

## **Privacy Policy**

The protection of your privacy is extremely important to SK Rapid GmbH / SK Rapid. We would like to explain below what we do to protect your data and which data we generally collect. In addition, we would like to inform you, according to art. 13 of the General Data Protection Regulation (GDPR), on the scope and purpose of the processing of personal data on our websites. For terminology questions, we refer to art. 4 of the GDPR.

We process the data within the legal framework of the GDPR and the data privacy act.

We commit ourselves to protect the data of the visitors to our websites. Third parties will only be provided with the stored data in the manner described in this policy. No personal data will be disclosed to advertising companies.

We reserve the right to adapt the information provided in this privacy policy to a modified legislation or jurisdiction without prior notice. The respective current version published here is valid.

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## **1. Websites of SK Rapid GmbH**

The following data protection regulations apply to the following websites of SK Rapid GmbH:

<https://www.skrapid.at>

<https://www.rapidshop.at>

<https://www.allianz-stadion.at/>

## **2. General provisions**

### **2.1 Legal basis (EU General Data Protection Regulation)**

The EU General Data Protection Regulation protects the fundamental rights and freedoms of natural persons and, in particular, their right to the protection of personal data. Personal data is any information that relates to an identified or identifiable natural person.

### **2.2 General information**

SK Rapid GmbH, Gerhard-Hanappi-Platz 1, 1140 Vienna is responsible for the content.

(<https://www.skrapid.at/de/meta/impressum/>). Concerning this matter, you can contact us at [datenschutz@skrapid.com](mailto:datenschutz@skrapid.com).

By using our websites, you agree that we may collect certain data. In return, we commit ourselves to protect your data at any time.

Your data will not be disclosed to third parties for the purpose of advertising. Your personal data will only be disclosed to third parties in the manner described in this privacy policy.

### **2.3 Hosting**

We use hosting services for our website. These hosting services are necessary for infrastructure and platform services, computing capacity, storage and database services, security and technical maintenance services that we use for the purpose of operating this online offer.

In doing so, we or our hosting provider process inventory data, contact data, content data, contract data, usage data, meta and communication data of customers, interested parties and visitors to this online offer on the basis of our legitimate interest in an efficient and secure provision of this online offer in accordance with art. 6 para. 1 lit. f GDPR in conjunction with art. 28 GDPR (conclusion of order processing contract).

We or the hosting provider collect data on every access to the server this online offer is located on (so-called server log files), based on our legitimate interest in accordance with art. 6 par. 1 lit. f. GDPR. This includes the name of the accessed website, the file, the date and time of access, the transferred data size, the notification of the successful access, the browser type and version, the user's operating system, the referrer URL (the previously visited site), the IP address and the requesting provider.

Log file information is stored for security reasons (e.g. to investigate improper or fraudulent activities) for a maximum of 21 days and is then deleted. Data whose further storage is required for evidence purposes are excluded from the deletion until the final clarification of the respective incident.

## 2.4 Cookies & Plug-ins

Cookies are small text files that allow for the recognition of the user and an analysis of the usage of our website. On our websites, only those cookies are used that are absolutely necessary to operate the website or to provide a service that you have expressly requested (e.g. shopping list, electronic shopping cart). Furthermore, cookies store optionally selected settings of a previous visit to the website (e.g. language, interest, etc.). Otherwise, we collect and store personal data by setting cookies only after your express consent.

We set the following cookies:

\_session\_server      assigned server

gwg                    active session

surveys              participated survey

In order to prevent the setting of cookies, you must set your browser in a way that they are only created or rejected with your consent. However, we would like to point out that without the setting of cookies, certain functions of the website may only be used in a restricted way or not at all.

By giving your express consent, you agree to the use of the following cookies & plug-ins:

### Hotjar

We use Hotjar to better understand the needs of our users and to optimize the offers on this website.

By using the Hotjar technology, we get a better understanding of our users' experiences (e.g. how much time users spend on which sites, which links they click on, what they like and what they do not

like, etc.) which helps us to adjust our offer to the feedback of our users. Hotjar uses cookies and other technologies to collect information on the behavior of our users and their computers (in particular, the IP address of the computer (recorded and stored only in an anonymous way), screen size, size of computer (unique device identifiers), information on the used browser, location (only country), preferred language for viewing our website). Hotjar stores this information in a pseudonymized user profile. The information is neither used by Hotjar nor by us to identify individual users, nor is it merged with other data about individual users. The legal basis is art. 6 par. 1 p. 1 lit. f GDPR. For more information, please see Hotjar's privacy policy:

<https://www.hotjar.com/legal/policies/privacy>

You may object to the storage of a user profile and information on your visit to our website by Hotjar and the setting of Hotjar tracking cookies on other websites at this link:

<https://www.hotjar.com/legal/compliance/opt-out>

## **Twitter**

Our website uses so-called social plug-ins ("plug-ins") of the Twitter microblogging service, operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter"). The plug-ins are marked with a Twitter logo, for example in the shape of the blue "Twitter bird". Find an overview of the Twitter plug-ins and their look here: <https://twitter.com/about/resources/buttons>. When you visit a page of our website that contains such a plug-in, your browser connects directly to the servers of Twitter. The content of the plug-in is directly transmitted to your browser by Twitter and integrated into the page. Through this integration, Twitter receives the information that your browser has accessed the corresponding page of our website, even if you do not have a profile on Twitter or are currently not logged in to Twitter. This information (including your IP address) is sent from your browser directly to a Twitter server in the US and stored there. If you are logged in to Twitter, Twitter can immediately assign the visit to our website to your Twitter account. If you interact with the plug-ins, for example by clicking the "Tweet" button, the corresponding information will also be sent directly to a Twitter server and stored there. The information will also be released on your Twitter account and displayed there to your contacts. For the purpose and scope of the data collection and the further processing and use of the data by Twitter as well as your rights in this respect and the settings options for protecting your privacy, please refer to the privacy policy of Twitter:

<https://twitter.com/privacy>

If you do not want Twitter to directly link the data collected via our website to your Twitter account, you must log out of Twitter before visiting our website. You can prevent the loading of Twitter plug-ins with add-ons for your browser, e.g. with the script blocker "NoScript" (<http://noscript.net/>).

## **Google Analytics**

Our websites use Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses cookies that are stored on your computer and that allow an analysis of the website usage. The information generated by the cookie about the usage of the website is usually transmitted to a Google server in the USA and stored there.

Google will use this information on our behalf to evaluate your usage of the website, to compile reports on website activities and to provide other services related to the website and internet usage to the website operators.

We only use Google Analytics with an active IP anonymization. This means that the IP address of the users will be shortened by Google within member states of the European Union or in other

contracting states of the Agreement on the European Economic Area. Only in exceptional cases, the full IP address will be sent to a Google server in the US and shortened there.

You can prevent the collection of the data generated by the cookie and related to your usage of the online offer as well as the processing of this data by Google by downloading and installing the browser plug-in available at the following link: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout). You will find more information on the site and privacy policy at [www.google.com/analytics/terms/en.html](https://www.google.com/analytics/terms/en.html) or [www.google.com/intl/en/policies/](https://www.google.com/intl/en/policies/).

### **Font Library Google Fonts**

In order to render our content cross-browser in a correct and graphically appealing way, we partly use the font library Google Fonts <https://fonts.google.com/>. Google Fonts are transferred to the cache of your browser to prevent a multiple loading. If the browser does not support Google Fonts or prohibits the access, contents will be displayed in a standard font.

### **Conversion measurement with the Facebook Tracking Pixel**

With your consent, we use the "tracking pixel" of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") on our website. It helps us track users' activities after seeing or clicking a Facebook ad. Thus, we can track the effectiveness of Facebook advertisements for statistical and market research purposes. The data collected in this way is anonymous, i.e. we do not see the personal data of individual users. However, we would like to inform you according to our knowledge that this data is stored and processed by Facebook. Facebook can connect this data with your Facebook account and also use it for its own advertising purposes, according to Facebook's privacy policy <https://www.facebook.com/about/privacy/>. You can enable Facebook and its associates to show ads on and off Facebook. For these purposes, a cookie can be stored on your computer. This consent may only be given by users older than 14 years. Please click here if you wish to withdraw your consent: <https://www.facebook.com/settings?tab=ads>

### **YouTube**

We have included YouTube videos on our website which are stored at "www.youtube.com" and are directly playable from our website. They are all incorporated in the so-called "extended privacy mode", i.e. that no private data about you as a user is transferred to YouTube if you are not playing the videos.

Only when you play the videos, YouTube cookies will be stored on your computer and data transmitted to Google, Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA as the YouTube operator. The data transfer is carried out regardless of whether you have a user account with Google that you are logged in to, or if you do not have a user account. If you are logged in, this data

will be directly assigned to your account. If you do not want any assignment to your profile, you must log out before pushing the play button. YouTube or Google, Inc. stores this data as usage profiles and uses it for purposes of advertising, market research and / or customization of its website. Such an evaluation is carried out, in particular, (also for non-logged-in users) to provide a needs-based advertising and to inform other users on your activities on our website. You have the right of objection to the formation of these user profiles by directly addressing Google Inc. as the operator of YouTube to exercise it. For more information on the purpose and scope of the data collection and its processing by Google, Inc., please visit [www.google.at/intl/de/policies/privacy/](http://www.google.at/intl/de/policies/privacy/). By playing the YouTube videos, you agree to the data processing by Google, Inc. We do not process any of the respective data.

### **Collection and processing of anonymous data**

Every time a user accesses our website, i.e. every time a file is accessed on this server or tried to be accessed, data about this process is saved in a log file. This data is not personal data. Thus, we cannot know which user has accessed which data. We also do not try to collect this information.

In detail, the following data is stored about each access:

- name of the accessed file
- date and time of access
- transferred data size
- notification, if the access was successful
- notification as to why an access may have failed
- name of your internet service provider
- if necessary, the operating system and browser software of your computer
- website you visit us from

All mentioned data is evaluated only for statistical purposes by us and by our contracted service providers. We use this data to make our website even better for you.

### **2.5 Right to information, correction, deletion, restriction and data portability of stored data as well as complaints to the data protection authority**

You have the right to information, correction, deletion, limitation and data portability of your stored data at any time. You can contact us on this matter at [datenschutz@skrapid.com](mailto:datenschutz@skrapid.com). Below is a detailed overview of your rights:

- Right to information: On request, we will inform you on which data is stored by us. More details can be found in art. 15 GDPR.

- Correction: Should data be incorrect, you have the right according to art. 16 GDPR to complete or correct incorrect data.
- Deletion and restriction: You have the right according to art. 17 GDPR to delete data immediately or to restrict the data usage according to art. 18 GDPR.
- Data portability: In the case of a legitimate interest, you have the right to obtain your data according to art. 20 GDPR and to request the transfer to third parties.
- Objection / Revocation: You may object to the processing of your data at any time according to art. 21

GDPR, in particular against the processing of the data for the purpose of direct advertising (newsletter).

If you believe that the processing of your data violates the data protection law or that your data protection claims have been violated in any way, you can complain to the regulatory authority (art. 77 GDPR). In Austria, this is the data protection authority. In this respect, we would also like to refer to the website of the DPA which can be accessed at <https://www.dsb.gv.at/>.

## **2.6 Consent and right of withdrawal**

If your consent is required for the processing / use of your data, we will only process / use it with your explicit consent. By submitting your consent, you confirm that you have reached the age of 14 or that the consent of your legal representative has been obtained. You can revoke your consent at any time at [datenschutz@skrapid.com](mailto:datenschutz@skrapid.com). In the case of a withdrawal of your consent, the private data previously stored will be anonymized and subsequently used only for statistical purposes without any personal reference. The withdrawal of the consent shall not affect the legality of the processing done on the basis of the consent until the withdrawal.

## **2.7 Data security**

We provide all state-of-the-art technical and organizational measures to protect your personal data from loss, unauthorized access and improper use.

## **3. Use and disclosure of personal data and purpose limitation**

Personal data is collected if you provide it to us voluntarily, for example, in the context of a registration (e.g. newsletter) or agree to the use of cookies.

All personal data will be collected, processed and used in accordance with the relevant provisions for the protection of personal data primarily for the purpose of the services you have requested and for processing your requests.

Your personal data will only be stored for as long as it is necessary for the purposes for which it is processed, or until the expiration of any guarantee, warranty, limitation and legal retention periods, unless otherwise specified in this privacy policy.

As part of the operation of our websites, we hire software service providers and agencies that can gain access to your personal data in the course of their activities. They have to comply with the applicable data protection regulations. You can request more information about our service providers at [datenschutz@skrapid.com](mailto:datenschutz@skrapid.com).

### **3.1 Newsletter**

The registration for our newsletter is made in an opt-in procedure (consent according to art. 6 (1) lit a GDPR). You can unsubscribe from the newsletter by clicking the unsubscribe link at the end of each newsletter. We assign a service provider for the dispatch of our newsletter who is committed to comply with the applicable data protection regulations. You can request more information about the service provider assigned by us at [datenschutz@skrapid.com](mailto:datenschutz@skrapid.com). At regular intervals, we will inform you on our games, new products, events, and activities as well as advertising and marketing campaigns of SK Rapid and SK Rapid GmbH, 1140 Vienna, Gerhard-Hanappi-Platz 1 and their partners and sponsors.

### **3.2 Lotteries**

In connection with the lotteries offered by us, your personal data will only be used for the processing of these lotteries, unless you give us your explicit consent to any other use.

### **3.3 Contacting**

If you contact us by means of a form on the website or by e-mail, your data will be stored for the purpose of processing the request and in case of any follow-up questions for 2 years. We will not share this data without your consent. The legal basis for the processing is art. 6 par. 1 lit. b GDPR.

### **3.4 Online shop of SK Rapid GmbH**

Personal data for the fulfillment of the contract

If you provide us with the title, first name, last name, address and e-mail address as well as data for a payment service provider in the online shop, we use this personal data for the fulfillment of the contract (delivery, confirmation of purchase, pre-contractual measures, contract management).

Without this data we cannot conclude the contract with you.

A transfer of data to third parties does not take place, with the exception of the transfer of credit card data to the processing bank / payment service provider (or PayPal and Klarna) for the purpose of debiting the purchase price to the shipping company commissioned by us to deliver the goods and to our tax consultant to fulfill our tax obligations.



This personal data which is necessary for the fulfillment of the contract will be stored as long as the customer account exists in the online shop of SK Rapid GmbH. Should the customer account be deleted, the data will be stored from the last contract conclusion to the expiration of the tax retention period (7 years) (art. 6 (1) (b) GDPR).

In addition, the data of name, address, e-mail address, purchased goods and date of purchase will be stored until the end of the product liability (10 years). The data processing is carried out on the basis of the legal regulations of § 96 par. 3 of the Telecommunications Act as well as art. 6 par. 1 lit a (consent).

In any case, the personal data will be deleted if the data is no longer required to fulfill the purpose pursued by the storage or if its storage is or becomes illegitimate for other legal reasons.

The data is deleted as quickly as possible in all cases mentioned or completely anonymized if technically not possible.

### **3.5 Contact tracing (COVID-events)**

In order to host national and international competition games, friendlies and events in and around the Allianz Stadium with current restrictions due to the COVID-19 virus and to best protect the health of visitors, the following data of these visitors will be collected in connection with the aforementioned games and events:

- First and last name
- Post address
- E-mail address
- Phone number

We utilise these data for the following purposes:

- To transmit this data to the responsible authorities in the case of a diagnosed infection of a visitor with the Sars-CoV-2 virus at a game or an event in the Allianz Stadium
- If a confirmed COVID-19 disease case occurs, the data collected can be used for tracing purposes in order to be able to contact visitors who attended the respective games and events (contact tracing)

SK Rapid and SK Rapid GmbH point out that no data is saved for SK Rapid or SK Rapid GmbH itself, but is only collected for the transmission to the responsible authorities.

The data collected is processed exclusively by the data protection officer of SK Rapid and SK Rapid GmbH and is not passed on.

The data will be saved for a period of two months onwards from the date of transmission and will then be deleted entirely.