

1. General Information Regarding This Privacy Policy

This Privacy Policy contains information regarding our privacy terms and the measures we take to ensure data privacy as well as the role you play and the decisions you can make in regards to the way we collect and use your information. Camping.info is committed to ensuring that your privacy is protected. When we handle data, we set the highest security standards for ourselves, and we only process your data according to legal provisions (GDPR, TKG 2003).

When this policy mentions “Camping.info”, “we”, “us”, “our”, or “our web and app services”, it refers to the Camping.info GmbH located at Bötzowstraße 15, 10407 Berlin, Germany. The online services of Camping.info GmbH covers the following portals:

- www.campguide.eu,
- www.camping.info,
- www.campingboerse.info,
- [www.campingbörse.info](http://www.campingboerse.info),
- www.campingforum.at
- <http://www.campingfuehrer.at>,
- www.caravanhandel.info,
- www.caravanmarkt.info,
- www.einstellplatz.info,
- www.glamping.info,
- www.images-camping.info,
- www.reisemobil.info,
- www.stellplatz.info,
- www.wohnwagen.info,
- www.zelt.info,
- the Camping.info apps for Android and iOS
- as well as the services of the BVCD-Marktplatz.

Should you have any questions or comments regarding the way we handle data, please contact us via e-mail (datenschutz@camping.info).

Camping.info makes use of the following tools for automatic data collection: cookies, integrated weblinks, tools for the collection, analysis, visualisation and structuring of information and tools for internal data processing.

Although it is possible to use our websites and our app at least in part without disclosing any personal data, we would like to make it clear that we collect usage data from those who use our app and web services. We evaluate these data for market research and quality assurance purposes and to further develop our products. It is technologically mandatory to provide personal data to use our mobile application (henceforth referred to as “app”) and to completely use all of the services available on our websites. Insofar as personal information (for example, name, address, and/or email address) is collected on our websites and/or in the app, this is done in each case in accordance with the user’s consent. This information will not be given out to third-parties without the user’s explicit agreement: The exception to this is when data processing is required for business purposes (for example, relaying the data to contracted parties).

Below we provide you with a very detailed and transparent Privacy Policy, which gives you a complete overview of the way we handle data. If you would also like to know how you can properly handle your own data, we suggest researching this on the internet. Take a look at sites such as <http://www.youronlinechoices.eu/> or <https://www.eff.org/>.

Please note that transferring data via the internet (for example, communicating via email) and via mobile communications can have security gaps; flawlessly protecting data from third-party access is a universal, technological impossibility.

Contact Information for the Data Protection Officer

Alexander Bugl
Sedanstr. 7
93055 Regensburg
Germany
datenschutz@camping.info

1.1 Your Rights

You have the following rights in regards to personal data relating to you:

Right of Access

You may request that the person responsible confirm whether personal data concerning you has been processed by us.

Should such processing be available, you may request information from the person responsible regarding the following:

1. the purposes for which the personal data are processed;
2. the types of personal data that are processed;
3. the recipients or types of recipients to whom the personal data relating to you have been or are disclosed;
4. the planned duration of the storage of the personal data relating to you, or, if there is no specific information about this available, the criteria for determining the duration of storage;
5. the existence of the right to rectify or remove personal data relating to you, the right to limit processing by the responsible party or the right to object to such processing;
6. the existence of the right to appeal to a regulating authority;
7. all available information regarding the origin of the data, if the personal data are not collected from the person concerned;
8. the existence of an automatic decision-making, including profiling, in accordance with Art. 22(1) and Art 22(4) of the GDPR and – at least in these cases – meaningful information regarding the logic involved, as well as the scope and intended impact of such processing on the person concerned.

You have the right to request information regarding whether personal data relating to you is transmitted to a third party country or to an international organisation. In this context, you may request information about the appropriate guarantees in accordance with Article 46 of the GDPR in connection with the transfer.

Right of Rectification

You have the right of rectification and/or completion from the responsible party, as long as the processed personal data concerning you are incorrect or incomplete. The responsible person must make the correction without undue delay.

Right to Restriction of Processing

Under the following conditions, you may request the restriction of processing of personal data relating to you:

1. if you contest the accuracy of personal data relating to you for a period of time that allows the person responsible to verify the accuracy of the personal data;
2. the processing is unlawful and you decline the option to delete personal data and instead request the restriction of processing of personal data;

3. the person responsible no longer requires personal data for processing purposes, but you need them to assert, exercise or defend your rights, or
4. if you objected to processing in accordance with Art. 21(1) of the GDPR and it is not yet certain whether the legitimate reasons of the person responsible outweigh your reasons.

Should the processing of personal data relating to you be restricted, these data – apart from their storage – may only be processed with your expressed permission, or for the assertion, exercise or defense of legal claims, or to protect the rights of another natural or legal person, or for reasons of important public interest of the Union or a Member State.

Should the restriction of processing be restricted in accordance with the aforementioned conditions, you will be informed by the person responsible before the restriction is lifted.

Right to Erasure (“Right to be Forgotten”)

a) Obligation to Erase

You may request of the person responsible that personal data concerning you be erased without undue delay, and the person responsible is obligated to erase said data without undue delay as long as one of the following reasons is applicable:

1. The personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed.
2. You revoke your consent to processing in accordance with point (a) of Art. 6(1) or point (a) of Art. 9(2) of the GDPR and there is no other legal basis for processing.
3. You file an objection to processing in accordance with Art. 21(1) of the GDPR and there are no legitimate reasons for processing, or you file an objection to processing in accordance with Art. 21(2) of the GDPR.
4. The personal data concerning you were unlawfully processed.
5. The erasure of personal data concerning you is required to fulfil a legal obligation under Union law or the law of the Member State to which the person responsible is subject.
6. Personal data concerning you were collected in relation to offered services by the information society in accordance with Art. 8(1) of the GDPR.

b) Information to Third Parties

If the person responsible has made personal data concerning you public and is obligated to erase said data in accordance with Art. 17(1) of the GDPR, the person responsible must take into consideration the available technology and the cost of implementation to take appropriate measures, even technical measures, to inform parties responsible for processing personal data

that you, as the person concerned, have requested all links to this personal data or copies or replications of these personal data be erased.

c) Exceptions

The right to erasure does not exist if processing is necessary

1. to exercise the right to freedom of expression and information;
2. to fulfil a legal obligation required by the law of the Union or of the Member State to which the person responsible is subject, or to carry out a task of public interest or to exercise public authority delegated to the person responsible;
3. for reasons of public interest in the field of public health in accordance with points (h) and (i) of Art. 9(2) as well as Art. 9(3) of the GDPR;
4. for archival purposes of public interest, scientific or historical research purposes or for statistical purposes in accordance with Art. 89(1) of the GDPR, insofar as the rights mentioned in section a) above are likely to render impossible or seriously impair the achievement of the specific purposes, or
5. to assert, exercise or defend legal claims.

Right to Data Portability

You have the right to receive the personal data concerning you which you have provided to the party responsible in a structured, commonly used and machine-readable format. Furthermore, you have the right to transfer these data to another person without being hindered by the party responsible to whom the personal data was provided providing that

1. the processing is based on consent in accordance with point (a) of Art. 6(1) of the GDPR or point (a) of Art. 9(2) of the GDPR or on contract in accordance with point (b) of Art. 6(1) of the GDPR and
2. the processing is carried out by automated means.

In exercising this right, you also have the right to have the personal data concerning you directly transmitted from one responsible party to another, so long as this is technically feasible. The freedoms and rights of others may not be affected in exercising this right.

The right to data portability does not apply to processing personal data necessary for the performance of a task that is of the public interest or in the exercise of official authority delegated to the person responsible.

Right to Object

You have the right to object at any time to the processing of personal data concerning you, on grounds relating to your particular situation, which is based on point (e) or (f) of Art. 6(1) of the GDPR, including profiling based on those provisions.

The person responsible will no longer process personal data concerning you, unless compelling legitimate grounds can be demonstrated that outweigh your interests, rights and freedoms, or for the establishment, exercise or defence of legal claims.

Where personal data concerning you are processed for direct marketing purposes, you have the right to object at any time to processing of personal data concerning you for such marketing, which includes profiling to the extent that it is related to such direct marketing. When you object to processing for direct marketing purposes, personal data concerning you shall no longer be processed for such purposes.

You have the opportunity, in the context of the use of information society services, and notwithstanding Directive 2002/58/EC, to exercise your right to object by automated means using technical specifications.

1.2 Sharing Your Data

Except as described in this statement, Camping.info does not sell, lease or rent your personal information to third parties. Camping.info shares personal information in the following way:

Camping.info uses the services of third-party providers and suppliers in order to deliver complete products, services and customer solutions and in order to support Camping.info's marketing and communication initiatives. Service providers are contractually obliged to treat information entrusted to them on behalf of Camping.info with confidentiality, and they are not to use this information for any other purposes besides those services provided to Camping.info. Occasionally Camping.info conducts joint marketing initiatives with other companies. In the context of these initiatives, certain Camping.info services and marketing communications will be delivered simultaneously with those of other companies. Some of these services and communications give you the opportunity to share your personal information with both Camping.info as well as the other companies taking part in these initiatives. Examples include marketing communications from Camping.info and other companies or the opportunity to register online for software products of different companies. If you would prefer to only share your personal data with Camping.info, Camping.info will not share this information with the other

companies participating in these marketing initiatives. If you decide to provide the other companies with your personal information, the treatment and use of this information is subject to the respective data privacy policies of these companies.

When third-party entities act as contracted data processors, we shall require written agreement in regards to the proper handling of personal information, particularly in accordance with Art. 28 of the GDPR. Except for the instances described in this statement, Camping.info does not share your personal information with third-party entities without your express permission unless this is to:

1. answer to legal requests for information by the police or government agencies
2. comply with laws, provisions, subpoenas or court orders
3. prevent fraud or to enforce and/or protect the rights and the properties of Camping.info and its subsidiaries
4. protect the personal safety of Camping.info employees

There may be circumstances in which Camping.info decides to sell, purchase, merge or otherwise restructure for strategic or other business purposes. A transaction of this nature can result in the disclosure of personal information to the prospective buyers or purchasers or the receipt of such information from the seller.

2. Collection of Personal Data from Users of Our App & Web Services

We gather, export and utilise personal data in order to improve our services and to better understand your needs and interests. The information collected helps us to offer visitors of our websites a consistent experience that is personally tailored to them. With the help of this information, we are able to send you communications about products and services; keep you up to date regarding new services and benefits; give you personal promotional offers; provide service and support; assist you in completing a transaction, booking or subscription; select content offered to you; customise some Camping.info web pages according to your preferences; allow you to participate in competitions and surveys; and to contact you within the context of market research relating to Camping.info products or services.

Customer feedback posted on our website is only posted with the expressed permission of the person or company that provided the feedback. Using general communications, we inform our users about products, services and/or support. Among other things, this includes information about new products, special offers or invitations to participate in customer surveys.

Should you use the service only to gather information, that is, should you choose not to sign in, register or provide us with any other information for the use of services, we will not collect any personal data except for data transmitted from your browser or end device which enables you to visit the service. This includes: IP address, date and time of the request, time zone difference to Greenwich Mean Time (GMT), content of the request (concrete pages), access status / HTTP status code, amount of data transferred, websites that receive the request, browser, operating system and version, language and version of the browser software.

Personal data are only saved with appropriate instructions and the consent of those affected as well as the filing of any necessary documents with data protection authorities. Should you, for example, order a service; request information; subscribe to marketing or support materials; register; take part in competitions or surveys; or apply with us for a job, we will ask you to provide the required personal information relevant for the completion of the desired operation. The personal information you provide on these pages includes (as appropriate): your name, your address and your email address as well as additional unique information such as a user ID and password; transaction information; your product and service preferences; your preferred method of contact; payment data.

An IP address is a number that is assigned to your computer when you use the internet and that can locate and identify your computer via web server. Computers use these IP addresses for communicating via the internet, and IP addresses make it possible for users to browse and shop online. The merging, modeling and linking of data provides a very important basis for companies like Camping.info to make empirically meaningful developments in the areas of product, marketing, content, sales and management, for example. Data silos are first created when storing your order, installation, usage or customer data. We transfer data from the data silos, partially in real time, to a data warehouse, where we develop logics that link certain parameters together. We have a mutually signed contract data processing agreement with the provider of the server where our data warehouse is hosted to ensure that they uphold at least equally high standards of data processing as we do and to ensure that these standards are in accordance with the GDPR.

The linking of data makes it possible for said data to be analysed and represented technically. For example, using these evaluations, we can find out if and how the average length of use of our app and web services differ according to demographic factors, and we can use these findings to guide our technical development. For the visual representation, evaluation and linking of data we use a specialised visualisation tool; we have a mutually signed contract data processing agreement with the supplier of this tool to ensure the adherence to the regulations resulting from the GDPR.

2.1 Cookies

As part of the continuous effort to improve our services for our users, additional tracking technologies may be implemented by third parties or by us which utilise anonymised and temporary “session cookies” as well as “persistent cookies”. Cookies are usually small text files that a web server transmits to your device when you visit a website.

“Session cookies” (temporary cookies) are not permanently saved on the device you use to visit our website, and they disappear when the browser is closed. These cookies can, among other things, include information about the browser you use, the resolution of your screen, the operating system you use as well as other individual pieces of information. For this reason, cookies can be used to make it easier for you to navigate our website and / or to ensure the correct representation of the respective website.

“Persistent cookies” or “permanent cookies,” on the other hand, save anonymous information on the respective device and continue to be available after closing the browser. Each cookie has a corresponding expiration date, at which point the cookie will be deleted automatically. The purposes of using these types of cookies include, for example, gathering anonymous statistics on the use of our internet presences. Among other things, these statistics can serve the purpose of identifying where we need to tweak our websites in order to make them easier for you to use.

Both types of cookies are anonymous. No individual profile about your usage behaviour is created. Of course, you may use our websites without cookies by blocking this in your browser. To find out how to go about deactivating cookies using the respective settings, turn to the Help menu of your browser. Please be aware that disabling cookies may cause display and navigation problems.

Also note that data we collect via cookies are not shared with third parties and will not be linked with your personal data without your consent. A clearly personal identification based on the data collected by third parties in the cookies is also not possible nor intended.

2.2 Web Analytics

Use of Google Analytics

This website uses Google Analytics, a web analytics service of Google Inc. (“Google”). Google Analytics uses so-called “cookies”, which are text files that are saved on your computer and that make it possible to analyse the way you use websites. The information generated by the cookie about your use of this website is generally transferred to one of Google’s servers in the USA and is saved there. When IP anonymisation is activated on this website, however, your IP address will first be shortened by Google within the Member States of the European Union or in other States that are parties to the European Economic Area. Only in exceptional cases is the full IP address transmitted to one of Google’s servers in the USA and then shortened there. On behalf of the operator of this website, Google uses this information to evaluate the way you use the website, to generate reports about website activity and to provide the website operator with other services connected to the use of the website and the internet. The IP address relayed by your browser as part of Google Analytics will not be merged with other Google data.

You can prevent cookies from being stored by setting your browser software accordingly; however, we’d like to point out that if you do this, you will not be able to fully utilise all functions on this website. Additionally, you can prevent Google cookies from collecting data regarding your use of the website (including your IP address) as well as Google’s processing of these data by downloading and installing the browser plug-in found here:

<http://tools.google.com/dlpage/gaoptout?hl=en>

You can prevent Google Analytics from collecting data by clicking on the following link. It will automatically set an ‘opt-out cookie’ that prevents your data from being collected when you visit this website in the future. Deactivate Google Analytics.

More information about Google’s terms of use and data privacy can be found at <http://www.google.com/analytics/terms/gb.html> and <https://www.google.de/intl/gb/policies>. Please note that on this website, Google Analytics has been extended via the code “anonymizelp” to ensure the anonymised collection of IP addresses (so-called “IP masking”).

We also use Google Analytics to evaluate data from AdWords and doubleclick cookies for statistical purposes. If you are opposed to this, you can deactivate this via the Ads Personalization manager (<http://www.google.com/settings/ads/onweb/?hl=gb>).

Use of Google Tag Manager

This website uses the Google Tag Manager. The Google Tag Manager interface centrally manages the collection of website visitors and other tags. The Google Tag Manager can share these data with Google Analytics, Google AdWords and Facebook. You can find more information [here](#).

Collection of Data during an App Crash

Under certain circumstances, errors in the app or an incompatibility with your device or device operating system can cause our app to crash. In order to determine which error caused the crash, we have implemented a specialised software for tracking app crashes in our app. This software only sends us non-personal information about your device in the event of a crash. The shared data include: the stack trace (technical information about the cause of the error) as well as additional device information (make, model, operating system, RAM usage, free memory). The collected data help us specifically improve our product and to provide you with an app that always runs smoothly.

Analysis of User Behaviour on Our Website

In order to better understand the way our offers are used, we rely on third-party services that specialise in technical observation, collection and evaluation of user behaviour. In this process, personal data are collected, evaluated and sent to us by our service providers. For the purpose of technical evaluation, data such as the time and duration of a website visit; length of time spent on individual pages; the preferred language settings; location (country); actions of input devices (e.g. mouse and keyboard); visited sites; the IP address of your device (anonymised format); resolution of your device; device ID; operating system; browser type as well as information on how you got to our site. We test changes on the usability and design of our app and web services in part with A/B Tests. This means that you could possibly be assigned randomly to a user group that is shown a different page displayed than other users. In hindsight we analyse and compare the user behaviour, possibly with reference to personal data such as demographic characteristics. For the analysis, we generally observe and compare groups of people. We only use our findings to improve the usability of our products.

Analysis of User Behaviour on Our App

When downloading the mobile app, the required information is transferred to the App Store, more specifically, the username, email address and customer number of your account, time of download, payment information and the individual device ID. We have no influence over nor are

we responsible for the data collection that occurs in the App Store. We only process the data insofar as is necessary for downloading the mobile app onto your device.

With the goal of improving our advertising measures in a targeted manner, we supplement all links with so-called tracking parameters. These parameters allow us, for example, to track the source of an app download. When you install our app on your smartphone, it is possible to associate this installation with the click of a link on an advertising platform like Google or Facebook. For the technical implementation of this kind of tracking, data are sent anonymously to a third-party provider who then provides it to us for evaluation. As part of this data transfer, the following features may be retrieved from your smartphone: region; country code; state; city; postal code; DMA (Designated Market Area); IP; Wi-Fi network; mobile network operator; language; AppsFlyer ID; advertising ID; IDFA; Android ID; IMEI; IDFV; platform; type of device.

Furthermore, we collect data on the usage behaviour of our users within the iOS and Android apps and on our web services. There are certain actions that are recorded, such as opening a campsite details page or booking a campsite. Depending on the action recorded, form data may be part of the transferred data. These data are stored in our data warehouse via web analytics software and are used in combination with other data collected in-app for improving our product, advertising as well as marketing and opinion research.

Protecting your data is of utmost importance to us. We have selected our technical service providers using strict criteria and have contractually ensured that they comply with the guidelines of the GDPR.

2.3 Marketing

Newsletter

To keep you up-to-date regarding news and product recommendations related to camping, we offer a free newsletter to our customers. You can register for this newsletter during registration, after the fact on our homepage or on our Facebook page. We strictly rely on a double opt-in procedure for the registration of our newsletter. This means that we will only send you a newsletter via email after you verify registration for the newsletter by clicking on a confirmation link in a notification email. By subscribing to the newsletter, your email address will be used for advertising purposes until you unsubscribe to the newsletter. In the footer of our newsletter, we always give you the opportunity to remove yourself from our mailing list with a single click.

For certain emails that we send, we utilise tools for automatic data collection. These tools collect information when you open the email or click on one of the links within the email. We may use these data to tailor the content of the newsletter to your preferences. Through this personalisation, we strive to make the sent content more interesting for you in order to avoid sending you unnecessary or irrelevant emails. We rely on commercially available sources to gather information. The information obtained in this manner may include name, address, email address as well as demographic and location-specific data. The information we receive from these commercial sources are used in combination with the information collected during your visit to Camping.info websites. We compare, for example, geographic information from commercial sources with the IP address determined by the tools used for automatic data collection in order to draw conclusions about your general geographic area.

The newsletter and marketing emails are sent via “MailChimp”, an email delivery platform owned by Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA, 30308, USA. The email addresses of our newsletter recipients, as well as their other data described in these notes, are saved on MailChimp’s servers in the USA. MailChimp uses this information to send and evaluate the emails on our behalf. Furthermore, MailChimp can use this data to determine the home country of the recipients. MailChimp does not use the data to contact our email recipients themselves or to share said data with third parties. We rely on MailChimp’s dependability as well as their IT and data security. MailChimp is certified under the US-EU Data Privacy Framework “[Privacy Shield](#),” and they are committed to complying with EU data security regulations. Furthermore, we have negotiated a “[Data Processing Agreement](#)” with MailChimp. This agreement is a contract which requires MailChimp to protect the data of our users, to process it in accordance with their Privacy Policy under our contract and, in particular, to not disclose anything to third parties. You can read MailChimp’s Privacy Policy [here](#).

Automated Emails (Transactional Emails)

We have set up our app and web services to collect certain information (name, language, title, address, payment information, email address, booking information, other form data where applicable) that is necessary for sending and personalising an email. This information is sent to an email service and consequently triggers the sending of an email. This occurs, for example, when you register for one of our offers, send a booking enquiry via our websites or forward reservation details to a campsite, and this is essential for the efficient, quick and easy transfer of information via email. Through a contract data processing agreement, we ensure that the email service complies with the regulations as laid out in the GDPR.

The Use of Google Inc.'s Remarketing or "Similar Audiences" Function

This website utilises the remarketing or "similar audiences" function by Google Inc. ("Google"). With the help of this function, the provider can address the website's visitors with targeted advertising by showing the visitors personalised, content-related ads when they visit other websites in the Google Display Network. Google uses so-called cookies in order to implement the analysis of website usage, which lays the groundwork for the creation of content-related advertising. Google stores a small file with a sequence of numbers in the website user's browser. Website visits as well as anonymised information about the way the website is used is collected via this number. The website user's personal information is not stored. When you subsequently visit another website that is in the Google Display Network, advertisements will be shown to you that more than likely reflect the range of products and information that you have asked for previously. You can permanently deactivate Google's use of cookies by clicking on the following link, then downloading and installing the plug-in <https://www.google.com/settings/ads/plugin>. Alternatively, you can deactivate the use of cookies by third-party entities by visiting the Network Advertising Initiative's deactivation site at <http://www.networkadvertising.org/choices>, where you are able to manage your browser's opt outs. More information about Google Remarketing as well as Google's Privacy Policy can be found at <http://www.google.com/privacy/ads>.

Use of Google AdWords Conversion Tracking

We use the online advertising programme "Google AdWords" as well as conversion tracking in the context of Google AdWords. Google conversion tracking is an analytics service provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). When you click on an ad toggled by Google, a cookie will be placed on your computer for conversion tracking. These cookies expire after 30 days, do not contain any personal information and do not serve as a form of personal identification. When you visit certain pages of our website and the cookie is not yet expired, we (and Google) can see that you clicked on the advertisement and were redirected to this site. Each Google AdWords customer receives a different cookie. There is therefore no possibility for cookies to be traced via the website of AdWords customers. The information that is collected via the conversion cookie is used to compile conversion statistics for AdWords customers who have opted for conversion tracking. This way, customers are able to determine the total number of users that have clicked on their ad and were redirected to a site with a conversion tracking tag. However, they do not receive any information that personally identifies the user. If you would like to opt out of tracking, you may do so by selecting the appropriate settings in your browser software (deactivation options) in order to prevent the installation of cookies. You will then no longer be included in the conversion tracking

statistics. Additional information as well as Google's Privacy Policy can be found at <http://www.google.com/policies/technologies/ads>, and at <http://www.google.de/policies/privacy>. Information about the creation process for Google AdWords Customer Match can be found at <https://support.google.com/adwords/answer/6379332?hl=en>.

Use of Facebook Remarketing

This website uses the remarketing function "Customer Audiences" by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA; "Facebook"). With this function, the provider can address the website's visitors with targeted advertising by showing the visitors personalised, content-related Facebook ads when they visit the Facebook social networking site. To execute this function, Facebook's remarketing tag is implemented on the provider's website. Upon visiting the website, this tag establishes a direct connection to Facebook's servers. Facebook's servers will receive information regarding which of our internet pages you visited. Facebook assigns this information to your personal Facebook user account. More information regarding the way Facebook collects and uses information, your rights regarding this information as well as options for protecting your privacy can be found on Facebook's Data Policy site at <https://www.facebook.com/about/privacy>. If you do not want Facebook to directly allocate collected information with your Facebook user account, you can deactivate the remarketing function "Custom Audiences" here (<https://www.facebook.com/settings/?tab=ads>). In order to do this, you'll have to be logged into Facebook. Information about the creation of Facebook Custom Audience can be found here <https://www.facebook.com/business/help/341425252616329>.

Personalised Marketing

Information that we receive from you can help us make our promotional offers more interesting for you. We use information about your usage behaviour and possibly other available information such as receipt and read confirmations for emails, browser type, internet connection, previous orders, language, other cookie data as well as data saved in your customer account (favourites, ratings, demographic characteristics) in order to generate automated, personalised promotional offers, emails with personal content, push notifications (in the app and / or browser), in-app messages as well as Facebook ads.

For the collection, application and analysis of these data, we use specialised software solutions whose providers have a level of data protection that is equivalent to or greater than ours. In principle, we only see these data in pseudonymised form or, when applicable, we cannot see them at all but can only use them for automation and / or analytic purposes.

Supported by data analytics, the automation and personalisation of our marketing helps us in our attempt to recommend appropriate and interesting products to you. We want to avoid showing you ads randomly, which could cause you to see unnecessary and uninteresting ads that may not be relevant to your interests.

Giveaways

For the implementation of giveaways, we will require your contact data, and when necessary, your address. You can find details regarding the terms and conditions of implementation in the respective conditions of participation. We also use your data for market and opinion research as well as marketing (if you have agreed to such use). As you see in the conditions of participation, we share participants' contact details with the campsite presented in the giveaway. You can object to the use of your data for market and opinion research at any time by sending us an email or by following the link for unsubscribing in our survey emails.

2.4 Booking

Payment via Viveum

When you make a booking via the BVCD-Marktplatz, you have the option to pay through our payment service provider, Viveum Zahlungssysteme GmbH. In order to initiate and process the payment, we transfer the necessary data (first name / surname, email address, form of payment, amount) via an encrypted connection to a server belonging to the company Viveum Zahlungssysteme GmbH, Riemergasse 14/30, 1010 Vienna, Austria.

During the payment process, Viveum transfers this data completely or partially to third parties that are necessary for the proper payment procedure (for example Visa or Sofortüberweisung) in order to process the payment. Viveum reserves the right to save and analyse the data transferred to them for their own market and opinion research. In order to pay, the customer is required to agree to the [Terms and Conditions](#) (link is in German) of the Viveum Zahlungssysteme GmbH. If you do not agree to these Terms and Conditions or object to the use of your data, please avoid online payment and / or contact the Viveum Zahlungssysteme GmbH company directly.

Upon completion of the payment, Viveum transfers payment details (for example PayPal Account, IBAN, BIC, shortened credit card data) back to us, which we then save on a secured server in order to safeguard legal claims and to settle potential disputes.

Booking via the BVCD-Marktplatz

We have integrated the BVCD-Marktplatz booking process into our web and app services to the best of our ability. You can simply and easily book your camping holiday through your browser via the BVCD-Marktplatz.

In the booking process, you will be asked to provide details about travel data, selected products, first name and surname, address, email address, telephone number, type of vehicle as well as ages and names of all fellow travellers. When you submit your booking, these data will be saved on our servers and made available to the campsite operator in his or her operator login area and as part of an email notification.

We give campsite operators the opportunity to transfer the booking data into their campsite management system. This data transfer occurs automatically without a cue and, for some campsite owners, it is indispensable for efficiently managing bookings. If you do not consent to this data transfer, please do not book online.

The saved booking data are stored on one of our servers and consequently linked, visualised and analysed with data collected in other ways when applicable. The underlying interest of this, however, is never to analyse the individual case, but rather to aid in our endeavour to better understand our customers via market and opinion research and to improve our offers in our customers' favour.

Enquiries via App or Websites

On the app and web services of Camping.info, we provide you with the free opportunity to send non-binding enquiries to a campsite and to communicate with the campsite via our systems.

We will collect and save all aspects of this correspondence so long as they are sent / received through the services we provide. Saved data will include content, sender, recipient and time of communication. If you are logged in when you submit the enquiry, we will link the submission of the enquiry to your account. The details of an enquiry may be analysed in relation to data collected in other ways in order to conduct market and opinion research.

2.5 Customer Relations

Correspondence and Support

A part of our job is to be a good and reliable point of contact for the users of our products. In order to improve our customer service, we save and archive a variety of correspondences

between us and our customers and link them, when possible, to their customer account. In this way, we ensure that we can call up all the information and that we can continue to assist our customers quickly and easily even in the event of a high volume of support requests or other issues.

Customer Account

If you would like to use some of the functions of our portal, you will have to register with us by providing us with your email address, a self-selected password as well as a freely chosen username. You must be at least 16 years old in order to register for an account on our app and websites. We use a so-called double opt-in procedure for registration, which means that your registration is only complete once you click the link contained in the confirmation email. If you do not confirm in a timely manner, your registration will automatically be deleted from our database.

For every customer that registers for our app and website services, we set up password-protected access to their inventory data. Personal data that you may choose to provide could include: compulsory information (first name, surname, email), optional information (gender, birthday, website, region, address, "About Me," profile picture / vehicle picture, location information).

When you use our portal, we only save data necessary for fulfilment of the contract. Furthermore we will save the voluntary data you provide for the entire time you use the portal as long as you do not delete them first. You can manage and change all information except your username in the protected customer area. The connection is encrypted via SSL technology to prevent the unauthorised access of your personal data by third parties.

After successfully logging in, you can independently manage the inventory data that we have saved. Sensitive data (such as passwords) are hashed on our servers. This means that they are encrypted by a technical procedure. This way, unauthorised persons are denied access to this information.

On our portal, where we publish a variety of descriptions relating to relevant subject areas, you can submit ratings and comments. When you submit a rating, this will be published on the corresponding entry and your username will be shown with it. When you submit a comment, we internally save your email and username. We do this because we may be liable for the publication of illegal content. We calculate an average value from all of the submitted ratings and publish this average where applicable via a rating widget on the homepages of the

campsites. Furthermore, as part of a content sharing programme, we give the campsite operators the opportunity to display ratings for their campsite on their own homepage.

In order to allow our users to exchange relevant information, we have set up various forums. You can register in these forums and write entries. The entries you post will then be published publicly without being reviewed by us. Please note that we do not assume any liability for the content you publish and that our content or the content of visitors of our forums may be connected with your user profile.

Our app and web services give you the opportunity to add profile, vehicle, holiday or campsite photos to your user profile. We publish these images to your public profile or on the public profile of the campsite without review. Please note that you are responsible for abiding by copyright and personal rights. We reserve the right to remove images without reason. The images that you upload are stored on the servers of a hosting provider with whom we have a mutually signed contract data processing agreement to ensure the adherence to the regulations resulting from the GDPR.

In order to design our market and product analyses as accurately and as precisely as possible, we use the identifying characteristics of individual customer accounts to link the collected usage data across platforms. During this process, we may transfer your anonymised user data to a data warehouse where they can be collected, modelled and associated with usage data. Here we work exclusively with hosters who have particularly high data security standards and who have confirmed their commitment to the regulations resulting from the GDPR by signing a data processing agreement.

Login with a Facebook Account

You can log in using an existing Facebook account by clicking on the button "Login with Facebook." This will bring you to www.facebook.com (operated by Facebook Inc. 1 Hacker Way, Menlo Park, CA 94304 USA) where you can enter your Facebook account data and click on "login." When you use Facebook services, Facebook's Privacy Policy and Terms of Service apply. Should you decide to register with us or log in using your Facebook login data, Facebook will be aware of your request when you click on the button marked with the Facebook logo. Facebook will also place a cookie in your browser when you click on the button marked with the Facebook logo. Using this text file, Facebook can collect additional information about you and your browsing habits. The information collected by the cookie will be transferred regularly to one of Facebook's servers which may be located in the USA. This information is saved and may be added to your Facebook profile data. Facebook could have user profiles that include more

information than you yourself have provided. More information about this can be found in Facebook's Data Policy.

Login with a Google Account

You can log in using an existing Google account by clicking on the button "Login with Google." This will bring you to www.accounts.google.com (operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View CA 94043 USA) where you can enter your Google account data and click on "login." When using Google services, the Google's Terms of Use and Privacy Policy apply.

Collecting and Saving Personal Data from Customers, Business Partners and Applicants

When you, as a campsite owner, register with us or post an ad on one of our portals, we take the information that you voluntarily provide for the purpose of processing the business relationship (for example, billing), and we save it on our servers and transfer it to the server of a customer management system. The data are linked with information about the correspondence, order history and, when applicable, your usage behaviour (such as login frequency) in order to trace the business relationship, conduct market research and improve our customer service.

Additionally, we will publish information about your campsite in part on your public profile. The personal data relating to a campsite owner is strictly for our specific internal processing purposes and will not be published. Furthermore, we store the contact data and address information as well as details relating to correspondences from our business partners and applicants in our cloud service or in the form of emails on the servers of our email providers.

If you apply for a job with us, you may do so via post or via email. As part of our efforts to respect your privacy, we have made it possible for applications sent via email to be PGP encrypted. For this encryption, please use the following public key and send your application to service@camping.info.

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-----END PGP PUBLIC KEY BLOCK-----

Applicant data is saved for a maximum of 3 months. If you would prefer to have your data prematurely deleted at the end of the application process, please let us know.

2.6 Ordering a Camping Guide

When you order a Camping.info camping guide through us, we may share your data with a service provider who will carry out the shipment for us.

3 Retention Periods and Internal Data Processing

3.1 Retaining and Storing Data

We only save your personal data as long as it is necessary to fulfil the contract between you and us and to comply with our legal obligations. If you would no longer like us to use your information to provide you with our web and app services, you can request that we delete your personal data and close your user account. If you submit a request to us to have your data deleted, please note the following:

- We may retain some of your personal data for our legitimate business purposes such as fraud detection and prevention as well as increased security. If we block a Camping.info account because of safety issues or fraud, we may retain certain pieces of information from this Camping.info account in order to prevent the person from re-registering on the Camping.info platform in the future.
- We may store and use your personal data to the extent necessary to fulfil our legal obligations. For example, Camping.info and Viveum Zahlungssysteme GmbH, Riemergasse 13/30, 1010 Vienna, Austria may save some of your information for tax purposes or for legal reporting and auditing purposes.

- Information that you have shared with others (such as reviews or forum posts) may continue to be visible on our web and app services even after the termination of your Camping.info account. However, such information will no longer be associated with you. Furthermore, some copies of your information (such as correspondances and log records) may remain in our database, but these will be separated from personal identifiers.

3.2 Internal Data Processing

Our company works based on the possibilities of digital communication and the technological automatisisation of processes. To fulfil our contractual obligations it is therefore important, for example, to store files with information regarding personal data and to grant access to these files to multiple employees simultaneously. To share files we use cloud, chat and email programmes that are essential for us to work efficiently.

To protect the privacy of your data, we have established strict data protection criteria when selecting suitable programmes. We have also drawn up additional contracts with all of the service providers that we use in order to ensure that your data is only processed in accordance with the purpose that we have determined.

Furthermore, we have developed policies for our employees relating to discretion and non-disclosure as well as an economical notification system for all systems with access to personal data.

4 Disclaimer

Content Liability

The content on our pages are created with great care. However, we can make no guarantee for the correctness, completeness and accuracy of the content. As a service provider, our own content on these websites must comply with the general laws, and we are held responsible for this in accordance with § 7 par.1 TMG (German Telemedia Act). In accordance with § 8 through § 10 TMG (German Telemedia Act), however, we are not obligated to monitor or circumstantially research any transferred or stored third-party information that suggests illegal activity. The obligation to remove or block the use of information according to the general laws remains unaffected. In this regard, however, liability is possible from the moment a concrete instance of

infringement is made known. As soon as we are aware of any rights violations, we will immediately remove any related content.

Link Liability

Our services contain links to external, third-party websites, the contents of which we have no control over. For this reason, we cannot be held responsible for any third-party content. The provider or operator of the linked sites are responsible for the content found on their respective websites. When the sites were linked, they were checked for possible legal violations. Illegal content was not discernable at the time. However, permanent supervision of the content of the linked sites is not reasonable without solid evidence of any infringement. As soon as we are aware of any rights violations, we will immediately remove any related links.

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