

Privacy Policy

This data privacy statement provides information on how we process your personal data when you visit and use the Facebook pages of Arena Berlin Betriebs GmbH (“Arena”, “we” or “us”) in accordance with the General Data Protection Regulation (“GDPR”).

1. Name and address of controller and Data Protection Officer

a)

The controllers for this Facebook page, for the purposes of the General Data Protection Regulation, other national data protection legislation of the European Union member states and additional data protection regulations, are:

aa)

Facebook Ireland Ltd.
4 Grand Canal Square
Grand Canal Harbour
Dublin 2 Ireland

You can contact Facebook using the following form:

<https://www.facebook.com/help/contact/2061665240770586>.

You can contact Facebook’s Data Protection Officer using the following form:

<https://www.facebook.com/help/contact/540977946302970>.

Follow the link below to access Facebook’s full privacy policy:

<https://www.facebook.com/privacy/explanation>.

and

bb)

Arena Berlin Betriebs GmbH
Eichenstrasse 4
12435 Berlin
Germany

The controller’s Data Protection Officer is:

DataCo GmbH
Dachauer Str. 65
80335 Munich
Germany

e-mail: datenschutz@arena.berlin

www.dataguard.de

The controllers named under aa) and bb) are controllers with joint responsibility for data processing for the purposes of Art. 26 GDPR.

2. Definitions

We have designed our privacy policy in accordance with the principles of clarity and transparency. However, if there is any doubt regarding the use of various terms, please refer to the definitions [here](#).

3. Legal basis for processing personal data

Your personal data, for example your surname and first name, your e-mail address and IP address etc., will only be processed if there is a legal basis for this. This is subject to three rules in particular under the General Data Protection Regulation:

- Processing of your personal data is necessary for the performance of a contract or in order to take steps prior to entering into a contract, point (b) of Art. 6(1) GDPR.
- Processing of personal data is necessary for pursuing our legitimate interests, except where such interests are overridden by your interests or fundamental rights and freedoms, point (f) of Art. 6(1) GDPR.

Please consult Facebook's privacy policy for more details on how Facebook processes data: <https://www.facebook.com/privacy/explanation>.

4. Disclosure of personal data

We do not pass on your personal data to third parties for any purposes other than those listed below. We only pass on your personal data to third parties if:

1. disclosure is required pursuant to point (f) of Art. 6(1) GDPR for the establishment, exercise or defence of legal claims and there are no grounds to suggest that you have an overriding legitimate interest in the non-disclosure of your data,
 2. there is a legal obligation for disclosure pursuant to point (c) of Art. 6(1) GDPR
- Please note, however, that Facebook may make a comprehensive disclosure of your data to third parties. Please consult Facebook's privacy policy for more details on this: <https://www.facebook.com/privacy/explanation>.

5. Retention period and erasure

We only save any personal data you send us for as long as necessary for the purposes for which the data was sent or as long as prescribed by law. We erase or block the data once the purpose has been achieved and/or the statutory retention periods have elapsed. Please consult Facebook's privacy policy for more information on how it retains data: <https://www.facebook.com/privacy/explanation>.

6. SSL encryption

This website uses SSL encryption for security reasons and to protect confidential information, e.g. requests you send us as the website operator. You can see a connection is encrypted when the browser address bar switches from "http://" to "https://" and a padlock icon appears in the browser bar.

If SSL encryption is enabled the data you send us cannot be read by third parties.

7. Collection and retention of personal data and the purpose for which it is used

a) When you visit the Facebook page

When you access our Facebook page the browser used on your device automatically sends information to Facebook's server. This information is temporarily saved by Facebook in a "logfile". The following information is recorded and saved without your intervention until it is deleted automatically:

- IP address of the computer making the request for access
- date and time of access
- name and URL of the file accessed
- website from which data is accessed (referrer URL)
- browser used and if applicable your computer's operating system, as well as the name of your access provider

However, this data is only available to Facebook. We cannot access this data. Please consult Facebook's privacy policy for more information:

<https://www.facebook.com/privacy/explanation>.

We do not collect any personal data about you when you visit our Facebook page. However Facebook provides operators of a Facebook page with pseudonymised data in the form of statistics over a specific period (today, yesterday, the last seven days, the last 28 days). This information is:

- page activity: the actions performed on the page
- number of visits to page
- number of users who have previewed posts
- number of posts accessed and visits per post
- total interactions (e.g. "likes" and comments) on our Facebook page and interactions for individual posts
- number of persons reached by the page
- number of user recommendations for the page
- number of post interactions
- number of videos viewed
- number of subscribers to page
- demographic data on users visiting the page (gender, age, location) and the times at which the page is accessed

This data is pseudonymised and we cannot make inferences about individual users based on this data alone. We use this data solely in order to optimise the content we provide and how we market it, and to tailor it to the specific user's interests. This is a legitimate interest pursuant to point (f) of Art. 6(1) GDPR.

Please also note that this data is automatically provided by Facebook and it is not technically possible for us to prevent this or disable this feature.

(b) When you interact with our Facebook page

You can interact with our Facebook page in a number of ways. If you do, the following information is processed by us:

aa) "Liking" a page

Facebook sends us the following data about you:

- your user name

- the link to your Facebook profile
- your profile picture (thumbnail image)
- date and time of the interaction

bb) Subscribing to a page

- your user name
- the link to your Facebook profile
- your profile picture (thumbnail image)
- date and time of the interaction

cc) Recommending a page

- your user name
- the link to your Facebook profile
- your profile picture (thumbnail image)
- date and time of the interaction

dd) Saving the page

- We do not record any data concerning you.

ee) Sharing the page

- your user name
- the link to your Facebook profile
- your profile picture (thumbnail image)
- date and time of the interaction

ff) Writing a review of the page

- your user name
- the link to your Facebook profile
- your profile picture (thumbnail image)
- date and time of review
- content of the review

gg) Suggesting a change to the page

- We do not record any data concerning you.

hh) Blocking the page

- We do not record any data concerning you.

ii) Reporting the page

- We do not record any data concerning you.

jj) Sending a message to the page

- your user name
- the link to your Facebook profile
- your profile picture (thumbnail image)
- date and time of the interaction

- content of your message

kk) Mentioning the page

- your user name
- the link to your Facebook profile
- the link to the post in which you mention our page
- your profile picture (thumbnail image)
- date and time of the interaction

ll) Tagging your local visit to our firm

- your user name
- the link to your Facebook profile
- the link to the post where you tag the visit
- your profile picture (thumbnail image)
- date and time of the interaction

mm) Tagging the page in your own post

- your user name
- the link to your Facebook profile
- the link to the post in which you tag our page
- your profile picture (thumbnail image)
- date of the interaction

We use this data solely in order to optimise the content we provide and how we market it, and to tailor it to the specific user's interests.

This is a legitimate interest pursuant to point (f) of Art. 6(1) GDPR.

(b) When you interact with a post on our Facebook page

You can interact with posts on our Facebook page in the following ways. If you do, the following information is processed by us:

aa) "Liking" a post (including using an emoticon)

- your user name
- the link to your Facebook profile
- your profile picture (thumbnail image)
- date and time of the interaction
- content of interaction ("like", "angry", "sad" etc.)

bb) Commenting on a post

- your user name
- the link to your Facebook profile
- your profile picture (thumbnail image)
- date and time of the interaction
- content of your message: if you mention or link a person in your post this always automatically adds their user name and link to the user profile

cc) Sharing a post

- your user name
- the link to your Facebook profile
- your profile picture (thumbnail image)
- date and time of the interaction
- content of your message

dd) Saving a post

- We do not record any data concerning you.

ee) Embedding a post

- We do not record any data concerning you.

ff) Enabling notifications for a post

- We do not record any data concerning you.

gg) Reporting a post

- We do not record any data concerning you.

We use this data solely in order to optimise the content we provide and how we market it, and to tailor it to the specific user's interests. This is a legitimate interest pursuant to point (f) of Art. 6(1) GDPR.

Our legitimate interest is based on the grounds stated above i.e. optimising the content we provide on this page. In addition, the data we gather is information that is only provided to us when you interact with our page. This establishes a significant and appropriate relationship between you and our site.

Data that can be used to identify you is erased within 28 days. If we save the data after this period has expired, the data is pseudonymised so that it cannot be used to identify you.

The legal basis for data processing is as set out in point (f) of Art. 6(1) GDPR. Our legitimate interest is based on the purposes for data collection listed above. We never use the data we collect for the purpose of identifying you.

Please consult Facebook's privacy policy for more details on how Facebook processes data: <https://www.facebook.com/privacy/explanation>.

8. Cookies

Facebook uses cookies on our Facebook page. Cookies are small packages of data created automatically by your browser that are saved to your device when you visit our website. These cookies are used to store information relating to the device used. However cookies cannot be used to identify you.

The data processed by cookies is required for the purposes set out above to uphold our legitimate interests and those of third parties pursuant to point (f) of Art. 6(1) GDPR. Most browsers are set to accept cookies by default. However you can configure your browser to stop cookies from being saved on your device or at least to display a warning before a new cookie is saved. If you disable cookies completely in your browser you may not be able to use all of the features on our website.

We have included an explanation of the various types of cookies used on our Facebook page below:

(a) Session cookies

In order to make it easier for you to use our service, Facebook uses “session cookies” to detect whether you have visited individual pages on our Facebook page before.

These session cookies are automatically deleted by Facebook when you leave the site.

(b) Temporary cookies

Facebook also uses cookies that can be used to recognise if you are revisiting our Facebook page and using our services. This means you don’t have to type in the entries and settings you applied last time.

These temporary cookies are saved on your device for a period set by Facebook.

(c) Cookies for optimisation purposes

Finally, Facebook also uses cookies for optimisation purposes. These make a statistical record of the use of Facebook and our Facebook page and are evaluated for the purpose of optimising the offering to you. The cookies enable your Internet browser to be recognised if you visit Facebook and/or our Facebook page again.

These cookies are erased automatically after a period defined by Facebook.

Please consult Facebook’s privacy policy for more details on how Facebook uses cookies:

<https://www.facebook.com/privacy/explanation>.

9. Rights of data subject

You have the following rights:

(a) Access

Under Art. 15 GDPR you have the right to obtain access to your personal data processed by us. This right of access covers information about

- the purposes of the processing
- the categories of personal data concerned
- the recipients or categories of recipients to whom your personal data has been or will be disclosed
- the envisaged period for which the personal data will be stored or at least the criteria for determining the period
- the existence of the right to rectification, erasure, restriction of processing or to object to such processing
- the existence of a right to lodge a complaint with a supervisory authority
- the source of your data if it is not collected by us
- the existence of automated decision-making, including profiling and, if applicable, meaningful information about its details

(b) Rectification

Under Art. 16 GDPR you have the right to the immediate rectification of inaccurate or incomplete personal data by us.

(c) Erasure

Under Art. 17 GDPR you have the right to obtain the immediate erasure of your personal data from us unless continued processing is required for one of the grounds set out below:

- to exercise the right to freedom of expression and for information purposes
- for compliance with a legal obligation that requires the data processing under the law of the European Union or its member states to which the controller is subject, for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller
- on grounds of public interest in the area of public health pursuant to point (h) and (i) of Art. 9(2) and Art. 9(3) GDPR
- for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes pursuant to Art. 89(1) GDPR, in so far as the right referred to in section a) is likely to render impossible or seriously impair the achievement of the objectives of that processing
- for the establishment, exercise or defence of legal claims

(d) Right to restriction of processing

Under Art. 18 GDPR you can obtain the restriction of processing of your personal data on one of the grounds below:

- You contest the accuracy of your personal data.
- The processing is unlawful and you oppose the erasure of the personal data.
- We no longer require the personal data for the purposes of the processing, but you require them for the establishment, exercise or defence of legal claims.
- You object to the processing pursuant to Art. 21(1) GDPR.

(e) Notification

Where you have required the rectification or erasure of your personal data, or restriction of processing pursuant to Art. 16, Art. 17(1) and Art. 18 GDPR, we shall communicate this to each recipient to whom the personal data concerning you has been disclosed, unless this proves impossible or involves disproportionate effort. You can require us to inform you of these recipients.

(f) Transmission

You have the right to receive your personal data from us in a structured, commonly used and machine-readable format.

You also have the right to require that this data is transmitted to a third party, where the processing is carried out by automated means and is based on consent pursuant to point (a) of Art. 6(1) or point (a) of Art. 9(2) or on a contract pursuant to point (b) of Art. 6(1) GDPR.

(g) Complaints

Pursuant to Art. 77 GDPR you have the right to lodge a complaint with a supervisory authority if you consider that the processing of your personal data infringes data protection law.

(h) Objection

Where your personal data has been processed on the basis of legitimate interests pursuant to point (f) of Art. 6(1) GDPR, you have the right to object to the processing pursuant to Art. 21 GDPR where there are grounds for this relating to your particular situation, or you are objecting against direct marketing. In the latter case you have a general right to object and we shall implement it without receiving information about your particular situation. If you would like to exercise your right to withdraw your consent or your right to object, an e-mail to datenschutz@arena.berlin will suffice.

If it relates to data processing by Facebook you can also contact Facebook directly. You can contact Facebook using the following form:

<https://www.facebook.com/help/contact/2061665240770586>.

Alternatively, you can send your request by post to the following address:

Facebook Ireland Ltd.
4 Grand Canal Square
Grand Canal Harbour
Dublin 2 Ireland

10. Amendments to the Privacy Policy

If we make any amendments to the privacy policy we shall announce this on the website.

Please refer to Facebook's privacy policy with regard to amendments to its privacy policies:

<https://www.facebook.com/privacy/explanation>.

Last updated: 25.05.2018