

INFORMATION ON DATA PROCESSING

Personalised annual passes



1. Contact details of the controller and of the Data Protection Officer

This privacy notice applies to data processing by:

Zoologischer Garten Berlin AG
Hardenbergplatz 8, 10787 Berlin, Germany
Phone: +49 30 25401-0
Fax: +49 30 25401-255
Email: info@zoo-berlin.de

You can contact the Data Protection Officer at the postal address above, marked "Attn: Data Protection Officer".

2. Processing of personal data, and the nature, purpose and use thereof in connection with personalised annual passes

Zoo Berlin AG only collects the personal data necessary for (automated) access control and for billing the contractual relationship. These are:

- Name and customer number
- Card number and date of issue
- Address and email address (the latter optional for annual passes purchased on site)
- Date of birth
- if you have given consent: facial image for biometric matching for automated access control, information about your entries
- Payment data for subscription customers

The processing concerns the contracting party and, in the case of a family annual pass, their partner and their joint child(ren).

These data are processed for the administration and handling of annual passes; if you have given consent, for automated access control; for checking your data during manual access control (identification and, where applicable, verification of any group or concession entitlements (e.g. for family or children's passes)); for informing you at short notice about important restrictions on your visit (e.g. in the event of severe weather); for sending information; for evidencing consent and fulfilling other legal obligations; and, in the event of breaches of contract, for defending and asserting rights and legal claims.

Only the card number is stored (digitally) on the annual pass. This enables the system and the service staff to verify the validity of your annual pass. For automated entrance control, only encoded information about the facial pattern is stored.

Name, card number and customer number are printed on the annual pass.

Your data are processed for the purpose of performing the contract – i.e. the administration and handling of annual passes and checking your data during manual access control – on the basis of Art. 6(1)(b) GDPR. If you have consented to the use of your facial image for automated access control, this data processing is based on Art. 6(1)(a) in conjunction with Art. 9(2)(a) GDPR. We base the storage of your consent for evidential purposes on Art. 6(1)(c) GDPR in conjunction with Art. 7(1) and Art. 5(2) GDPR, and on Art. 6(1)(f) GDPR. We base the processing of your contact details (e.g. address and, where applicable, email) for the purposes of short-notice information and maintaining contact on Art. 6(1)(f) GDPR. In addition, we process certain payment and contract data to comply with statutory retention obligations on the basis of Art. 6(1)(c) GDPR in conjunction with Section 257 of the German Commercial Code (HGB) and Section 147 of the German Fiscal Code (AO), to the extent specified therein. Otherwise, in the event of breaches of contract, we process your data to assert and defend rights and legal claims on the basis of Art. 6(1)(f) GDPR.

Where we base the processing of your data on Art. 6(1)(f) GDPR, our legitimate interests are:

- sending information to our annual pass subscribers in the event of restrictions (e.g. due to severe weather or other disruptions);
- direct marketing by sending surveys and information about our offers;
- fulfilling our accountability obligations under data protection law;
- asserting and defending rights and legal claims in the event of breaches of contract.

3. Duration of processing

Your biometric data will be deleted without undue delay once your annual pass expires or if you withdraw your consent. We store your declaration of consent to the processing of biometric data for automated access control for a further three years after the annual pass expires or after you have declared your withdrawal, in order to fulfil our accountability obligations under data protection law.

All other data will be deleted without undue delay once your annual pass expires, unless mandatory statutory retention periods apply, which may arise, among other things, from commercial and tax law provisions (such as Section 147 AO, Section 257 HGB).

4. Disclosure of data to third parties

Your personal data will not be transferred to third parties for purposes other than those listed below.

Only the controller and the service providers commissioned with the data processing – in this case HKS Systeme GmbH, Friedrich-List-Straße 89, 33100 Paderborn, Germany – have access to the data. In addition, we disclose your data to the following third parties for the following purposes and on the following legal bases:

- To auditors, tax advisors and the tax office on the basis of legal obligations to which we are subject (Art. 6(1)(c) GDPR). These obligations may arise in particular from tax or commercial law provisions;
- To law firms, courts and public authorities on the basis of our legitimate interest (Art. 6(1)(f) GDPR) in asserting or defending rights and legal claims in the event of breaches of contract.

5. Rights of data subjects

You have the following rights under the GDPR, some of which are subject to certain conditions:

- Right to withdraw your consent to data processing at any time with effect for the future, Art. 7(3) GDPR;
- Right of access to your personal data, Art. 15 GDPR;
- Right to rectification of your personal data, Art. 16 GDPR;
- Right to erasure of your personal data, Art. 17 GDPR;
- Right to restriction of processing, Art. 18 GDPR;
- Right to data portability, Art. 20 GDPR;
- Right to lodge a complaint with a supervisory authority, Art. 77 GDPR.

6. Right to object

You have the right to object at any time, on grounds relating to your particular situation, to the processing of your personal data carried out on the basis of Art. 6(1)(e) or (f) GDPR; this also applies to profiling based on these provisions. We will then no longer process the personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defence of legal claims.

Where we process your personal data for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such marketing; this also applies to profiling to the extent that it is related to such direct marketing. If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

7. Requirement or obligation to provide data

The data listed in Section 2 (with the exception of the facial image, the customer and card number and the date of issue) are required for concluding the contract and for the administration and handling of annual passes, and must be provided by you if you wish to purchase an annual pass from us. Without these data, it is not possible to purchase an annual pass.