

Declaration of consent in accordance with Article 6, paragraph 1 of the European General Data Protection Regulations (GDPR) (and paragraph 22 of the German Artistic Copyright Act) on the processing of images and other personal data

As part of the photo campaign for the supporter banner, Bayer 04 Leverkusen Fußball GmbH, Gustav-Heinemann-Straße 1, 51373 Leverkusen, intend to produce a large-format banner with photos (images) of fans that would be submitted by the participants (submitters). The banner is to be hung up in the stadium above blocks B1 – B4 and to be displayed during matches taking place at the stadium and within the framework of media reporting.

In addition, images of the banner are to be used and published by Bayer 04 Leverkusen Fußball GmbH for the public image of the company on its website and social media channels.

Beyond that, Bayer 04 Leverkusen Fußball GmbH will store details of the participants (name, email address) to document distribution of the declaration and in the event of violation of rights (for example breach of copyright laws) refer potential claimants to the relevant participant.

By submitting a photo, you declare approval to the described processing and use of the photo you have submitted. Insofar as other persons are pictured on the photo, you also declare that the other persons have also approved the described use of the photo. If minors are included in the photo then you also declare that the legal guardians of the minor have also approved the processing of the photo. The declaration of approval is exclusively related to the special categories of personal data (in accordance with Article 9 of the GDPR) provided they arise from the photos submitted.

Granting consent is voluntary albeit photos will only be shown on the banner where the people portrayed have approved the processing of their images. You can withdraw your consent at any time without specifying any reasons. You can withdraw consent via email to info@bayer04.de or by post to Bayer 04 Leverkusen Fußball GmbH, Gustav-Heinemann-Straße 1, 51373 Leverkusen. However, we draw your attention to the fact that the withdrawal of consent in the event that the banner has already been printed with your photo, will not lead to the relevant image being removed from the banner and that the image will no longer be used as part of the banner in broadcasts of a match, accompanying media reporting or use as a representation of the banner by Bayer 04 Leverkusen Fußball GmbH. Further use of the photo as part of the banner can therefore not be excluded even if you have withdrawn your consent to processing.

Further information on the processing of your personal data in accordance with Article 13 of the GDPR

Name and contact details of the responsible body:

Bayer 04 Leverkusen Fußball GmbH
Bismarckstr. 122-124
51373 Leverkusen
Email: info@bayer04.de

Contact details of the data protection agent:

Brands Consulting
Mr Bernhard Brands
Bayer04@brands-consulting.eu

Purposes the personal data can be used for:

Submitted photos are portrayed on a banner that will be hung up in the stadium during football matches (without the normal crowd participation. The banner and the photos on it can be published by the media within the scope of TV broadcast of matches as well as the accompanying media reporting. In addition, the responsible body uses (publishes) images of the banner for the purpose of the public image of the company on its website and the company's social media channels.

Legal basis for processing:

The legal basis for the processing of photos for the production of a banner and the extended use of the image of the banner is the consent of the person portrayed in accordance with Article 6 Paragraph 1 of the German GDPR and Article 9 Paragraph 1 and Article 9 paragraph 1 of the German GDPR.

Categories of personal data:

Photos (images) submitted by participants are used to fulfil the processing purposes.

Recipients or categories of recipients of personal data:

Within the scope of media reporting (including TV broadcast) and use for the purpose of the public image of the company, the images are published as part of the banner or its representation and made accessible to an undefined number of recipients.

Submission of personal data to a recipient in a third country:

Submission of personal data two recipients in a third country is not provided for. In view of the public presentation of the images as part the

banner and within the scope of media reporting it is not possible to exclude transmission of data to a third country.

Timescale of storage of data:

The submitted photos will be kept for a period of six months after production of the banner to be able to counter possible legal claims.

Right to withdraw consent:

You can withdraw consent at any time With immediate effect without affecting the legitimacy of the use based on the consent until it is withdrawn. In view of the described processing purposes (production of a banner and publishing) the withdrawal of consent, under certain circumstances, may not lead to the relevant image not being used from that point as part of the banner.

Your rights:

According to Articles 15 to 20 of the German GDPR, you have the right at any time to information, correction or deletion or to limitation of use. In addition, you can make use at any time of your right of withdrawal against the processing as well as your right to data portability.

Right of appeal to a regulator:

In accordance with Article 77 of the German GDPR you have the rights to lodge a complaint with the regulator or a relevant office providing you have reason to object, particularly when you are of the opinion that the processing of your personal data does not conform to the legal requirements and the requirements of this data protection statement.

The contact details of the regulators in the individual federal states are available in the following external link:

https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html