



Privacy Policy

Privacy Policy for the Websites of ESK Events & Promotion GmbH (as of May 26, 2026)

Part A

Scope, Data Controller, and Definitions

1. Scope

1.1. This Privacy Policy applies to the processing of personal data by ESK Events & Promotion GmbH (hereinafter “ESK,” “we,” or “us”) in connection with your visit to and use of our websites, including the purchase of tickets and/or merchandise; our marketing activities on our own websites as well as third-party websites and social media platforms; your visit to the DEICHBRAND Festival; and when you apply for a job with us.

1.2. This Privacy Policy applies only to the processing of personal data as defined in Section 3.4.

2. Data Controller

2.1. Unless otherwise stated in this Privacy Policy, the entity responsible for processing your personal data is:

ESK Events & Promotion GmbH
Otto-Lilienthal-Straße 1
27639 Wurster North Sea Coast
info@deichbrand.de
Phone: +49 40 607 798 000

2.2. Our company data protection officer is:

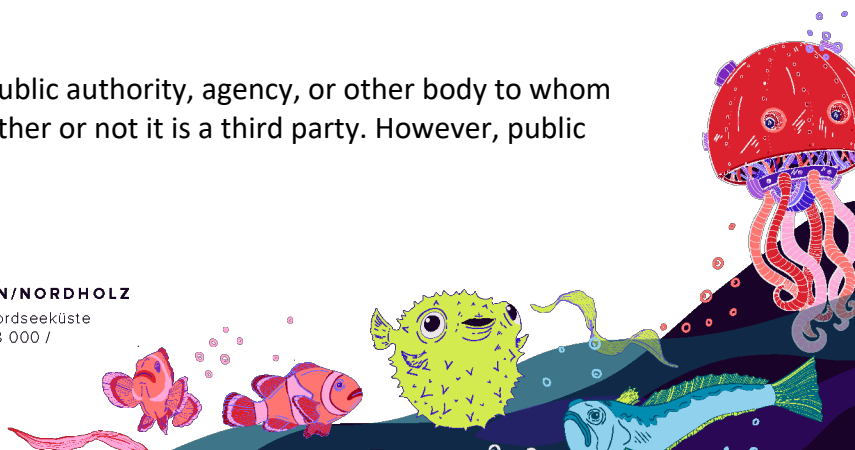
Attorney Martin Glänzer
Eppendorfer Landstr. 33
20249 Hamburg
datenschutz@deichbrand.de

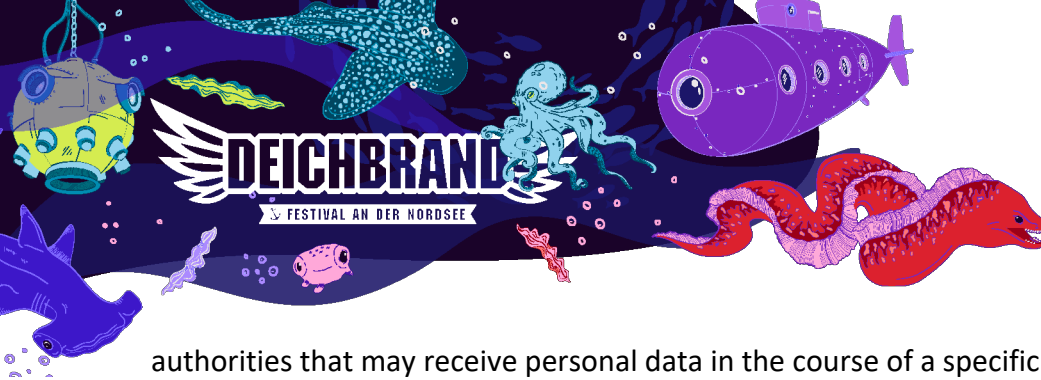
3. Definitions

This privacy policy is based on the following data protection terms, which we have defined for easier understanding:

3.1. *The GDPR* is the General Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC).

3.2. *A recipient* is a natural or legal person, public authority, agency, or other body to whom personal data is disclosed, regardless of whether or not it is a third party. However, public





authorities that may receive personal data in the course of a specific investigative mandate under Union law or the law of the Member States are not considered recipients; the processing of such data by the aforementioned authorities is carried out in accordance with applicable data protection regulations in line with the purposes of the processing. Depending on the payment method selected when purchasing a ticket, recipients of your personal data may include banks or the postal service/shipping providers through which we send your ticket to you by mail.

3.3. The *ESK Group* comprises all companies affiliated with us pursuant to Section 15 of the German Stock Corporation Act (AktG).

3.4. *Personal data* is any information relating to an identified or identifiable natural person, i.e., the data subject. A natural person is considered identifiable if they can be identified, directly or indirectly, in particular by association with an identifier such as a name, an identification number, location data, an online identifier, or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person. Personal data may include, for example, name, contact information, user behavior, or bank details.

3.5. *The controller* is the natural or legal person, public authority, agency, or other body that, alone or jointly with others, determines the purposes and means of the processing of personal data. If the purposes and means of such processing are prescribed by Union law or the law of the Member States, the controller or the specific criteria for its designation may be provided for in accordance with Union law or the law of the Member States. ESK Events & Promotion GmbH is the controller for the data processing described in this privacy policy; in some cases, jointly with the operator of a partner site (see Section 1.2).

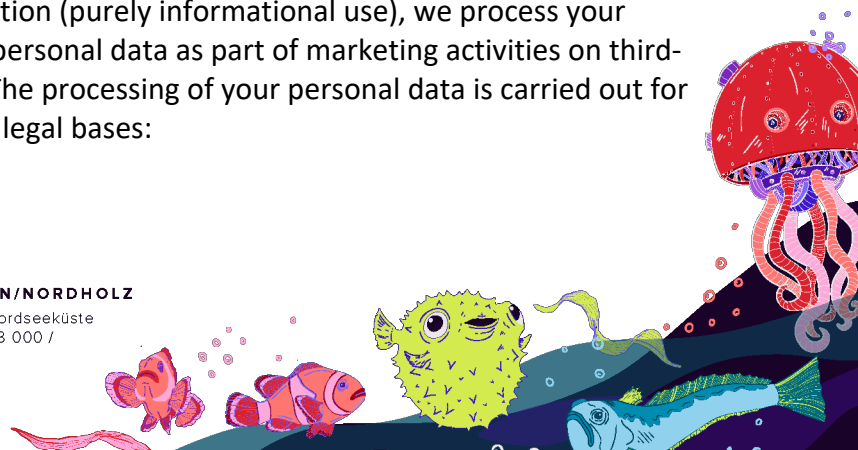
3.6. *Processing* means any operation or set of operations performed on personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, distribution, or any other form of disclosure, the alignment or combination, restriction, erasure, or destruction. Processing may include, for example, the collection and use of your order data during ticket sales.

Part B

Types and Purposes of Processing Your Personal Data

1. Processing when visiting our websites and in the context of marketing activities

When you visit our websites to learn about our festivals or our merchandise offerings without creating a customer account, purchasing a ticket in our ticket shop or merchandise items, or otherwise actively providing us with information (purely informational use), we process your personal data. In addition, we process your personal data as part of marketing activities on third-party websites and social media platforms. The processing of your personal data is carried out for the following purposes and on the following legal bases:





1.1. Processing for the purpose of IT security

1.1.1. When you visit our websites, we process your personal data that is technically necessary for us to provide you with our websites and to ensure stability and security during your visit. For this purpose, information is temporarily stored in a so-called log file, specifically:

- IP address of the requesting computer
- Browser fingerprints
- Browser user agents
- Cookies (see Cookie Information below).

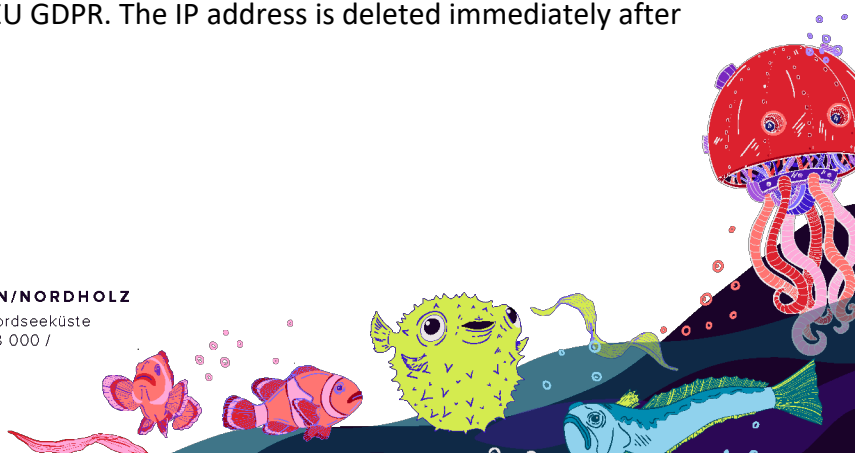
1.1.2. We may use Google reCaptcha v2 on our websites. reCaptcha is a service provided by Google (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) and is designed to prevent abusive automated submissions in web forms, thereby protecting the host's technical systems. When you visit one of our websites that incorporates reCaptcha, a connection is established with Google's servers. A reCaptcha cookie is set. Your IP address is transmitted to Google. In addition, reCaptcha collects the following data via "fingerprinting":

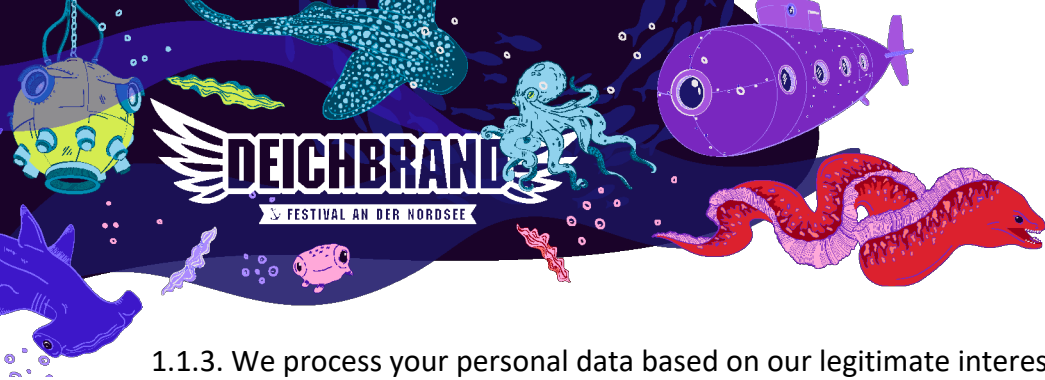
- Browser plugins used
- Cookies set by Google in the last 6 months
- Number of mouse clicks and touches you have made on this screen
- CSS information for the page you visited
- JavaScript objects
- The date
- The browser language.

We have a legitimate interest in protecting our websites from abusive automated spying and spam; the legal basis for this is Article 6(1)(f) of the GDPR. To the extent that personal data is transferred to Google in the United States in this context, this is done on the basis of EU Standard Contractual Clauses. This ensures adequate protection of your personal data. You can prevent the storage of cookies and fingerprinting by selecting the appropriate technical settings in your browser software; in this case, you may not be able to use all functions of our websites to their full extent.

You can find Google's Privacy Policy and Terms of Service at: <https://www.google.com/policie...> and <https://policies.google.com/te...>;

On our merchandise shop websites, we use the Queue-it service to protect the website from excessive loads and the associated risk of unavailability. For this purpose, website visitors are redirected to Queue-it and, depending on the current load, either directed directly to the website or first to a so-called virtual waiting room. This requires the collection of the respective visitor's IP address. The legal basis is Art. 6(1)(f) of the EU GDPR. The IP address is deleted immediately after the user is redirected to the website.





1.1.3. We process your personal data based on our legitimate interest in providing you with the websites and ensuring IT security for you when you visit our websites, pursuant to Article 6(1)(f) of the GDPR.

1.2. Processing for analytical purposes

1.2.1. When you visit our websites, we may analyze and document how you use these websites, e.g., the number of website visitors, your browsing behavior on our websites, which festivals and sections of our website you are interested in, the origin of website visitors, and, if you purchase a ticket from us, your order and shopping cart data. To do this, we use the cookies listed in the [Cookie Information](#) and the following tracking and analytics tools. If you wish to object to data processing, please click on the following link: [Cookie Settings](#)

1.2.2. We use services provided by Google Ireland Limited, Google Building Gordon House, Barrow St, Dublin 4, Ireland ("Google"), specifically Google Analytics 360. Google Analytics 360 uses cookies that enable an analysis of the use of our websites. The information generated by the cookie regarding the use of our websites is generally transmitted via a Google Analytics 360 server operated by us in Europe to the United States and stored there. This data transfer is based on EU Standard Contractual Clauses. This ensures adequate protection of your personal data. You can find more information here: <https://business.safety.google/adsprocessor/terms/sccs/p2p-intra-group/>

We truncate your IP address on the server we operate before it is transmitted to a Google Analytics 360 server. If you are located in the European Union, this function truncates your IP address within member states of the European Union or in other signatory states to the Agreement on the European Economic Area. On behalf of ESK, Google Analytics 360 will use this information to evaluate the use of the websites, to compile reports on website activity, and to provide ESK with other services related to the use of the websites and the internet.

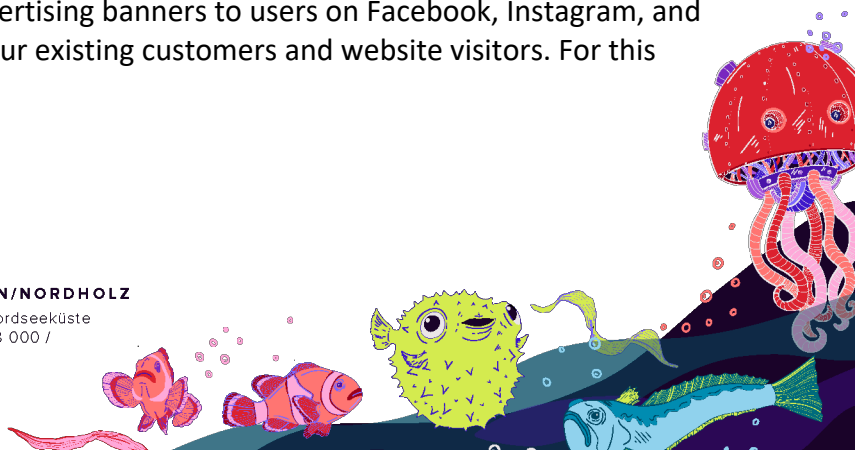
For more information on the terms of use and privacy policy of Google Analytics 360, please visit: <https://support.google.com/analytics/answer/6004245>

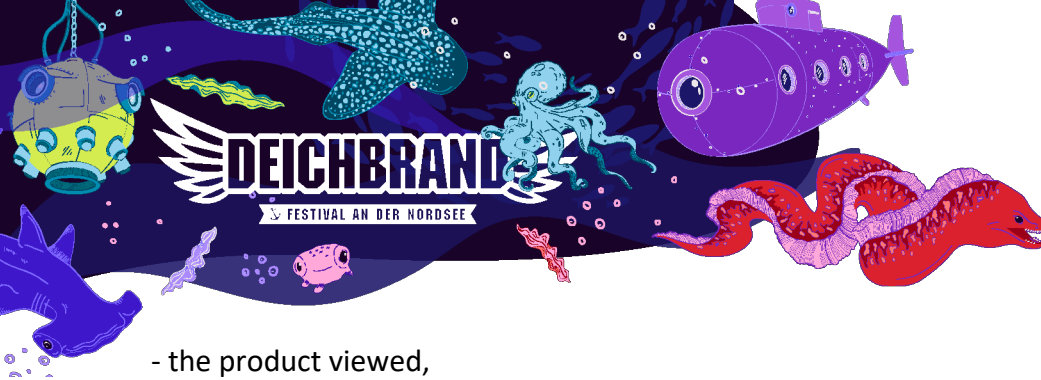
1.3. Processing for Marketing Purposes

1.3.1. When you visit our websites, we process your personal data for advertising purposes in the form of remarketing and display advertising, as well as through social media plugins and for social media ads.

1.3.2. As part of our display advertising efforts, we run various marketing campaigns using tags (pixels) and cookies from our retargeting providers. When you visit our websites, tags and cookies are set and linked to the products you have viewed or purchased. This allows us to show you personalized ads. In addition, we display advertising banners to users on Facebook, Instagram, and TikTok who have a profile similar to that of our existing customers and website visitors. For this purpose, we process:

- the type of webpage visited,





- the product viewed,
- when a product is purchased, the product ordered, the sales value, the order number, as well as preferences, and
- cookie IDs.

1.3.3. We process your personal data based on your consent pursuant to Art. 6(1)(a) of the GDPR. If you do not wish to use the retargeting feature, you can disable it in the cookie settings.

1.3.4. In connection with the use of tags and cookies from Google and Meta Platforms, Inc. (e.g., Facebook and Instagram), your personal data is transferred to the United States. This data transfer is based on EU Standard Contractual Clauses. This ensures adequate protection of your personal data. For further details on data processing by the retargeting providers, please refer to the relevant privacy policies:

Google: <https://policies.google.com/privacy?hl=de>

Explanation of Google's use of third-party data: <https://policies.google.com/technologies/partner-sites>

Meta: <https://www.facebook.com/privacy/policy>

TikTok Information Technologies UK Limited and TikTok Technology Limited (Ireland): <https://www.tiktok.com/legal/page/eea/privacy-policy/de>

1.3.5. In order to show you and users with similar purchasing behavior relevant recommendations for products and services on Google's advertising platforms (e.g., YouTube, Search Network, or Display Network) as well as on Meta's social networks (e.g., Facebook, Instagram) and TikTok, your encrypted personal data may be shared with these networks. For this purpose, your data is encrypted using the SHA-256 hashing algorithm and may be transferred to the United States. This data transfer is based on EU Standard Contractual Clauses, ensuring adequate protection of your personal data. The transfer of data occurs regardless of whether you have a user account with Google, Meta, or TikTok. Once the hashed data has been matched with the hashed user data at Google, Meta, or TikTok, Google, Meta, or TikTok deletes the transmitted data. This ensures that email addresses of individuals who are not registered as users with Google, Meta, or TikTok are not retained by Google, Meta, or TikTok beyond this data matching process.

For further details on data processing by Google, Meta, or TikTok, please refer to the respective privacy policies:

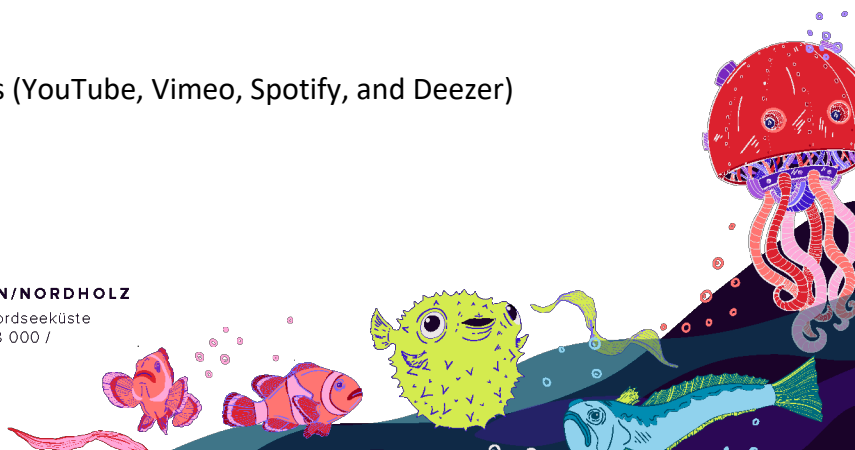
Meta: <https://www.facebook.com/privacy/policy>

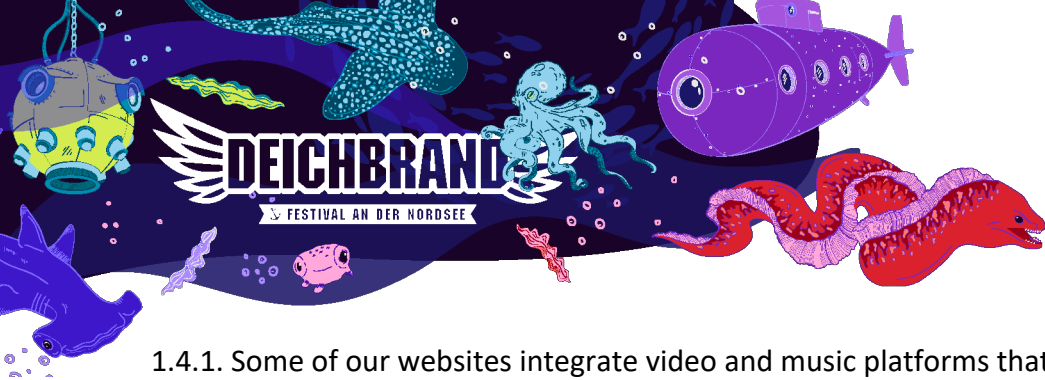
Google: <https://policies.google.com/privacy?hl=de>

TikTok: <https://www.tiktok.com/legal/page/eea/privacy-policy/de>

We process your personal data based on your consent within the meaning of Art. 6(1)(a) of the GDPR.

1.4. Integration of video and music platforms (YouTube, Vimeo, Spotify, and Deezer)





1.4.1. Some of our websites integrate video and music platforms that allow videos or music from these platforms to be played on our websites. To the extent that your personal data is processed in connection with these platforms, this is done on the basis of our legitimate interest in presenting our online offerings as comprehensively and user-friendly as possible within the meaning of Article 6(1)(f) of the GDPR.

1.4.2. We may integrate YouTube services (provided by Google) into our websites so that videos can be played directly from our websites. To protect your personal data, we use the “enhanced privacy” option provided by YouTube. According to YouTube, in this mode, data is only transmitted to YouTube’s servers when a video is played.

When a video is played, YouTube receives the information that you have accessed the corresponding subpage of our websites. The following data is also transmitted:

- IP address of the requesting computer,
- Date and time of access,
- Name and URL of the file accessed,
- Website from which the access originated (referrer URL),
- Browser used and, if applicable, your computer’s operating system, as well as the name of your internet service provider.

This occurs regardless of whether you have a YouTube/Google account and are logged in. If you are logged in, your data is directly associated with your account. If you do not wish for this association, you must log out of your YouTube/Google account before playing the video. YouTube stores your data and uses it for advertising, market research, and/or to tailor its own websites to your needs. You have the right to object to this, which you must exercise directly with YouTube. Further information on YouTube/Google’s privacy policy can be found at the following link:

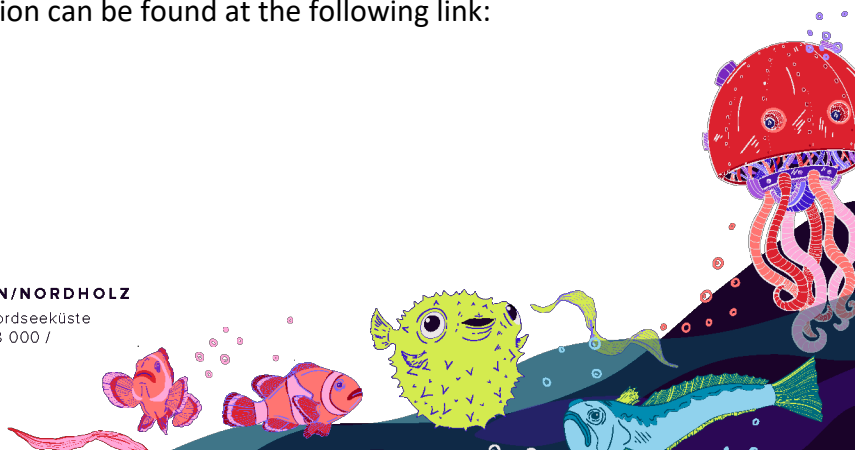
<https://www.google.de/intl/de/...>

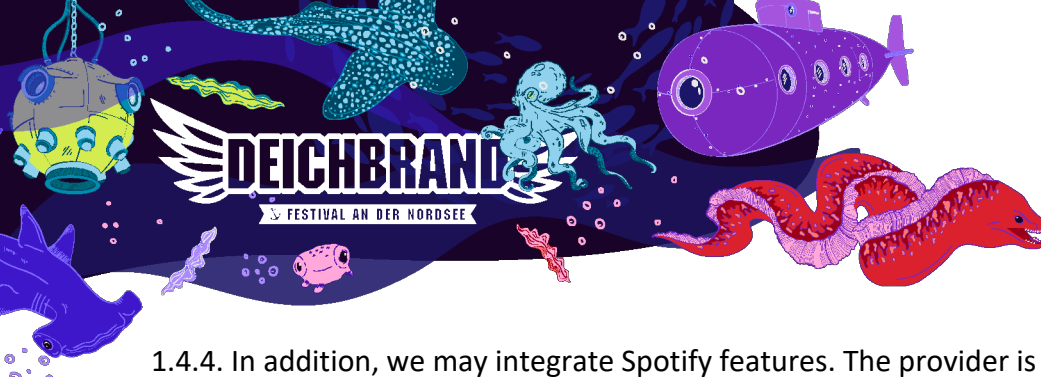
1.4.3. We may also integrate services from Vimeo. The provider is Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA. When you visit a subpage of our website that includes a Vimeo video, a connection is established with Vimeo’s servers. In doing so, the Vimeo server is informed which of our pages you have visited. In addition, Vimeo receives your IP address. This applies regardless of whether you are logged in to Vimeo or have a Vimeo account. The information collected by Vimeo is transmitted to Vimeo servers in the United States. Data transfer to the United States is based on the EU Commission’s Standard Contractual Clauses. This ensures adequate protection of your personal data.

If you are logged into your Vimeo account, you allow Vimeo to directly associate your browsing behavior with your personal profile. If you do not wish for this association, you must log out of your Vimeo account before playing the video. Processing is based on Art. 6(1)(f) of the GDPR.

Further information on Vimeo’s data protection can be found at the following link:

<https://vimeo.com/privacy> ;





1.4.4. In addition, we may integrate Spotify features. The provider is Spotify AB, Birger Jarlsgatan 61, 113 56 Stockholm, Sweden. An overview of Spotify's plugins can be found at:

[https://developer.spotify.com&...;](https://developer.spotify.com&...)

When you visit our websites, the plugins may establish a direct connection between your browser and the Spotify server. This informs Spotify that you have visited this website using your IP address. If you click the Spotify button while logged into your Spotify account, you can link the content of this website to your Spotify profile. This allows Spotify to associate your visit to this website with your user account. Processing is based on Art. 6(1)(f) of the GDPR. Further information on Spotify's privacy policy can be found at the following link:

[https://www.spotify.com/de/leg...;](https://www.spotify.com/de/leg...)

1.4.5. We may also integrate features from Deezer. The provider is DEEZER S.A., 24 rue de Calais 75009 Paris, France. By using Deezer's features, data is transmitted to Deezer. We have no knowledge of the content of the transmitted data or of its use by Deezer. Processing is based on Art. 6(1)(f) of the GDPR. Further information on Deezer's data protection can be found at the following link: [https://www.deezer.com/legal/p...;](https://www.deezer.com/legal/p...)

1.5. Use of Cookies

1.5.1. When you use our websites, cookies are stored on your computer. Cookies are small text files that are assigned to and stored on your hard drive by the browser you are using. Cookies enable the entity that sets the cookie to receive certain information. This information may include personal data. This allows us to make our websites more user-friendly and effective. Cookies cannot execute programs or transmit viruses to your computer.

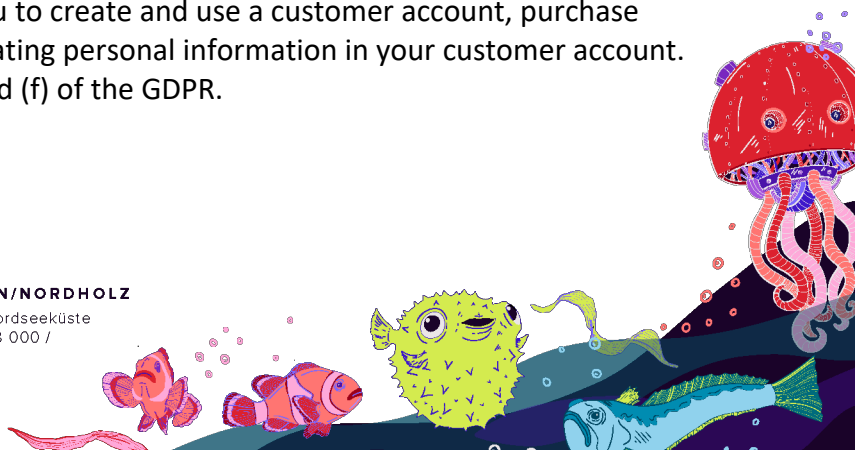
1.5.2. The use of cookies on our websites is governed by the cookie policy on the respective website ([see Cookie Policy](#)).

1.5.3. If you give your consent for us to store certain or all cookies on your computer, a corresponding consent ID is generated and stored. Processing is based on Art. 6(1)(c) of the GDPR.

2. Processing when creating a customer account, when purchasing tickets in the online ticket shop, purchasing merchandise items in the merchandise shop, in informational emails, and in direct marketing (marketing to existing customers)

2.1. On some of our websites, you can create a customer account that allows you to purchase tickets in the online ticket shop and merchandise items in the merchandise shop (collectively, our "products"). Registration and use of the customer account require the provision of personal data. Mandatory fields are marked accordingly in the input form.

We process your personal data to enable you to create and use a customer account, purchase products, and verify your identity when updating personal information in your customer account. This processing is based on Article 6(1)(b) and (f) of the GDPR.





2.2. We process your personal data when you purchase products on our websites and provide personal data in the process. The processing is carried out for the purpose of executing and fulfilling the contract with you based on Article 6(1)(b) of the GDPR.

If you purchase a product for another person (a third party), we process the third party's personal data provided by you (name and, if applicable, contact information) for ticket personalization and, if applicable, for shipping the product to the third party. This data is processed for the purpose of executing and fulfilling the contract with you pursuant to Article 6(1)(b) of the GDPR. If you provide a third party's data during the purchase, ensures that the third party has been sufficiently informed by you regarding the processing of their data by ESK and that you are authorized to provide such data.

If you pay by credit card, the so-called 3D Secure 2.0 procedure (hereinafter: 3DS 2.0) is generally applied. 3DS 2.0 is a globally recognized standard of the card networks (Visa, MasterCard, JCB, Diners, AMEX, etc.) developed by EMVCo, an association of card networks. 3DS 2.0 is one of the procedures used to perform strong customer authentication in accordance with Directive EU 2015/2366 (Payment Services Directive 2, PSD 2). PSD 2 has been implemented in Germany through the Payment Services Supervision Act. The 3DS 2.0 procedure confirms that the person initiating an e-commerce transaction is also authorized to use the respective payment card, i.e., it is intended to prevent the misuse of your credit card. The processing of the data required for 3DS 2.0 is carried out for the purpose of contract performance and fulfillment with you on the basis of Art. 6(1)(b) of the GDPR.

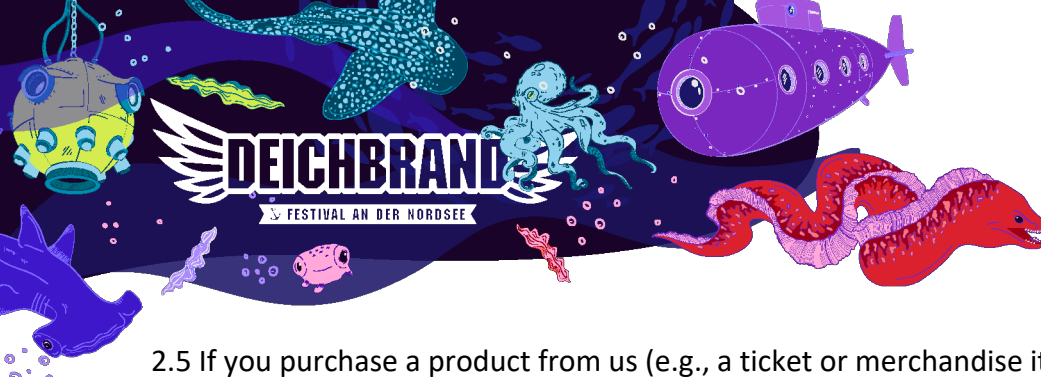
When issuing personalized tickets, we may also process special categories of personal data, such as your health data, provided that you have provided the relevant information when purchasing a ticket and consented to our processing of this data. This includes, for example, indicating that you are a wheelchair user, have a food allergy or intolerance, or have a severe disability. We process this data to provide you with, for example, special price categories, access options to one of our festivals, and/or special seating during the festival. The processing of your data is based on your consent within the meaning of Art. 6(1)(a) of the GDPR.

2.3. If you have purchased a ticket from us or won tickets through one of our contests, we may send you informational emails to provide details such as directions, parking information, and current access requirements (e.g., bag size). For this purpose, we process your personal data for the purpose of performing the contract with you based on Article 6(1)(b) of the GDPR.

2.4. We have commissioned FKP Scorpio Konzertproduktionen GmbH, Große Elbstraße 277 a, 22767 Hamburg, info@fkpscorpio.com, as the service provider for the distribution of tickets for our festival. A data processing agreement is in place. You can read our service provider's privacy policy here via the following link from FKP Scorpio:

<https://fkpscorpio.com/de/datenschutzerklaerung/>





2.5 If you purchase a product from us (e.g., a ticket or merchandise item) and provide your email address in the process, we reserve the right to use this email address for direct marketing of our own similar products and services.

This includes, in particular, information regarding:

- future festivals and events organized by the ESK Group,
- ticket offers,
- merchandise items, and
- festival-related additional services.

Processing is based on our legitimate interest in promoting our own similar products to existing customers in accordance with Art. 6(1)(f) of the GDPR in conjunction with § 7(3) of the UWG.

A prerequisite for this is that

- we have received your email address in connection with the sale of a product,
- we use the email address exclusively for direct marketing of our own similar products, and
- you have not objected to the use of your email address.

You may object to the use of your email address for direct marketing purposes at any time. You will find the unsubscribe link in the legal notice of every promotional email. Alternatively, you may exercise your right to object in accordance with Section E, Item 2 of this Privacy Policy.

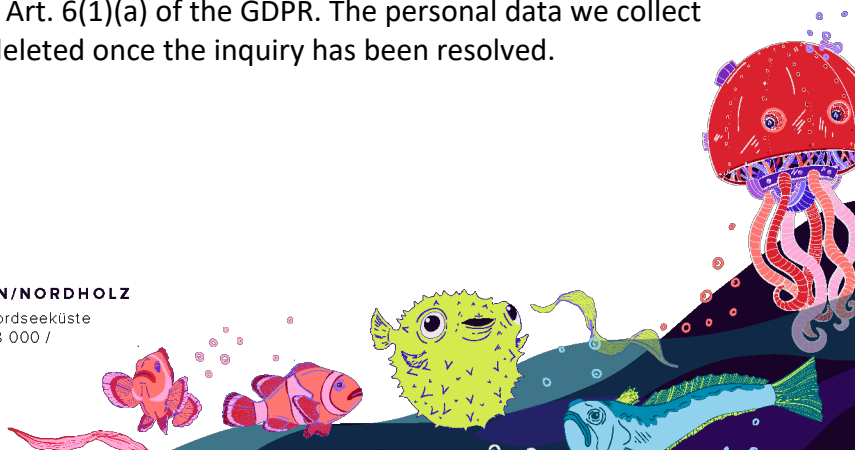
3. Processing in connection with contests, newsletter sign-ups, and contact form submissions

3.1. You can participate in various contests on our websites. In doing so, we process your personal data to conduct the contest and to promote our events. The processing of your personal data is carried out for the purpose of fulfilling the contract with you and based on our legitimate interest in conducting marketing activities, pursuant to Art. 6(1)(b) and (f) of the GDPR.

3.2. You can subscribe to our newsletters. Through these newsletters, we inform you about our festivals and promote them, including through personalized content where applicable. In doing so, we process your personal data for marketing purposes based on your consent pursuant to Article 6(1)(a) of the GDPR. You can unsubscribe at any time, e.g., via a link at the end of each newsletter or by sending an unsubscribe request via email to datenschutz@deichbrand.de.

The newsletters are sent by Brevo (formerly Sendinblue GmbH), Köpenicker Str. 126, 10179 Berlin, or CleverReach GmbH & Co. KG, Schafjückenweg 2, 26180 Rastede. We have entered into a data processing agreement with both Brevo and CleverReach GmbH & Co. KG. You can find the privacy policies at: <https://www.brevo.com/de/legal/privacypolicy/> or [CleverReach's Privacy Policy](#)

3.3. If you have any questions, we offer the option to contact us via a form provided on our website. A valid email address is required so that we can respond to your inquiry. Additional information may be provided voluntarily. Data processing for the purpose of responding to your inquiry is based on your consent pursuant to Art. 6(1)(a) of the GDPR. The personal data we collect through the use of the contact form will be deleted once the inquiry has been resolved.





4. Processing in the Event of Order Cancellation and for Customer Service

4.1. In some cases, your order may be canceled. In such cases, your personal data will be processed on the basis of Article 6(1)(b) of the GDPR.

If you did not purchase the product in question from us yourself, but rather received it as a gift from the buyer, for example, and are now returning the product due to the cancellation or rescheduling of the festival, we process the data you provide to us as the returning party, either informally or via a form on our website. We process your personal data for the purpose of returning your ticket and issuing a refund based on Article 6(1)(b) of the GDPR.

If you provided specific personal data about yourself or a third party during the purchase, we process this data for the purpose of the transaction reversal based on your consent within the meaning of Article 6(1)(a) of the GDPR. Section B2.2 applies accordingly in this regard.

4.2. If you have questions regarding our festival, your purchase, your customer account, or ESK festivals, wish to exercise your rights under this privacy policy, or would like to file a complaint, you may contact us.

Depending on the subject of your inquiry, we may access your personal data stored in our systems as part of other data processing activities (e.g., data you provided when purchasing tickets) to answer your questions. To the extent necessary to respond to your inquiry, we may also collect data from external sources (e.g., inquiries to the shipping provider for shipment tracking or an investigation request).

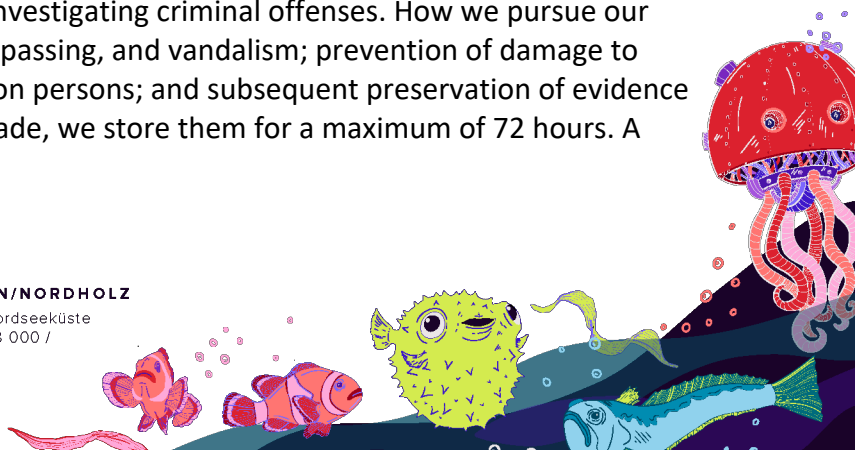
The processing of your personal data is carried out for the purpose of performing the contract with you based on Art. 6(1)(b) of the GDPR. When you exercise your rights against us, we process your personal data for the purpose of complying with a legal obligation based on Art. 6(1)(c) of the GDPR. If you wish to inquire about something or file a complaint, we process your personal data based on our legitimate interests in conducting marketing activities and responding to your complaint, pursuant to Article 6(1)(f) of the GDPR.

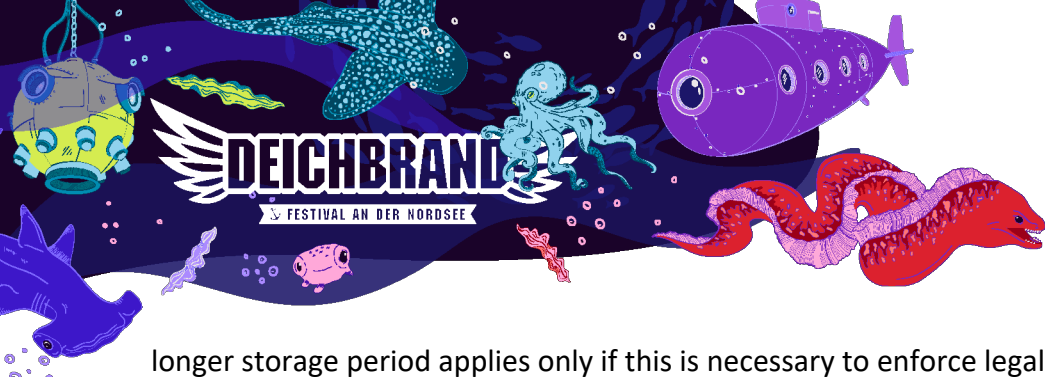
If you provide us with health data as part of your inquiry (e.g., stating that you have a disability ID card), we process this personal data only to the extent necessary to respond to your inquiry and provided that you have given us your explicit consent within the meaning of Article 6(1)(a) of the GDPR.

5. Processing During Visits to Our Festivals

5.1. Video surveillance may be used at our festivals. In this context, your image, biometric data, gender and age (if applicable), as well as data regarding ethnic and racial origin and religious beliefs (if applicable) may be recorded.

Processing is carried out on the basis of Section 4 of the German Federal Data Protection Act (BDSG) or Article 6(1)(f) of the GDPR for the following purposes and interests: exercising property rights, protecting property, preventing and investigating criminal offenses. How we pursue our legitimate interests: Prevention of theft, trespassing, and vandalism; prevention of damage to third-party property; prevention of assaults on persons; and subsequent preservation of evidence through recording. If video recordings are made, we store them for a maximum of 72 hours. A





longer storage period applies only if this is necessary to enforce legal claims or to investigate criminal offenses in a specific individual case.

Data from the recordings will only be transferred to third parties (e.g., the police) if this is necessary to pursue the stated purposes and legitimate interests.

5.2. So-called Special Needs Camps are operated at our festivals. To register, you must fill out a form on our website providing voluntary information about the degree and nature of your disability. In addition, you must always submit proof of your disability. This is sent via email. The proof received will be deleted immediately after review. Processing is based on Art. 6(1)(b) for the performance of the contractual service.

Your specific personal data will not be further processed; rather, it will only be used in aggregated and anonymized form for needs-based planning of the Special Needs Camps in the years following the respective festival.

5.3. Cashless Payment and Access Control

At our festivals, goods and services can only be purchased using cashless payment methods. For this purpose, we use the cashless payment feature provided by WEEZEVENT Germany GmbH, Friedrichstrasse 155, 10117 Berlin (“Weezevent”). Access control is also partially managed with the help of Weezevent. In this context, Weezevent processes personal data as a data processor exclusively in accordance with our instructions. Information on data processing at Weezevent can be found in Weezevent’s privacy policy at weezevent.com/en-gb/privacy-policy/;

5.3.1. Registration on the Event Portal, Topping Up Credit

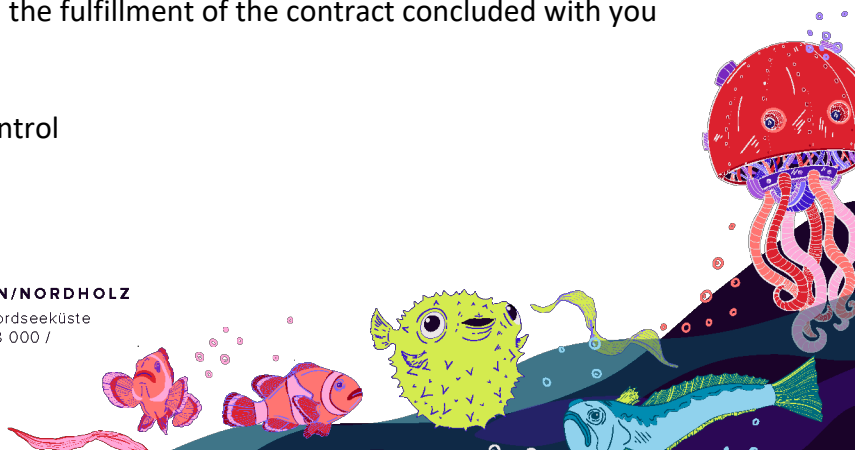
Before a festival, you can register on an online portal (“CASHLESS Portal” or “Event Portal”) and top up your credit for your visit. You can register there using the barcode number on your festival ticket. In this case, accompanying details regarding your ticket (access information, ticket type, etc.) are stored in the Event Portal. When registering on the event portal, you can provide additional personal information (name, date of birth, address, etc.) to complete your profile and make it easier for us to contact you in case of any difficulties or inquiries you may have.

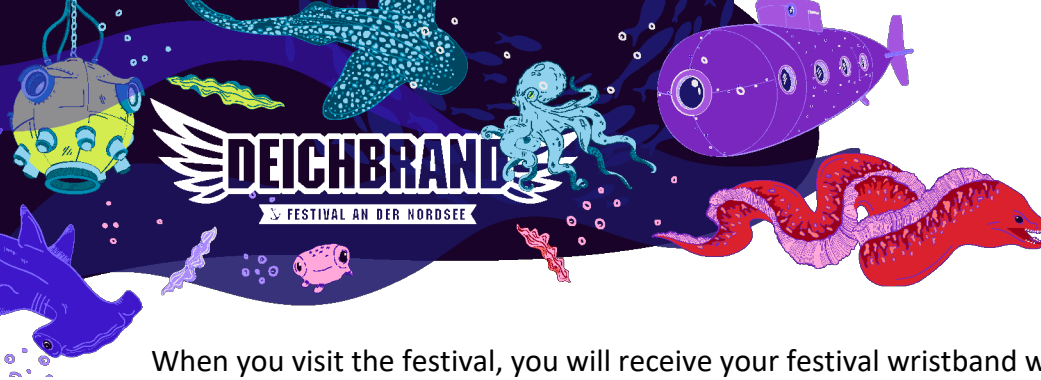
Registration for the event portal and the processing of your personal data that takes place during this process is voluntary and is done to enable cashless payments at the festival and to allow you to purchase goods and services there quickly and securely. Even without registration, you will be given a festival wristband with an RFID chip when you visit the festival.

If you register on the event portal and have topped up your balance online, this balance will be loaded onto an RFID chip on your festival wristband upon entry to the festival. Credit can also be added to the RFID chip directly on-site via cash deposit; no personal data is processed for this purpose.

If you register, we process the data based on the fulfillment of the contract concluded with you pursuant to Art. 6(1)(b) of the GDPR.

5.3.2. Provision of RFID Chips and Access Control





When you visit the festival, you will receive your festival wristband with an RFID chip, which is linked to your ticket via the barcode number. If you have previously registered on the event portal, your profile will also be linked to your RFID chip, and you will have immediate access to your loaded credit. The legal basis for data processing is the fulfillment of the contract concluded with you pursuant to Art. 6(1)(b) GDPR.

Through the event portal, we can see for which tickets with which ticket numbers festival wristbands with an RFID chip were issued. This allows us to verify which of our services were actually used and, if necessary, to prevent fraud. The legal basis for data processing is the performance of the contract concluded with you pursuant to Art. 6(1)(b) GDPR, as well as our legitimate interest pursuant to Art. 6(1)(f) GDPR in preventing fraudulent behavior.

The RFID chips also serve to control your access by being scanned when you enter the event grounds or specific areas within the grounds. In doing so, the date and time of entry and exit from the event grounds or the respective area on the event grounds are stored. The legal basis for data processing is the fulfillment of the contract concluded with you pursuant to Art. 6(1)(b) GDPR, as well as our legitimate interest pursuant to Art. 6(1)(f) GDPR in preventing fraudulent behavior.

5.3.3. Payment, Refund of Credit Balances, and Support

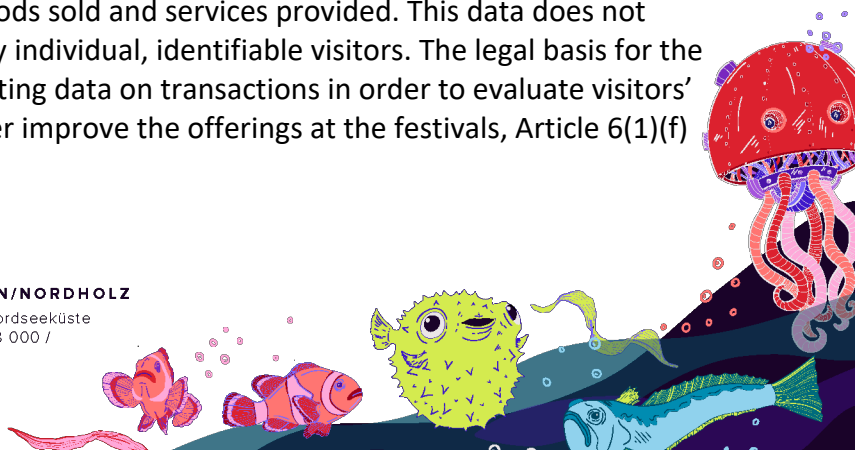
When you make payments using your RFID chip, the system checks whether your profile has sufficient funds. If so, the payment amount is deducted. A receipt is also generated in your profile, which you can view and save later.

When redeeming cup deposits, you scan your RFID chip and the deposit amount is credited to your profile. The same applies if a payment needs to be canceled, for example, because you are returning an item.

For these payments, personal data is processed only if you can be identified via your profile on the event portal, for example because you have registered there. The legal basis for this processing is the fulfillment of the contract concluded between you and the merchant, Art. 6(1)(b) GDPR, as well as our legitimate interest pursuant to Art. 6(1)(f) GDPR in preventing fraudulent behavior. You can initiate the refund of unused credit yourself via the event portal. Registration there is required for this. After a transition period, the refund can be requested at via email at cashless@deichbrand.de. If you have problems with your chip or lose it, you can contact the Top-Up & Support Station on the festival grounds or email cashless@deichbrand.de at any time. The legal basis for data processing is the fulfillment of the contract concluded with you pursuant to Art. 6(1)(b) GDPR, as well as our legitimate interest pursuant to Art. 6(1)(f) GDPR in preventing fraudulent behavior.

5.3.4. Statistical Analysis of Transactions

Through the event portal, statistical analyses in the form of aggregated data are generated from the recorded transactions, relating to the goods sold and services provided. This data does not allow for any identification of transactions by individual, identifiable visitors. The legal basis for the processing is our legitimate interest in collecting data on transactions in order to evaluate visitors' demand for goods and services and to further improve the offerings at the festivals, Article 6(1)(f)





of the GDPR.

5.3.5. Processing for Marketing Purposes

We process the data collected on the event portal for analysis and marketing purposes (see sections 1.2 and 1.3 above) only if we have your consent within the meaning of Article 6(1)(a) of the GDPR. In this case, we process the following data in particular to display more personalized and interesting content to you: Personal information entered in the event portal, including email address, ticket type, and information regarding RFID payments.

6. Processing of Applications

6.1. When you apply via our applicant tracking system, by mail, via email, or via a web form, we process your personal data, such as contact information (e.g., first and last name, address, phone number, and email address) and other applicant data you provide (e.g., resume, education, language skills, and work permit). This processing includes reviewing application documents, conducting telephone interviews and in-person interviews, and making a decision regarding a job offer or a pre-employment offer (acceptance or rejection).

6.2. The references provided by the applicant will be used, if necessary, to obtain further background information about the applicant and to verify the information provided, e.g., by the former employer. This is intended to provide an even more detailed impression of the applicant's previous work experience.

We collect and review background information only with the applicant's consent, in accordance with Article 6(1)(a) of the GDPR and Section 26(2)(1) of the BDSG (Federal Data Protection Act). If we rely on publicly available sources (such as social media profiles), we process your personal data for the purpose of conducting the application process based on Article 6(1)(b) of the GDPR and Section 26(1) of the BDSG.

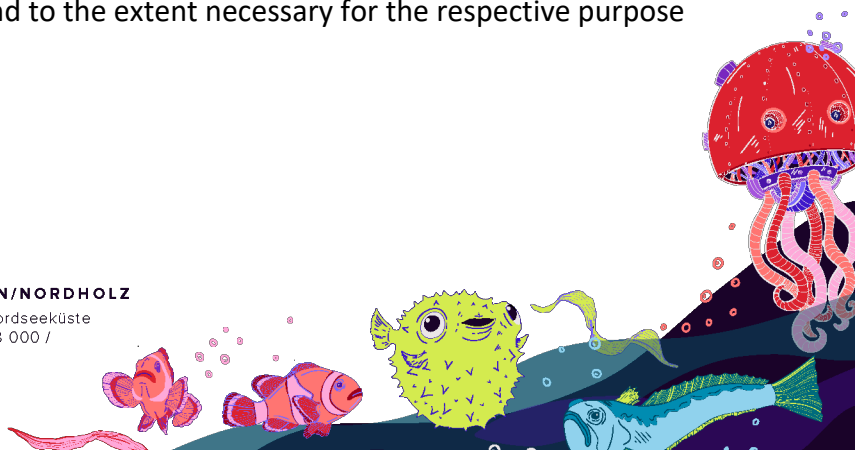
6.3. If we are unable to offer an applicant the desired position, we will, with the applicant's consent, add them to our talent pool so that we may offer them another suitable position at a later date. For this purpose, we process the applicant's data.

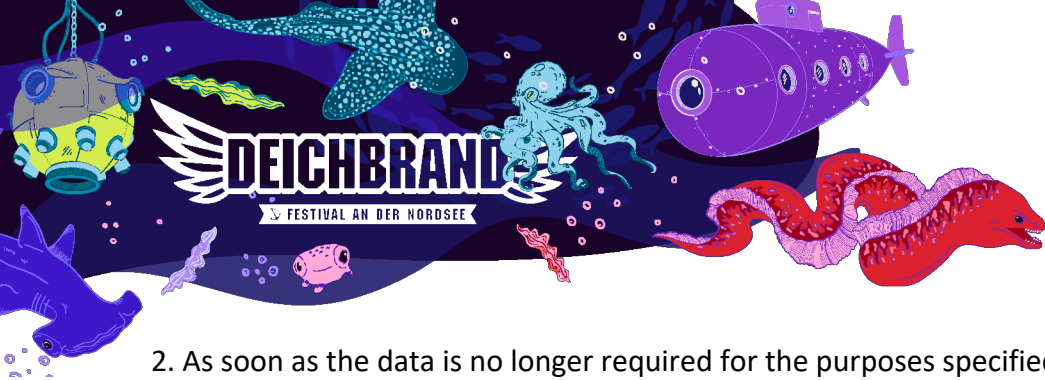
The processing of your application data is based on your consent within the meaning of Art. 6(1)(a) GDPR, § 26(2)(1) BDSG.

Part C

Retention and Deletion of Your Personal Data

1. We store your personal data for as long and to the extent necessary for the respective purpose (Part B) for which it is processed.





2. As soon as the data is no longer required for the purposes specified in Part B, we will retain your personal data for the period during which you or we may assert claims against each other (statutory limitation period, generally three years, beginning at the end of the year in which the claim arose; e.g., at the end of the year of the ticket transaction).

3. In addition, we store your personal data for as long as and to the extent that we are legally required to do so. Corresponding documentation and retention obligations arise, among other things, from the German Commercial Code and the German Fiscal Code (e.g., Section 257 HGB; Section 147 AO). The retention obligations under these provisions are up to ten years.

Part D

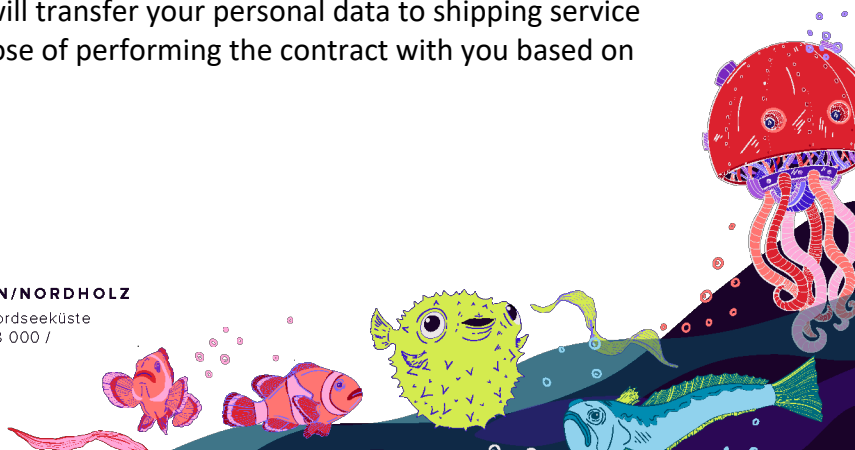
Categories of Recipients of Personal Data

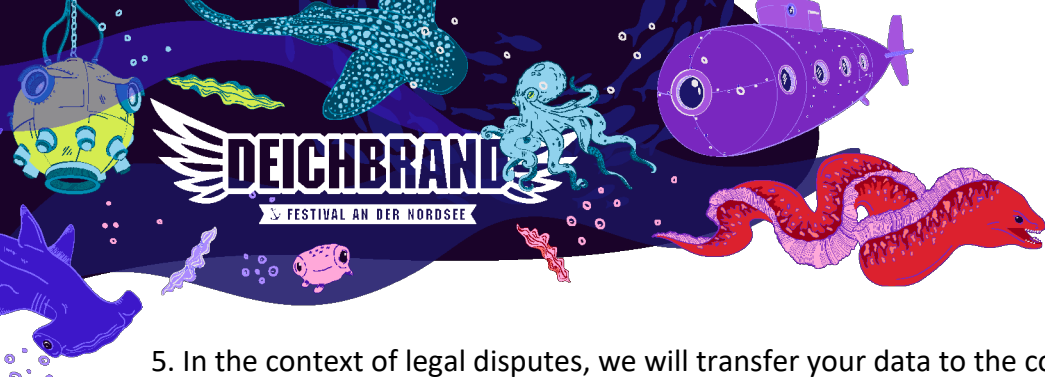
1. When providing, executing, and managing our products and services, we may transfer your personal data to companies within the ESK Group as part of an internal, division-of-labor process. This transfer is based on our legitimate interest in carrying out internal administrative activities efficiently and through a division of labor, for fraud prevention, to ensure the security of our customer accounts, and to improve our products and services, pursuant to Art. 6(1)(f) of the GDPR.

2. Your personal data is transferred to service providers who provide the platforms, databases, and tools for our products and services (e.g., our website, ticket sales, the distribution of newsletters and informational emails), analyze user behavior on our websites, run marketing campaigns, and process your personal data on our behalf in connection with ticket purchases. The transfer of your personal data is carried out for the purpose of performing the contract with you pursuant to Art. 6(1)(b) of the GDPR, based on our legitimate interest in improving and promoting our products pursuant to Art. 6(1)(f) of the GDPR, and, provided you have given us your consent to the processing of your personal data, on the basis of your consent within the meaning of Art. 6(1)(a) of the GDPR.

3. When you purchase a ticket on our websites, we offer you various payment options. To process the payment and, if applicable, a refund of the purchase price, we transfer your personal data to banks, payment service providers, financial service providers, and credit card companies, depending on the payment method you select. We transfer your personal data for the processing of your ticket purchase and, if applicable, the reversal of the transaction based on Article 6(1)(b) of the GDPR.

4. If we send your ticket to you by mail, we will transfer your personal data to shipping service providers. The transfer is made for the purpose of performing the contract with you based on Article 6(1)(b) of the GDPR.





5. In the context of legal disputes, we will transfer your data to the competent court and, if you have retained a lawyer, to that lawyer for the purpose of conducting the legal dispute. Your data may also be shared with our own legal counsel. We process your personal data based on a legal obligation pursuant to Article 6(1)(c) of the GDPR, as well as based on our legitimate interest in pursuing, enforcing, and/or defending our legal interests pursuant to Article 6(1)(f) of the GDPR.

6. Some of our informational emails and newsletters are sent by service providers we have commissioned. For this purpose, we transfer your personal data to these service providers. In doing so, we process your personal data as follows:

If you give us your consent to send you newsletters during a purely informational visit to our website or when creating a customer account, we will process your data based on your consent within the meaning of Article 6(1)(a) of the GDPR.

After purchasing a ticket or successfully participating in a contest, we process your personal data to send you information about the festival for the purpose of fulfilling the contract with you based on Article 6(1)(b) of the GDPR.

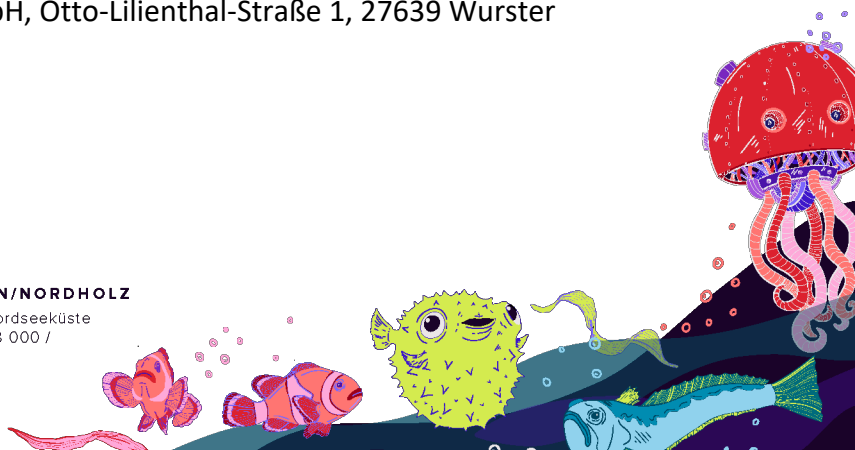
7. Furthermore, we will only transfer your personal data to the extent that we are legally obligated to do so. The transfer is based on Article 6(1)(c) of the GDPR (e.g., to law enforcement authorities in the context of criminal investigations or to data protection supervisory authorities).

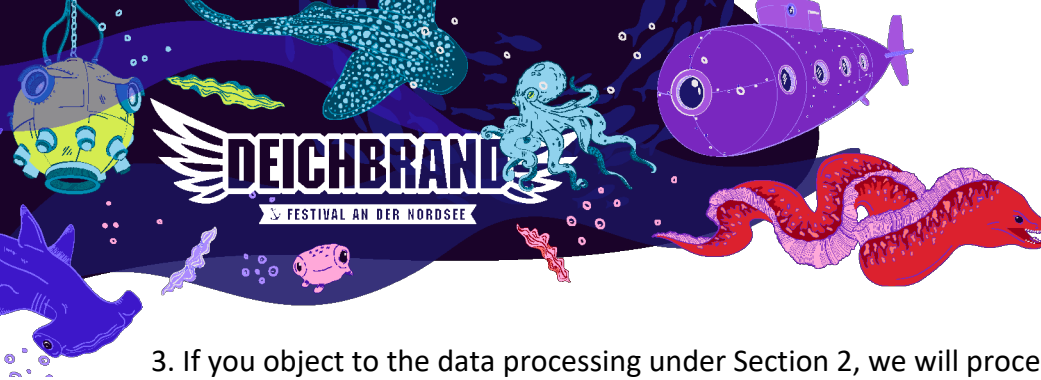
Part E

Legitimate Interests in Data Processing and Objection

1. We process your personal data as described in Part B based on our legitimate interests, in particular to ensure IT security on our websites, to conduct analyses and marketing activities, to inform you about our products and services, to increase the reach of our products and marketing activities, to assert, enforce, and defend our legal interests (including in court if necessary), and to carry out internal administration efficiently and through a division of labor.

2. To the extent that we process your personal data based on these legitimate interests (Art. 6(1)(f) GDPR), you have the right to object to the processing of your personal data at any time for reasons arising from your particular situation. We will then no longer process your data for this or these purposes, unless our legitimate interests prevail or the processing serves to assert, exercise, or defend legal claims. Notwithstanding this, you may object to the processing of your personal data at any time in the case of direct marketing (such as newsletters) without providing reasons. This applies in particular to direct marketing in the context of marketing to existing customers pursuant to Section B, Item 2.5. Please send your request by email to datenschutz@deichbrand.de or in writing to ESK Events & Promotion GmbH, Otto-Lilienthal-Straße 1, 27639 Wurster Nordseeküste.





3. If you object to the data processing under Section 2, we will process your personal data collected in this context to respond to your request. The processing of your personal data is carried out to fulfill a legal obligation based on Art. 6(1)(c) of the GDPR.

Part F

Consent and Withdrawal of Your Consent

1. If you have given us your consent to process your personal data, you may revoke it at any time. The revocation of your consent takes effect for the future. The lawfulness of the processing of your personal data up to the time of withdrawal remains unaffected. Please send your withdrawal by email to datenschutz@deichbrand.de or in writing to ESK Events & Promotion GmbH, Otto-Lilienthal-Straße 1, 27639 Wurster Nordseeküste.

2. If you withdraw your consent, we will process the personal data collected in this context to respond to your inquiry. The processing of your personal data is carried out to fulfill a legal obligation based on Art. 6(1)(c) of the GDPR.

Part G

Your Rights

1. You may at any time request that we, in accordance with the GDPR,

- provide you with information about the personal data concerning you that we process (Art. 15 GDPR),
- rectify any personal data concerning you that is inaccurate (Art. 16 GDPR), and/or
- delete (Art. 17 GDPR), restrict processing (Art. 18 GDPR), and/or transfer (Art. 20 GDPR) your personal data stored by us.

2. Please send your request by email to datenschutz@deichbrand.de or in writing to ESK Events & Promotion GmbH, Otto-Lilienthal-Straße 1, 27639 Wurster Nordseeküste.

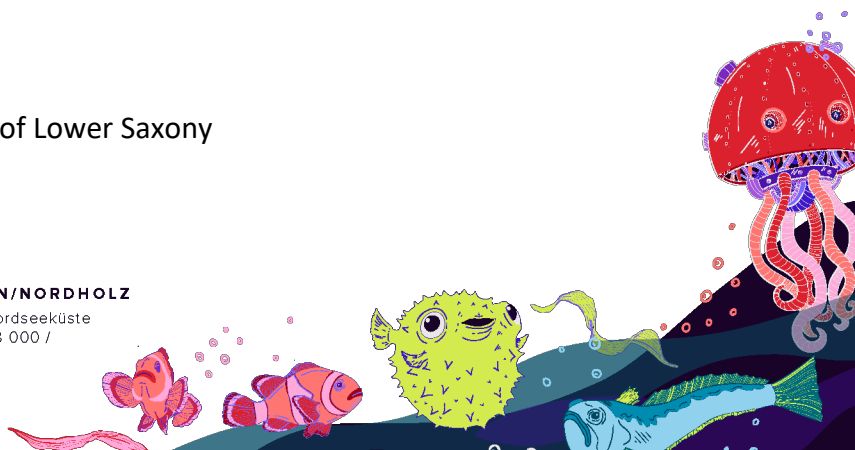
3. If you exercise your rights with us, we will process the personal data collected in this context to respond to your request. The processing of your personal data is carried out to fulfill a legal obligation based on Art. 6(1)(c) of the GDPR.

4. Without prejudice to the rights set forth in this Part G, you may lodge a complaint with a data protection supervisory authority if you believe that ESK's processing of your personal data violates the GDPR (Art. 77 GDPR).

Supervisory Authority

The data protection supervisory authority is:

The State Commissioner for Data Protection of Lower Saxony





Prinzenstraße 5
30159 Hanover

Phone: +49 (0511) 120 45 00
Email: poststelle@lfd.niedersachsen.de

Part H Miscellaneous

1. The provisions of this Privacy Policy (available free of charge on our websites), including the Cookie Policy of ESK Events & Promotion GmbH (available free of charge on our websites), apply in the version valid at the time of use of our websites.
2. We reserve the right to supplement and amend the content of the privacy policy. The updated privacy policy is effective as of the date it is published on our website.

As of: May 26, 2026

Cookie Policy for Websites

Scope of Application

This Cookie Policy provides further details regarding the use of cookies on the websites of ESK Events & Promotion GmbH ("ESK") and its affiliated companies, as defined under Section 15 of the German Stock Corporation Act (AktG).

General Information About Cookies

"Cookies" are small text files that are stored in the browsers of your devices when you visit our websites. Cookies allow your actions and settings on our websites to be stored and tracked for the duration of the browser session and, in some cases, beyond. In addition, cookies enable the recognition of your browser. For example, the contents of your shopping cart can be restored after you leave the website.

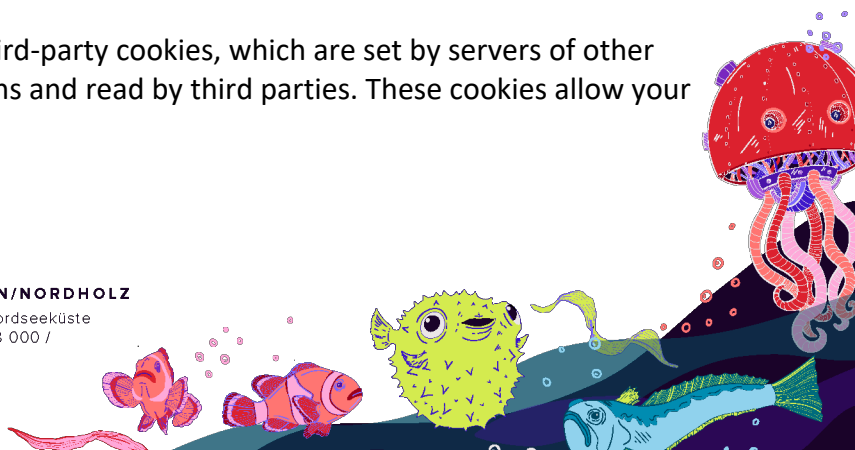
Types of Cookies Used

First-party cookies:

We use "first-party cookies," i.e., cookies set by our website's servers and accessible only by our servers.

Third-party cookies:

In addition, our websites also incorporate third-party cookies, which are set by servers of other websites and/or our own websites or domains and read by third parties. These cookies allow your browser to be tracked beyond our website.





Cookie retention period

Session cookies:

Some of the cookies used are session cookies, i.e., cookies that remain stored only for the duration of your visit to our website.

Persistent cookies:

In addition, we also use persistent cookies, which remain stored in your browser beyond the duration of a session and are automatically deleted after a specified expiration date.

Purposes of Using Cookies

Essential cookies:

We use cookies that are necessary for the operation of the online store and that enable you to use certain features of the website. In addition, we use cookies to enable certain features by automatically recognizing your browser. These include, for example, the automatic detection and setting of the language, the restoration of the content of completed forms or the shopping cart after you leave and subsequently return to our websites. These cookies do not store any personal information.

Statistics and convenience cookies:

These cookies enable advanced functionality, personalization, and web analytics on our website. They are set either by us or by third-party providers whose services we use on our site. If you disable these cookies, some or all of our services may no longer function properly.

Marketing cookies:

These cookies are set on our website by our advertising partners. They may be used to create a profile of your interests and to display relevant advertising content to you on other sites. They do not store personal data but are based on a unique identifier for your browser and device. If you disable these cookies, you will see less relevant advertising content.

External media content:

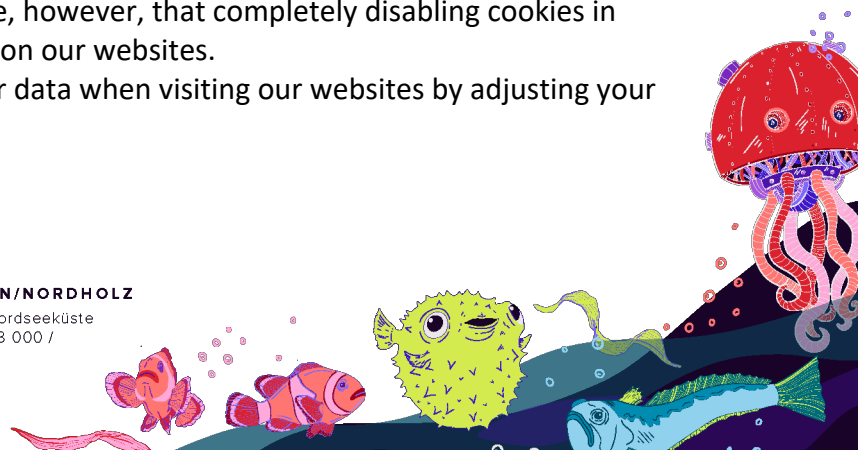
These cookies enable the loading of embedded third-party media content on our website and allow us to display it to you. If you disable these cookies, the embedded media content will no longer be displayed to you.

Cookie Settings by Users

Through your browser settings, you can restrict or completely prevent the storage of (certain) cookies across websites, as well as delete cookies that have already been stored. For more detailed information on this, please refer to your browser's instructions or help function.

Our websites can generally still be visited and used even after you have restricted or disabled cookies in your browser settings. Please note, however, that completely disabling cookies in particular may result in limited functionality on our websites.

You can prevent the future collection of your data when visiting our websites by adjusting your cookie settings.





DEICHBRAND FESTIVAL | 16. - 19. JULI 2026 | CUXHAVEN/NORDHOLZ
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