



## **PRIVACY POLICY**

### **1. Information on the collection of personal data**

1.1 In this privacy policy we inform you about the collection of personal data from you as the data subject and the processing of this data in the context of the use of our website. Personal data is all information relating to an identified or identifiable natural person, such as name, address, e-mail addresses, user behavior. The processing of data refers in particular to its collection, storage, use and transmission.

1.2 You can reach the responsible body for data processing at [info@ray-entertainment.com](mailto:info@ray-entertainment.com).

1.3 You can contact our data protection officer at [datenschutz@ray-entertainment.com](mailto:datenschutz@ray-entertainment.com).

### **2. collection of personal data when you visit our website**

#### **2.1 General information**

If you only use our website for information purposes, i.e. if you do not register or otherwise provide us with information, we only collect the personal data that your browser automatically transmits to our server. If you wish to view our website, we therefore collect the following data in this way, which is technically necessary for us and the purpose of which is to enable the website to be delivered to your computer, to display our website to you and to guarantee stability and security:

- IP address
- Hostname of the accessing computer
- Date and time of the server request
- Time zone difference to Greenwich Mean Time (GMT)
- Contents of the request (concrete page)
- Access status/HTTP status code
- amount of data transferred in each case
- Web page from which the request comes
- Browser type and browser version
- Operating system used
- Language and version of the browser software

This data is stored in so-called server log files.

The legal basis for such processing is Art. 6 Para. 1 S. 1 lit. f DSGVO. The legitimate interest lies in the delivery of the website to the user's computer and the proper presentation of our website.

The data are deleted as soon as they are no longer required for the purpose of their collection. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended.

The collection of this data in order to provide the website and the storage of the data in log files is mandatory for the operation of the website. Consequently, there is no possibility for the user to object.

## 2.2 Cookies

In addition to the aforementioned data, cookies are stored on your computer when you use our website. Cookies are small text files that are stored on your hard drive and assigned to the browser you are using. Cookies cannot execute programs or transfer viruses to your computer. They serve the purpose of making the Internet offer more user-friendly and effective overall.

The legal basis for the processing of personal data using cookies is Art. 6 para. 1 lit. f DSGVO.

### 2.2.1 Use of cookies

This website uses the following types of cookies, the scope and operation of which are explained below:

Transient cookies (see 2.2.2)

Persistent cookies (see 2.2.3)

2.2.2 Transient cookies are automatically deleted when you close your browser. These include in particular the so-called session cookies. These store a session ID which can be used to assign various requests from your browser to the shared session. This enables your computer to be recognised when you return to our website. The session cookies are deleted when you log out or close your browser.

2.2.3 Persistent cookies are automatically deleted after a specified period, which may vary depending on the cookie. You can delete the cookies at any time in the security settings of your browser.

2.2.4 You can configure your browser settings according to your wishes and, for example, refuse to accept third-party cookies or all cookies. Please note, however, that in this case you may not be able to use all the functions of our website.

## 2.3 Possibility to object to and remove all services that use cookies.

2.3.1 Cookies are stored on the user's computer and transmitted to our website by the user. You therefore have full control over the use of cookies. You can deactivate or restrict the transmission of

cookies by changing the settings in your Internet browser. You can delete cookies that have already been saved at any time. This can also be done automatically. If you deactivate cookies for our website, you may no longer be able to use all the functions of our website to their full extent.

2.3.2 Below you will find links to some of the most important browsers where you can find out how to manage and deactivate cookies:

Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Internet Explorer: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>

Chrome Browser: <https://support.google.com/accounts/answer/61416?hl=en>

3. further functions and offers of our website and related data processing

3.1 In addition to the possibility of purely informational use of our website, we offer other services that you can use if you are interested. For this purpose, you must usually provide further personal data which we use to provide the service.

3.2 Contact form and e-mail contact

On our website we have a form ready for you to get in touch with us. The data entered here in the mask will be transmitted to us and stored when the message is sent. The transmission is SSL-encrypted.

Here we ask in an input mask your name, your E-Mail address and your request as obligatory data. Further information is voluntary, but makes it easier for us to contact you. In addition to your IP address, the time of sending will also be saved.

As part of the sending process, we obtain your consent and refer you to this data protection declaration.

Alternatively, it is possible to contact us via an e-mail address provided by us. In this case, the personal data transmitted by you with the e-mail will be stored. In any case, this is your e-mail address.

When you contact us, the data provided by you will be processed by us exclusively for the purpose of processing your contact. No data will be passed on to third parties in connection with this data processing.

The legal basis for the processing is Art. 6 para. 1 lit. a DSGVO if you use our contact form. If you send us an e-mail, the legal basis for the processing is Art. 6 Para. 1 lit. f DSGVO. As far as the establishment of contact aims at the conclusion of a contract, the additional legal basis of the processing is art. 6 para. 1 lit. b DSGVO.

We will delete the data arising in this context if it is no longer required for the purpose for which it was collected. This is the case for the personal data from the input mask of the contact form and those sent by you by e-mail when the respective conversation has ended. The conversation is terminated when it can be inferred from the circumstances that the matter in question has been conclusively clarified. You have the possibility at any time to revoke the consent given by you for

data processing. If you have contacted us by e-mail, you can object to the storage of your personal data. You can address your revocation or objection to the contact data stated in the imprint.

Please note that in such a case the conversation cannot be continued and must be terminated. The data transmitted and stored in the course of establishing contact will then be completely deleted by us.

### 3.3 Newsletter

On our website we offer you the opportunity to subscribe to a free newsletter. With this we would like to inform you about our current interesting offers and news about us.

The data is entered into a mask and transmitted to us and stored. The data will not be passed on to third parties and will only be used to send the newsletter. In the course of the registration process, we only ask for your e-mail address. In addition, in addition to your IP address, the time of registration is also stored.

As part of the sending process, we obtain your consent and refer you to this data protection declaration.

We use the so-called double opt-in procedure to register for our newsletter. This means that after your registration we will send you an e-mail to the specified e-mail address in which we will ask you to confirm that you wish to receive the newsletter. If you do not confirm your registration within 24 hours, your information will be blocked and automatically deleted after one month. The purpose of the procedure is to prove your registration and, if necessary, to clarify any possible misuse of your personal data.

The legal basis for the processing is Art. 6 para. 1 lit. a DSGVO.

We delete the data as soon as they are no longer required to achieve the purpose for which they were collected. Your e-mail address will therefore be stored as long as the newsletter subscription is active. You can revoke your consent to receive the newsletter at any time and cancel your subscription to the newsletter. You can declare your revocation by clicking on the link provided in every newsletter e-mail or by sending an e-mail to [newsletter@eay-entertainment.com](mailto:newsletter@eay-entertainment.com) or by sending a message to the contact details given in the imprint.

3.4 If our service providers or partners are based in a country outside the European Union, we will inform you about the consequences of this circumstance in the description of the offer.

## 4. use of Google Analytics

4.1 This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website will generally be transmitted to and stored by Google on servers in the United States. However, if IP anonymisation is activated on this website, your IP address will be shortened by Google in advance within Member States of the European Union or in other Contracting States to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website,

compiling reports on website activity and providing other services to website operators relating to website activity and internet usage.

4.2 The legal basis for the use of Google Analytics is Art. 6 Para. 1 S. 1 lit. f DSGVO.

4.3 The IP address transmitted by your browser within the scope of Google Analytics is not merged with other Google data.

4.4 You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. In addition, you can prevent Google from collecting the data generated by the cookie and related to your use of the website (including your IP address) and Google from processing this data by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

4.5 This website uses Google Analytics with the extension "\_anonymizeIp()". This means that IP addresses are shortened for further processing and that it is not possible to identify individuals. As far as the data collected about you a personal reference  
If your personal data comes into contact with us, this will be excluded immediately and the personal data will be deleted immediately.

4.6 We use Google Analytics to analyse and regularly improve the use of our website. The statistics obtained enable us to improve our website and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

4.7 Third party information: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001<tel:+353%20(1)%20436%201001>. User conditions: <http://www.google.com/analytics/terms/de.html>, overview of data protection: <http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as the data protection declaration: <http://www.google.de/intl/de/policies/privacy>.

## 5. use of social media plug-ins

5.1 We currently use the following social media plug-ins: Facebook, Google+, Twitter, Xing, T3N, LinkedIn. We use the so-called two-click solution, with which you first have to agree. This means that when you visit our site, no personal data is initially passed on to the providers of the plug-ins. You can recognize the provider of the plug-in by the mark on the box above his initial letter or the logo. We give you the opportunity to communicate directly with the provider of the plug-in via the button. Only if you click on the marked field and thereby activate it will the plug-in provider receive the information that you have called up the corresponding website of our online service. In addition, the data mentioned in section 3 of this declaration will be transmitted. In the case of Facebook and Xing, the IP address is made anonymous immediately after collection, according to the information provided by the respective providers in Germany. By activating the plug-in, your personal data is transmitted to the respective plug-in provider and stored there (in the case of US providers in the USA). Since the plug-in provider collects data in particular via cookies, we recommend that you delete all cookies via your browser's security settings before clicking on the grayed-out box.

5.2 The legal basis for the use of the plug-ins is Art. 6 para. 1 sentence 1 lit. a DSGVO.

5.3 We have no influence on the data collected and data processing procedures, nor are we aware of the full scope of data collection, the purposes of processing, the storage periods. We also do not have any information on the deletion of the collected data by the plug-in provider.

5.4 The plug-in provider stores the data collected about you as user profiles and uses these for the purposes of advertising, market research and/or the design of its website to meet requirements. Such evaluation is carried out in particular (also for users who are not logged in) for the purpose of presenting demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, whereby you must contact the respective plug-in provider to exercise this right. About the plug-ins we offer you the opportunity to interact with social networks and other users so that we can improve our services and make them more interesting for you as a user.

5.5 Data is passed on regardless of whether you have an account with the plug-in provider and are logged in there. If you are logged in with the plug-in provider, your data collected by us will be assigned directly to your existing account with the plug-in provider. If you press the activated button and, for example, link the page, the plug-in provider also stores this information in your user account and communicates it publicly to your contacts. We recommend that you log out regularly after using a social network, but especially before activating the button, as this allows you to avoid being assigned to your profile by the plug-in provider.

5.6 Further information on the purpose and scope of data collection and processing by the plug-in provider can be found in the following data protection declarations of these providers. There you will also find further information on your rights in this regard and setting options to protect your privacy.

5.7 Addresses of the respective plug-in providers and URL with their data protection information:

- a) Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA;  
<http://www.facebook.com/policy.php>; further information on data collection:  
<http://www.facebook.com/help/186325668085084>,  
<http://www.facebook.com/about/privacy/your-info-on-other#applications> and  
<http://www.facebook.com/about/privacy/your-info#everyoneinfo>. Facebook has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.
- b) Google Inc., 1600 Amphitheater Parkway, Mountainview, California 94043, USA;  
<https://www.google.com/policies/privacy/partners/?hl=en>. Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.
- c) Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA;  
<https://twitter.com/privacy>. Twitter has submitted to the EU-US Privacy Shield,  
<https://www.privacyshield.gov/EU-US-Framework>.
- d) Xing AG, Gänsemarkt 43, 20354 Hamburg, DE; <http://www.xing.com/privacy>.
- e) T3N, yeebase media GmbH, Kriegerstr. 40, 30161 Hanover, Germany;  
<https://t3n.de/store/page/datenschutz>.
- f) LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA;  
<http://www.linkedin.com/legal/privacy-policy>. LinkedIn has submitted to the EU-US Privacy Shield,  
<https://www.privacyshield.gov/EU-US-Framework>.

g) Flatr Network Ltd. with registered office in 2 nd Floor, White bear yard 114A, Clerkenwell Road, London, Middlesex, England, EC1R 5DF, Great Britain; <https://flatr.com/privacy>.

## 6. Integration of Google Maps

6.1 We use the services of Google Maps on this website. This enables us to display interactive maps directly on the website and enables you to use the map function conveniently. Google Maps is a map service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, California 94043, USA.

6.2 The legal basis for such use is Art. 6 para. 1 sentence 1 lit. f DSGVO.

6.3 When you visit the website, Google is informed that you have accessed the relevant subpage of our website. In addition, the data referred to in section 2 of this declaration will be transmitted. This occurs regardless of whether Google provides a user account that you are logged in to or whether there is no user account. If you are logged in to Google, your data will be assigned directly to your account. If you do not want your profile to be associated with Google, you must log out before activating the button. Google stores your data as user profiles and uses them for advertising, market research and/or the design of its website to meet your needs. Such evaluation is carried out in particular (even for users who are not logged in) to provide demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, and you must contact Google to exercise this right.

6.4 Further information on the purpose and scope of data collection and processing by the plug-in provider can be found in the provider's privacy policy. There you will also find further information on your rights in this regard and setting options to protect your privacy: <http://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

## 7. Your rights as a data subject

7.1 You have the following rights over us with respect to personal data relating to you:

### 7.1.1 Information

You have the right to request information from us about the personal data we have stored about you. We will gladly provide you with this information upon your request. Furthermore, we will be happy to inform you on request to which third parties your personal data have been transferred.

### 7.1.2 Correction

You have the right to ask us to correct or complete your personal data. If you do not inform us of this, we will do so immediately if we become aware that the data we have stored are incorrect or incomplete.

### 7.1.3 Cancellation

You have the right to demand that we delete the personal data stored by us from you. The possibility of an actual deletion is based on the following factors

whether the fulfilment of a legal obligation by us, such as the observance of legal storage obligations as well as the assertion, exercise and defense of legal claims, makes this possible. Statutory retention periods on the basis of commercial and tax law provisions are up to 10 years. Limitation periods for claims are up to 30 years.

#### 7.1.4 Limitation of processing

You have the right to demand that we restrict processing. This is particularly relevant if there are reasons to prevent deletion. Your personal data will only be processed from this point on with your consent.

#### 7.1.5 Right to Data Transferability

You have the right to request that we transfer your personal data to you or to third parties in a structured, common and machine-readable format.

### 8. objection and revocation

#### 8.1.1 Opposition to data processing

Insofar as we base the processing of your personal data on a weighing of interests, you may object to the processing. This is the case if the processing is in particular not necessary for the fulfilment of a contract with you. In the event of such an objection, we ask you to explain the reasons why we should not process your personal data as we have done. In the event of your justified objection, we will examine the situation and either discontinue or adapt the data processing or show you our compelling reasons worthy of protection on the basis of which we will continue the processing. Of course, you can object to the processing of your personal data for advertising and data analysis purposes at any time. You can inform us about your advertising objection under the contact data given in the imprint.

#### 8.1.2 Revocation of consent

If you have given your consent for data processing, you have the right to revoke the consent given to us at any time. This does not, however, affect the legality of the processing carried out on the basis of the consent until revoked.

#### 8.1.3 Right of complaint

You also have the right to complain to a data protection supervisory authority about the processing of your personal data by us.

### 9 No Automated Decision Making

9.1 We do not carry out automated decision-making within the meaning of Art. 22 DSGVO.