

Data protection

This data protection declaration clarifies the type, scope and purpose of the processing of personal data (hereinafter referred to as "data") within our online offer and the websites, functions and content associated with it as well as external online presences, such as our social media profile (hereinafter referred to as collectively referred to as "Online Offering"). With regard to the terms used, such as "personal data" or their "processing", we refer to the definitions in Article 4 of the General Data Protection Regulation (GDPR).

Responsible:

Name/Company: African Bikers GmbH

Street no.: Königsbacher Str. 34

ZIP, city, country: 76327 Pfinztal

Commercial Register No.: HRB 730431

Managing directors: Jens Deister, Andreas Lappe

Telephone number: 06221-6478155

E-mail address: info@africanbikers.de

Types of data processed:

- Inventory data (names, addresses).
- Contact details (email, phone numbers).
- Usage data (websites visited, interest in content, access times).
- Meta/communication data (device information, IP addresses).

Processing of special categories of data (Article 9 (1) GDPR):

In principle, no special categories of data are processed unless they are processed by the user, e.g. entered in online forms.

Categories of persons affected by the processing:

Visitors and users of the online offer.

In the following, we also refer to the data subjects as "users".

Purpose of processing:

- Provision of the online offer, its content and functions.
- Provision of contractual services, service and customer care.
- Answering contact requests and communicating with users.
- Marketing, advertising and market research.

Status: 06/22/2018

1. Relevant Legal Bases

In accordance with Art. 13 GDPR, we will inform you of the legal basis for our data processing. If the legal basis is not mentioned in the data protection declaration, the following applies: The legal basis for obtaining consent is Art. 6 (1) lit. a and Art Answering inquiries is Article 6(1)(b) GDPR, the legal basis for processing to fulfill our legal obligations is Article 6(1)(c) GDPR, and the legal basis for processing to protect our legitimate interests is Art. 6 (1) lit. f GDPR. In the event that vital interests of the data subject or another natural person require the processing of personal data, Art d GDPR as the legal basis.

2. Changes and Updates to the Privacy Policy

We ask you to inform yourself regularly about the content of our data protection declaration. We will adapt the data protection declaration as soon as the changes in the data processing we carry out make this necessary. We will inform you as soon as the changes require your participation (e.g. consent) or other individual notification.

3. Security Measures

3.1. In accordance with Art. 32 GDPR, we take appropriate technical measures, taking into account the state of the art, the implementation costs and the type, scope, circumstances and purposes of the processing as well as the different probability of occurrence and severity of the risk for the rights and freedoms of natural persons and organizational measures to ensure a level of protection appropriate to the risk; The measures include, in particular, securing the confidentiality, integrity and availability of data by controlling physical access to the data, as well as access, input, transfer, securing availability and their separation. Furthermore, we have set up procedures that ensure that the rights of data subjects are exercised, that data is deleted and that data is reacted to when it is at risk. Furthermore, we

already take the protection of personal data into account during the development or selection of hardware, software and processes, in accordance with the principle of data protection through technology design and through data protection-friendly default settings (Article 25 GDPR).

3.2. The security measures include, in particular, the encrypted transmission of data between your browser and our server.

4. Cooperation with Processors and Third Parties

4.1. If, as part of our processing, we disclose data to other people and companies (contract processors or third parties), transmit it to them or otherwise grant them access to the data, this is only done on the basis of legal permission (e.g. if the data is transmitted to third parties, as to payment service providers, pursuant to Article 6 (1) (b) GDPR is required for the fulfillment of the contract), you have consented, a legal obligation provides for this or on the basis of our legitimate interests (e.g. when using agents, web hosts, etc.).

4.2. If we commission third parties to process data on the basis of a so-called "order processing contract", this is done on the basis of Art. 28 DSGVO.

5. Transfers to third countries

If we process data in a third country (i.e. outside the European Union (EU) or the European Economic Area (EEA)) or if this happens as part of the use of third-party services or disclosure or transmission of data to third parties, this will only take place if it is to fulfill our (pre)contractual obligations, on the basis of your consent, on the basis of a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we only process or have the data processed in a third country if the special requirements of Art. 44 et seq. GDPR are met. This means that the processing takes place e.g. on the basis of special guarantees, such as the officially recognized determination of a data protection level corresponding to that of the EU (e.g. for the USA through the "Privacy Shield") or compliance with officially recognized special contractual obligations (so-called "standard contractual clauses").

6. Rights of data subjects

6.1. You have the right to request confirmation as to whether the data in question is being processed and to request information about this data as well as further information and a copy of the data in accordance with Art. 15 GDPR.

6.2. You have accordingly. Art. 16 DSGVO the right to request the completion of the data concerning you or the correction of incorrect data concerning you.

6.3. In accordance with Art. 17 GDPR, you have the right to demand that the data in question be deleted immediately, or alternatively, in accordance with Art. 18 GDPR, to demand a restriction of the processing of the data.

6.4. You have the right to request that you receive the data that you have provided to us in accordance with Art. 20 GDPR and to request that it be transmitted to other responsible parties.

6.5. You also have the right, in accordance with Article 77 GDPR, to lodge a complaint with the competent supervisory authority.

7. Right of Withdrawal

You have the right to revoke your consent in accordance with Article 7 (3) GDPR with effect for the future.

8. Right to Object

You can object to the future processing of data relating to you at any time in accordance with Art. 21 GDPR. The objection can be made in particular against processing for direct marketing purposes.

9. Cookies and right to object to direct mail

We use temporary and permanent cookies, i.e. small files that are stored on the user's device (for an explanation of the term and function, see the last section of this data protection declaration). Some of the cookies are used for security or are required to operate our online offer (e.g. to display the website) or to save the user decision when confirming the cookie banner. In addition, we or our technology partners use cookies for range measurement and marketing purposes, about which users are informed in the course of the data protection declaration.

A general objection to the use of cookies used for online marketing purposes can be raised for a large number of services, especially in the case of tracking, via the US website <http://www.aboutads.info/choices/> or the EU website <http://www.youronlinechoices.com/> be explained. Furthermore, the storage of cookies can be achieved by switching them off in the browser settings. Please note that in this case not all functions of this online offer can be used.

10. Deletion of Data

10.1. The data processed by us will be deleted or their processing restricted in accordance with Art. 17 and 18 GDPR. Unless expressly stated in this data protection declaration, the data stored by us will be deleted as soon as they are no longer required for their intended purpose and the deletion does not conflict with any statutory storage requirements. If the data is not deleted because it is required for other and legally permissible purposes, its processing will be restricted. This means that the data will be blocked and not processed for other purposes. This applies, for example, to data that must be retained for commercial or tax reasons.

10.2. In accordance with legal requirements, storage is carried out in particular for 6 years in accordance with Section 257 (1) HGB (books, inventories, opening balance sheets, annual financial statements, commercial letters, accounting documents, etc.) and for 10 years in accordance with Section 147 (1) AO (books, records, management reports, accounting documents, commercial and business letters, documents relevant to taxation, etc.).

11. Provision of contractual services

11.1. We process inventory data (e.g. names and addresses as well as contact details of users), contract data (e.g. services used, names of contact persons, payment information) for the purpose of fulfilling our contractual obligations and services in accordance with Article 6 Paragraph 1 lit b. GDPR. The entries marked as mandatory in online forms are required for the conclusion of the contract.

11.2. Deletion takes place after statutory warranty and comparable obligations have expired, the necessity of storing the data is checked every three years; in the case of legal archiving obligations, the deletion takes place after their expiry (end of commercial law (6 years) and tax law (10 years) storage obligation); Information in the customer account remains until it is deleted.

12. Contact

12.1. When contacting us (via the contact form or e-mail), the information provided by the user will be processed in order to process the contact request and its processing in accordance with Article 6 (1) (b) GDPR.

12.2. User information can be stored in our content management system ("CMS system") or comparable request organization.

12.3. We delete the requests if they are no longer necessary. We review necessity every three years; We store inquiries from customers who have a customer account permanently

and refer to the information on the customer account for deletion. In the case of legal archiving obligations, the deletion takes place after they have expired (end of commercial law (6 years) and tax law (10 years) storage obligation).

13. Collection of access data and log files

13.1. On the basis of our legitimate interests within the meaning of Article 6 (1) (f) GDPR, we collect data about every access to the server on which this service is located (so-called server log files). The access data includes the name of the accessed website, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider .

13.2. Log file Information is stored for a maximum of seven days for security reasons (e.g. to investigate misuse or fraud) and then deleted. Data whose further storage is required for evidence purposes are excluded from deletion until the respective incident has been finally clarified.

14. Online social media presence

14.1. We maintain online presences within social networks and platforms in order to be able to communicate with the customers, interested parties and users active there and to be able to inform them about our services there. When calling up the respective networks and platforms, the terms and conditions and data processing guidelines of their respective operators apply.

14.2. Unless otherwise stated in our data protection declaration, we process user data if they communicate with us within social networks and platforms, e.g. write posts on our online presence or send us messages.

15. Cookies & Audience Measurement

15.1. Cookies are pieces of information that are transmitted from our web server or web servers of third parties to the web browser of the user and stored there for later retrieval. Cookies can be small files or other types of information storage.

15.2. Users are informed about the use of cookies in the context of pseudonymous range measurement in the context of this data protection declaration.

15.3. If users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in their browser's system settings. Saved cookies can

be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.

15.4. You can opt out of the use of cookies, which are used to measure reach and for advertising purposes, via the deactivation page of the network advertising initiative (<http://optout.networkadvertising.org/>) and also the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

16. Google Analytics

16.1. On the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 Para. 1 lit. f. DSGVO) we use Google Analytics, a web analysis service provided by Google LLC ("Google"). Google uses cookies. The information generated by the cookie about the use of the online offer by the user is usually transmitted to a Google server in the USA and stored there.

16.2. Google is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

16.3. Google will use this information on our behalf to evaluate the use of our online offer by users, to compile reports on the activities within this online offer and to provide us with other services related to the use of this online offer and internet usage. Pseudonymous user profiles can be created from the processed data.

16.4. We use Google Analytics to display the ads placed within the advertising services of Google and its partners only to those users who have also shown an interest in our online offering or who have certain characteristics (e.g. interests in certain topics or products that are based on the visited website). websites are determined), which we transmit to Google (so-called "remarketing" or "Google Analytics audiences"). With the help of remarketing audiences, we also want to ensure that our ads correspond to the potential interests of users and are not annoying.

16.5. We only use Google Analytics with activated IP anonymization. This means that the IP address of the user is 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 will the full IP address be sent to a Google server in the USA and shortened there.

16.6. The IP address transmitted by the user's browser is not merged with other Google data. Users can prevent the storage of cookies by setting their browser software accordingly; In addition, users can prevent the data generated by the cookie and related to their use of the online offer from being collected and processed by Google by downloading and installing the browser plug-in available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

16.7. You can find more information on data use by Google, setting and objection options on the Google website: <https://www.google.com/intl/de/policies/privacy/partners> ("Data use by Google when using websites or apps our partners"), <https://policies.google.com/technologies/ads> ("Use of data for advertising purposes"), <https://adssettings.google.com/authenticated> ("Manage information that Google uses to show you advertising").

17. Google Re/Marketing Services

17.1. We use the marketing and remarketing services ("Google Marketing Services" for short) on the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 Para. 1 lit. f. DSGVO).") of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA, ("Google").

17.2. Google is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

17.3. The Google marketing services allow us to display advertisements for and on our website in a more targeted manner in order to only present users with advertisements that potentially match their interests. If, for example, a user is shown ads for products that he was interested in on other websites, this is referred to as "remarketing". For these purposes, when our and other websites on which Google marketing services are active are accessed, Google executes a code directly and so-called (re)marketing tags (invisible graphics or code, also known as "web referred to as "beacons") integrated into the website. With their help, an individual cookie, i.e. a small file, is stored on the user's device (comparable technologies can also be used instead of cookies). The cookies can be set by various domains, including google.com, doubleclick.net, invitemediamedia.com, admeld.com, googlesyndication.com or googleadservices.com. This file notes which websites the user visits, what content he is interested in and which offers he clicked on, as well as technical information on the browser and operating system, referring websites, visiting times and other information on the use of the online offer. The IP address of the user is also recorded, whereby we inform Google Analytics that the IP address is shortened within member states of the European Union or in other contracting states of the Agreement on the European Economic Area and only in exceptional cases completely to a transferred to the Google server in the USA and shortened there. The IP address is not combined with data from the

User merged within other Google offers. The above information can also be linked by Google to such information from other sources. If the user then visits other websites, the ads tailored to his interests can be displayed to him.

17.4. User data is processed pseudonymously as part of Google Marketing Services. This means that Google does not store and process, for example, the name or e-mail address of the user, but processes the relevant data in relation to cookies within pseudonymous user profiles. This means that from Google's point of view, the ads are not managed and displayed for a specifically identified person, but for the cookie owner, regardless of who this

cookie owner is. This does not apply if a user has expressly allowed Google to process the data without this pseudonymization. The information collected by Google Marketing Services about users is transmitted to Google and stored on Google's servers in the USA.

17.5. The Google marketing services we use include the online advertising program "Google AdWords". In the case of Google AdWords, each AdWords customer receives a different "conversion cookie". This means that cookies cannot be tracked via the websites of AdWords customers. The information obtained with the help of the cookie is used to create conversion statistics for AdWords customers who have opted for conversion tracking. AdWords customers find out the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they do not receive any information with which users can be personally identified.

17.6. We can also use the "Google Tag Manager" to integrate and manage Google analysis and marketing services on our website.

17.7. For more information on how Google uses data for marketing purposes, see the overview page: <https://policies.google.com/technologies/ads>, Google's privacy policy is available at <https://policies.google.com/privacy>.

17.8. If you opt out of interest-based advertising through Google Marketing Services

If you would like to object, you can use the setting and opt-out options provided by Google: <https://adssettings.google.com/authenticated>.

18. Integration of Third-Party Services and Content

18.1. Within our online offer, we use content or service offers from third-party providers on the basis of our legitimate interests (i.e. interests in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 Para. 1 lit. f. DSGVO) in order to improve their content and services, such as embedding videos or fonts (hereinafter uniformly referred to as "content"). This always presupposes that the third-party providers of this content perceive the IP address of the user, since without the IP address they could not send the content to their browser. The IP address is therefore required for the display of this content. We endeavor to only use content whose respective providers only use the IP address to deliver the content. Third-party providers can also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. The "pixel tags" can be used to evaluate information such as visitor traffic on the pages of this website. The pseudonymous information can also be stored in cookies on the user's device and can contain, among other things, technical information about the browser and operating system, referring websites, visiting times and other information on the use of our online offer, and can also be linked to such information from other sources.

18.2. The following presentation offers an overview of third-party providers and their content, along with links to their data protection declarations, which contain further information on the



processing of data and, in some cases already mentioned here, possibilities to object (so-called opt-out):

- Maps provided by the "Google Maps" service provided by the third-party provider Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. Data protection declaration: <https://www.google.com/policies/privacy/>, opt-out: <https://www.google.com/settings/ads/>.

– Videos from the "YouTube" platform provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. Data protection declaration: <https://policies.google.com/privacy>, opt-out: <https://adssettings.google.com/authenticated>.