin of personal data

We do not only process personal data that we receive directly from you. We receive some personal data from third parties in cases where we offer our services jointly with partner companies and you expressly consent to this.

9. choice and options

If you register with us or if you continue to register or rent your data at any time, we offer you the opportunity to decide on the collection and use of your data in certain areas. You can exercise your options and design options via your user account. As a business customer you can also appeal to your contact person.

10. Your rights

As the person concerned within the meaning of the DS-GVO, you have the following rights:

- You have the right to obtain information about your processed data (Art. 15 DS-GVO). Please contact our customer service in writing.
- If you wish to have incorrect personal data corrected or incomplete data completed, you can correct them in your user account or contact our customer service (Art. 16 DS-GVO).
- You have the right to have your personal data deleted under certain legal conditions (Art. 17 DS-GVO). You can delete your data in your user account or contact our customer service.
- Under certain legal conditions, you have a right to have processing restricted (Art. 18 DS-GVO). You can do this by contacting our customer service.
- Under certain legal conditions, you have a right to receive or transfer personal data concerning you (Art. 20 DS-GVO). You can do this by contacting our customer service.

- You have the right of appeal to a supervisory authority (Art. 77 DS-GVO). You can, for example, contact the data protection supervisory authority.
- Right to revoke your consent: You have the right to revoke your consent to the processing of your personal data at any time with effect for the future. The legality of the processing based on the consent until the revocation remains unaffected by the revocation. As you can explain the revocation, we inform you when obtaining the consent. In any case, you can contact our customer service to declare your revocation.
- You have a right of objection under certain legal conditions. We will inform you about this at the conclusion of the contract and at the end of this leaflet.

11 Changes to the Privacy Policy

We reserve the right to change this data protection leaflet, if changes in the law or changes in our internal processes may make it necessary to adapt this data protection leaflet. Please consult the data protection leaflet at www.wk-bike.de/datenschutz regularly.

12. your right of objection (Article 21 DS-GVO)

You have the right to object at any time to the processing of your personal data on the basis of Art. 6 para. 1 sentence 1 e) DSGVO or Art. 6 para. 1 sentence 1 f) DSGVO for reasons arising from your particular situation. We then no longer process this personal data for these purposes, unless we can prove compelling reasons worthy of protection for the processing, which outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims. If personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of this personal data for the purpose of such advertising. You can declare your objection to our customer service.

13. your complaint

If you have any reason to complain about the processing of your data, you can always contact a data protection supervisory authority. Responsible for Bremen:

**The State Commissioner for Data Protection and Freedom of Information of the
Free Hanseatic City of Bremen**

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