

PRIVACY POLICY OF FC BAYERN MÜNCHEN AG FOR THE VIRTUAL REALITY EXPERIENCE

The Virtual Reality Experience (hereinafter referred to as “the VRE”) is operated by FC Bayern München AG. The protection of your personal data is very important to us. This statement provides information on how we treat your personal data in relation to the use of the VRE.

1. Controller and data protection officer

The controller responsible for processing personal data relating to the VRE is

FC Bayern München AG, Säbener Straße 51-57, D-81547 Munich, Germany

Phone: +49 89 699 310

Fax: +49 89 644 165

E-mail: service@fcbayern.com

Should you have any questions regarding data protection, you can also contact our data protection officer at any time by writing to datenschutz@fcb.de.

2. The collection and utilisation of non-personal data when using the VRE

When you use the VRE, we collect, among other things, technically necessary data that is automatically sent to our server during use (e.g. error reports, the date and time: “**Technical Data**”). For IT security purposes, we also process technical information relating to your use of myFCB in connection with the VRE, such as your IP address when you log on to myFCB. The latter information is deleted 18 months after the relevant registration on myFCB.

Where personal data is affected, we process it on the basis of our legitimate interest in providing you with a functioning, secure VRE (Art. 6(1)(f) GDPR) or because it is absolutely necessary to make the VRE available to you (Art. 6(1)(b) GDPR).

3. The collection and utilisation of personal data

a) Provision via myFCB account Registration

To use the VRE, you must first log onto myFCB or register for myFCB if you do not already have a myFCB account. For login and registration purposes on myFCB, we process your e-mail address and your chosen password.

The legal basis for this processing is Art. 6(1)(b) GDPR (performance of contract). The VRE cannot be used without logging onto a myFCB account.

We process your personal data until you delete your myFCB account and for as long as necessary to fulfil the mutual obligations associated with the VRE. In addition, we store your personal data only to assert or defend against legal claims or for as long as stipulated by the legal retention obligations.

Further information on how we process your personal data in connection with myFCB can be found at <https://fcbayern.com/en/privacy>.

Privacy Policy for the Virtual Reality Experience

b) Level data for saving game scores

When you leave the VRE or log out of your myFCB account, we process information about the VRE level you currently are on (hereinafter referred to as **"Level Data"**) so that you can continue playing at that level the next time you use the VRE.

The legal basis for this processing is Art. 6(1)(b) GDPR (performance of contract). Without this processing, we would not be able to provide you with the VRE in a user-friendly manner because you would be forced to replay the VRE from the very beginning each time you logged on.

We will process your personal data for as long as necessary to fulfil the mutual obligations in connection with the VRE, i.e. for as long as you use the VRE and do not delete your myFCB account. In addition, we store your personal data only to assert or defend against legal claims or for as long as stipulated by the legal retention obligations.

c) Event data to optimise the VRE

We process the graphics resolution set on your computer, the launching and closing of the VRE as well as your entering and exiting of various maps and levels created in the VRE (hereinafter referred to as **"Event Data"**) in order to continually improve the VRE, ensure the best possible use thereof and investigate any problems that may arise during use.

We process this Event Data in accordance with Art. 6(1)(f) GDPR because we have a legitimate interest in providing a secure and error-free VRE.

We process your personal data only until the aforementioned purposes have been fulfilled. In addition, we store personal data only to assert or defend against legal claims or for as long as stipulated by the legal retention obligations.

d) Fraud prevention

We reserve the right to process the Technical Data, Event Data and/or – where necessary – your e-mail address in exceptional cases if we become aware of concrete indications of illegal use of the VRE (e.g. for our own commercial purposes).

We process the aforementioned data in accordance with Art. 6(1)(f) GDPR on the basis of our legitimate interest in identifying illegal use of the VRE.

We process your personal data only until the aforementioned purposes have been fulfilled. In addition, we store personal data only to assert or defend against legal claims or for as long as stipulated by the legal retention obligations.

4. Data transfer

In order to provide you with the VRE, it may be necessary to pass on your personal data. In general, will we pass on your personal data as follows:

a) Processors

All personal data that we process within the framework of the VRE is processed by either us or our service providers. We may transfer your personal data to external service providers, such

Privacy Policy for the Virtual Reality Experience

as IT and other service providers, for VRE optimisation. We have selected these service providers carefully and may have concluded contract data processing agreements with them.

b) Third parties (data recipients)

We do not pass on your personal data to other controllers who process such data for their own purposes. Should the need arise to transfer data to such recipients in future in order to make the VRE available to you, we will notify you thereof in this Privacy Policy. Any recipients or contractual partners who receive data transferred in this way in the future will be permitted to use it only for the purpose for which we transfer it to them.

4. Your rights

On condition that the relevant requirements have been met, you have the following legal rights vis-à-vis FC Bayern München AG with regard to your personal data. Further information on your rights and the relevant requirements is available on the EU Commission's website at https://ec.europa.eu/info/law/law-topic/data-protection/reform/rights-citizens_en.

a) Right of access

As a data subject, you have the right to request confirmation about whether we process personal data that concerns you. If this is the case, you have the right to be informed about this personal data as well as other information, e.g. the processing purposes, the recipients and the planned storage duration or the criteria for determining the duration.

b) Right to rectification and completion

As a data subject, you have the right to demand the correction of incorrect personal data without delay. Taking into account the purposes of processing, you have the right to request the completion of incomplete personal data.

c) Right to erasure ("right to be forgotten")

As a data subject, you may have the right to have your personal data deleted. This is the case, for example, if your personal data is no longer required for the original purposes, if you have withdrawn your consent to data processing or if the personal data has been processed unlawfully.

d) Right to restriction of processing

As a data subject, you have the right to limit processing in specific, legally prescribed cases.

e) Right to data portability

As a data subject, you have the right in legally prescribed cases to receive the relevant personal data about you in a structured, standard and machine-readable format.

f) Right of objection

As a data subject, you have the right to object at any time, for reasons arising out of your particular situation, to the processing of certain personal data about you.

In the case of direct marketing (though not via the VRE), you have the right as a data subject to object at any time to the processing of personal data about you for advertising purposes, including profiling if it is linked to such direct marketing.

g) Right to revoke your consent to data processing

You may withdraw your consent to the processing of your personal data (currently not required for use of the VRE) at any time with effect for the future. However, this does not affect the lawfulness of any processing carried out prior to revocation.

h) Right to complain to a data protection authority

You have the right to lodge a complaint with a supervisory authority, especially in the Member State in which you reside, of your place of work or in which the alleged infringement occurred, if you believe that the processing of your personal data violates the GDPR.

The responsible supervisory authority for FC Bayern München AG is the Bavarian State Data Protection Office (<https://www.lida.bayern.de/de/kontakt.html>).

5. Changes

This Privacy Policy may be amended from time to time. This may also include further developments due to changes in our business as well as adjustments due to a changed legal situation and/or the implementation of new technologies or services. Corresponding updates to the Privacy Policy will be published by us accordingly. In the event of significant changes, we will issue appropriate notification.

6. Contact for further information

Should you have any further questions that this Privacy Policy could not answer, please send an e-mail to datenschutz@fcb.de or contact us using the contact information in section 1 of this Privacy Policy.