



## Privacy policy

### Privacy policy for the websites of ESK Events & Promotion GmbH (as of February 26, 2026)

#### Part A

#### Scope of application, responsible body, and definitions

##### 1. Scope

1.1. This privacy policy applies to data processing by ESK Events & Promotion GmbH (hereinafter referred to as "ESK," "we," or "us") in connection with visits to and use of our websites, including ticket and/or merchandise purchases, our marketing activities on our own and third-party websites and on social networks, visits to the DEICHBRAND Festival, and when you apply for a job with us.

1.2. This privacy policy only concerns the processing of personal data within the meaning of Section 3.4.

##### 2. Responsible body

2.1. Unless otherwise stated in this privacy policy, the following entity is responsible for the processing of your personal data:

ESK Events & Promotion  
GmbH Otto-Lilienthal-Straße  
1  
27639 Wurster Nordseeküste  
[info@deichbrand.de](mailto: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](mailto:datenschutz@deichbrand.de)

##### 3. Definitions

This privacy policy is based on the following data protection terms, which we have defined for ease of 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).





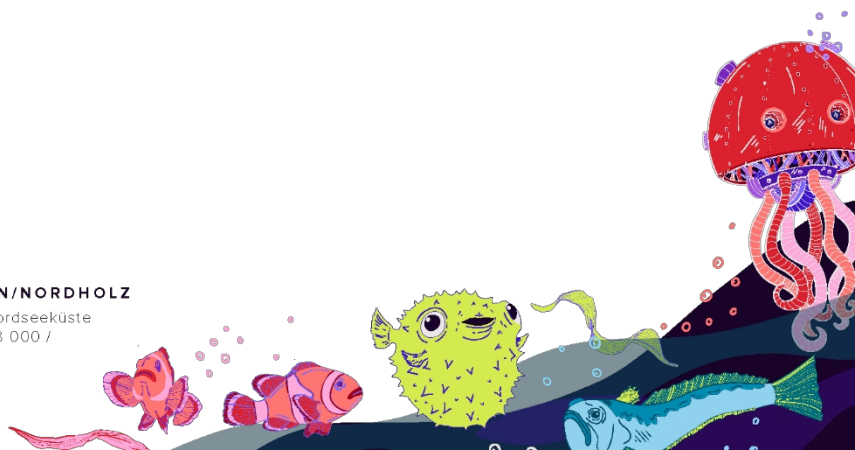
3.2. A *recipient* is a natural or legal person, public authority, agency, or other body to which personal data is disclosed, whether or not it is a third party. However, public authorities that may receive personal data in the context of a specific investigation under Union or Member State law are not considered recipients; the processing of such data by those authorities is carried out in accordance with applicable data protection rules in accordance with the purposes of the processing. Depending on the payment method selected when purchasing tickets, recipients of your personal data may include banks or the postal service/shipping service providers through which we send you your ticket by mail.

3.3. The *ESK Group* comprises all companies affiliated with us in accordance with 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 special characteristics that express the physical, physiological, genetic, psychological, economic, cultural, or social identity of that natural person. Personal data can include, for example, name, contact details, 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 determined by Union law or the law of the Member States, the controller or the specific criteria for its nomination may be provided for by Union law or the law of the Member States. ESK Events & Promotion GmbH is the responsible body 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 which is performed on personal data or on sets of 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 provision, comparison, or linking, restriction, deletion, or destruction. Processing may include, for example, the collection and use of your order data when purchasing tickets.





## Part B

### Types and purposes of processing your personal data

**1. Processing when visiting our websites and in the context of marketing measures** When you visit our websites to find out 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 in the context of marketing activities on third-party websites and social networks. Your personal data is processed for the following purposes and on the following legal bases:

#### 1.1. Processing for the purpose of IT security

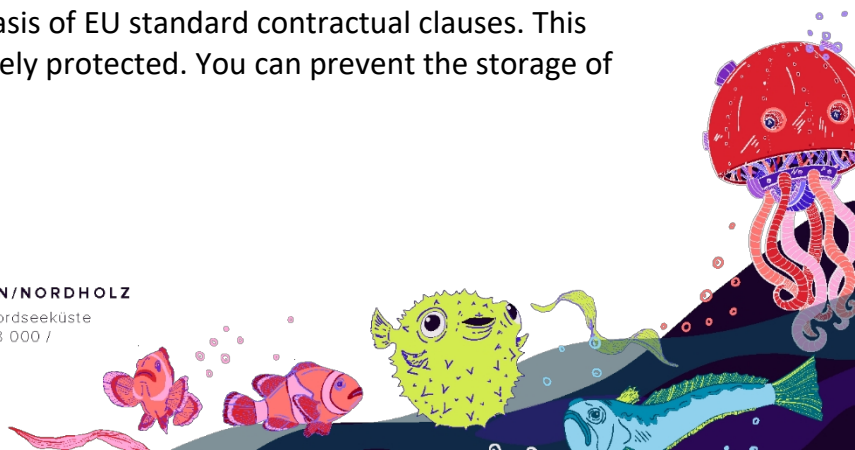
1.1.1. When you visit our websites, we process your personal data that is technically necessary for us to provide you with our websites and to ensure the stability and security of our websites when you visit them. For this purpose, information is temporarily stored in a so-called log file, namely:

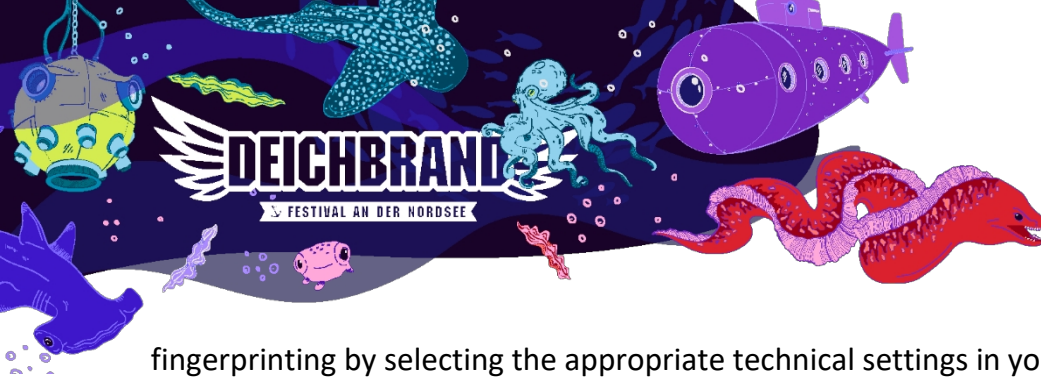
- IP address of the requesting computer
- Browser fingerprints
- Browser user agents
- Cookies (see cookie information below).

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 used to prevent abusive automated entries in web forms and thus to protect the technical systems of the host. When you visit one of our websites that has reCaptcha integrated, a connection to Google's servers is established. A reCaptcha cookie is set. Your IP address is transmitted to Google. In addition, reCaptcha uses "fingerprinting" to collect the following data:

- 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 web offerings from abusive automated spying and spam; the legal basis for this is Art. 6 (1) (f) GDPR. Insofar as personal data is transferred to Google in the USA, this is done on the basis of EU standard contractual clauses. This ensures that your personal data is adequately protected. 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 the functions of our websites to their full extent. Google's privacy policy and terms of use can be found at:

<https://www.google.com/policie...> and <https://policies.google.com/te...>;

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

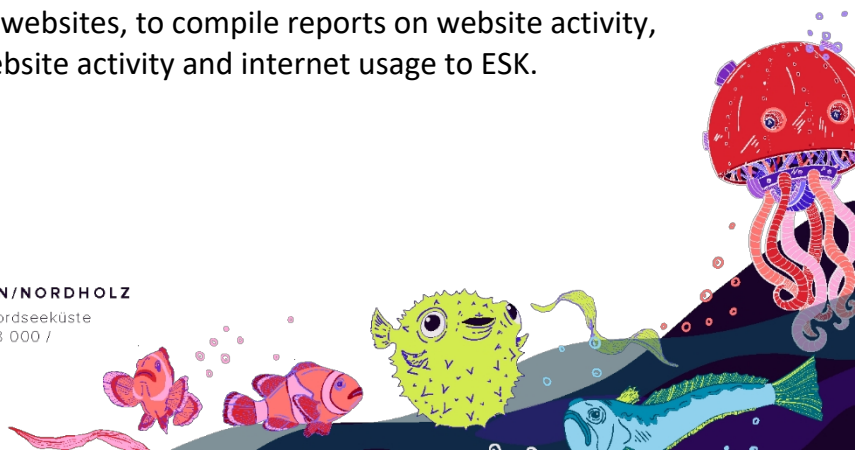
1.1.3. We process your personal data on the basis of our legitimate interest in providing you with the websites and ensuring IT security for you when you visit our websites, on the basis of Art. 6 (1) (f) GDPR.

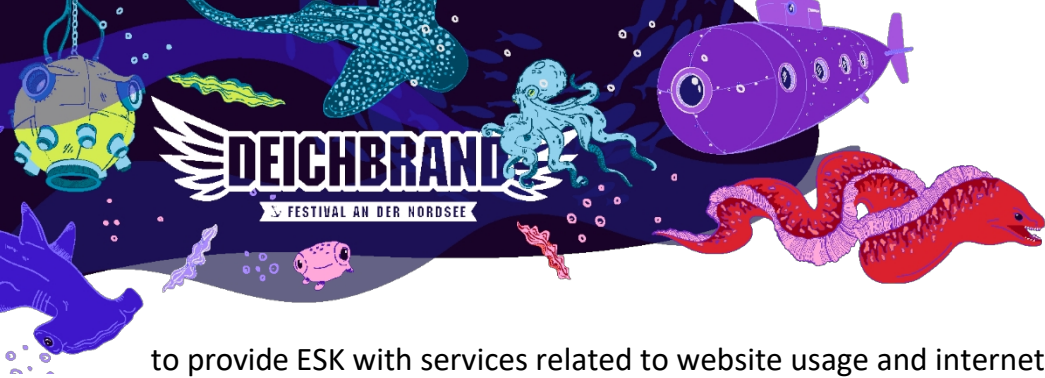
## 1.2. Processing for analysis purposes

1.2.1. When you visit our websites, we may analyze and document how you use these websites, e.g., number of website visitors, your surfing behavior on our websites, which festivals and areas 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. For this purpose, we use the cookies listed in the [cookie information](#) and the following tracking and analysis 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"), namely Google Analytics 360. Google Analytics 360 uses cookies that enable analysis of the use of our websites. The information generated by the cookie about the use of our websites is usually transferred to a Google Analytics 360 server in the USA operated by us in Europe 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 transferred 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 other services related to website activity and internet usage to ESK.





to provide ESK with services related to website usage and internet usage.

For more information on the terms of use and data protection 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 with the help of social media plugins and for social media ads.

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

- the type of website visited,
- the product accessed,
- when purchasing a product, the product ordered, the sales value, the order number, preferences, and
- cookie IDs.

1.3.3. We process your personal data on the basis of your consent within the meaning of Art. 6 (1) (a) GDPR. If you do not want the retargeting function, you can deactivate 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 USA. 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 retargeting providers, please refer to the relevant privacy policy:

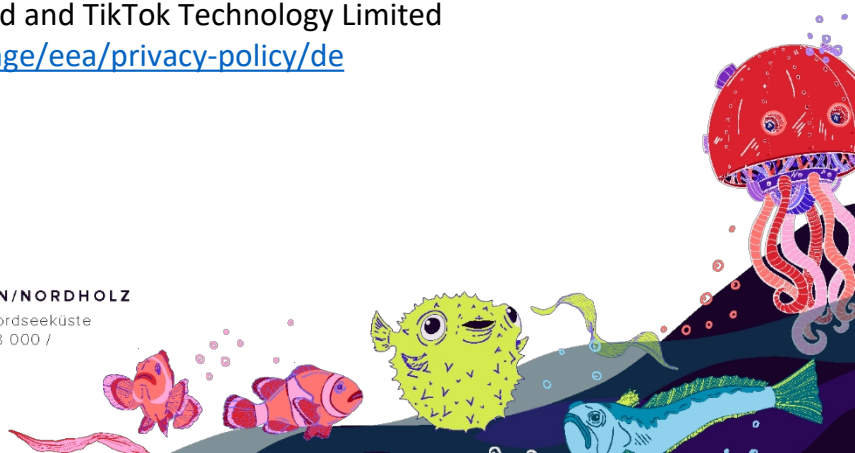
Google: <https://policies.google.com/privacy?hl=de>

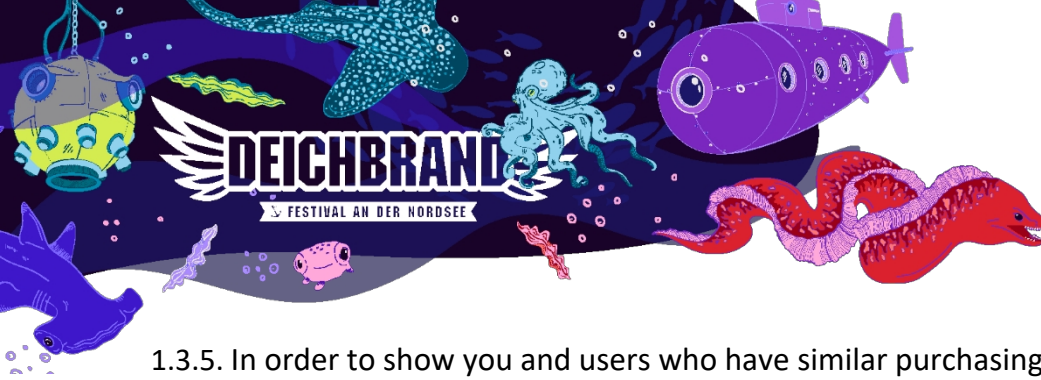
Explanation of the use of third-party data by

Google: <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 who have similar purchasing behavior to you relevant recommendations for products and services on Google advertising platforms (e.g., YouTube, search or display network) and social networks from Meta (e.g., Facebook, Instagram) and TikTok, your encrypted personal data may be transferred to these networks. For this purpose, your data will be encrypted using the SHA-256 hashing method and, if necessary, transferred to the USA. This data transfer is based on EU standard contractual clauses. This ensures adequate protection of your personal data. The transfer of data takes place 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 or Meta, Google, Meta, or TikTok will delete the transferred data. This ensures that email addresses of individuals who are not registered as users with Google, Meta, or TikTok will not remain available to Google, Meta, or TikTok beyond this data matching process.

For further details on data processing by Google, Meta, or TikTok, please refer to the relevant privacy policy information:

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 on the basis of your consent within the meaning of Art. 6 (1) (a) GDPR.

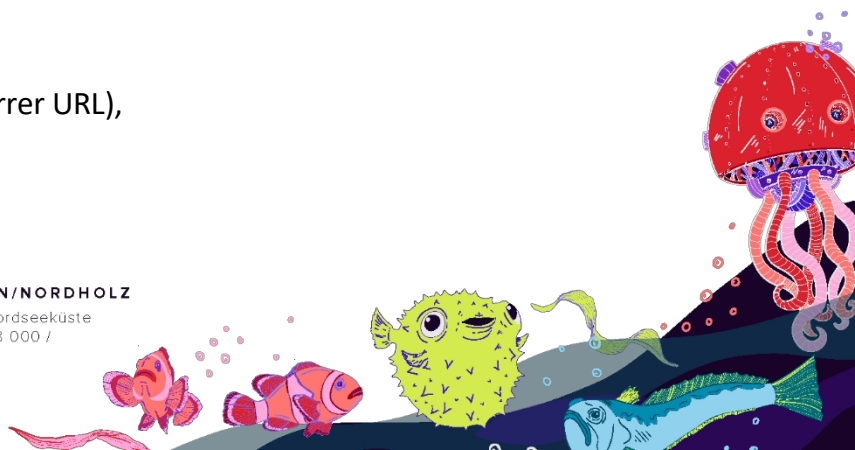
#### 1.4. Integration of video and music platforms (YouTube, Vimeo, Spotify, Deezer)

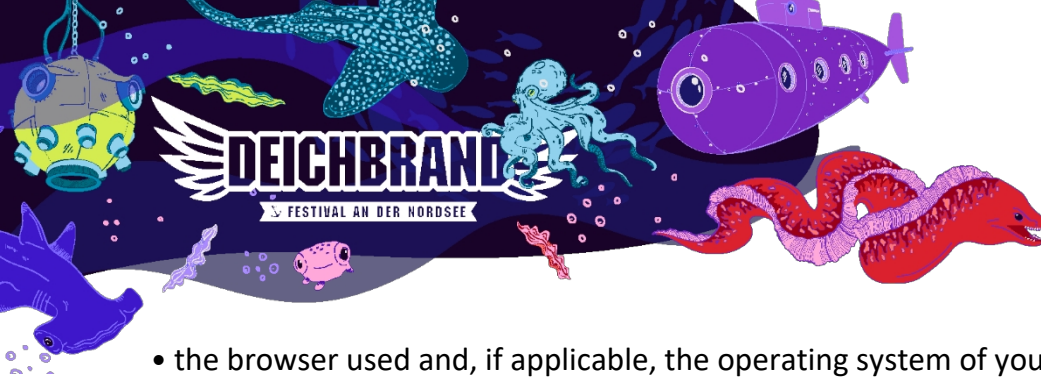
1.4.1. Some of our websites integrate video and music platforms that allow videos or music from these platforms to be played on our websites. Insofar as your personal data is processed in this context, this is done on the basis of our legitimate interest in presenting our online offerings in the most comprehensive and user-friendly manner possible within the meaning of Art. 6 (1) (f) 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 According to YouTube, in this mode, data is only transmitted to the YouTube servers when a video is played.

When you play a video, YouTube receives information that you have accessed the corresponding subpage of our website. 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 access is made (referrer URL),





- the browser used and, if applicable, the operating system of your computer and the name of your access provider.

This happens regardless of whether you have a YouTube/Google account and are logged in. If you are logged in, your data will be directly associated with your account. If you do not want 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 the needs-based design of its own websites. You have the right to object to this, which you must exercise vis-à-vis YouTube.

Further information on data protection at YouTube/Google can be found at the following link: <https://www.google.de/intl/de/...>

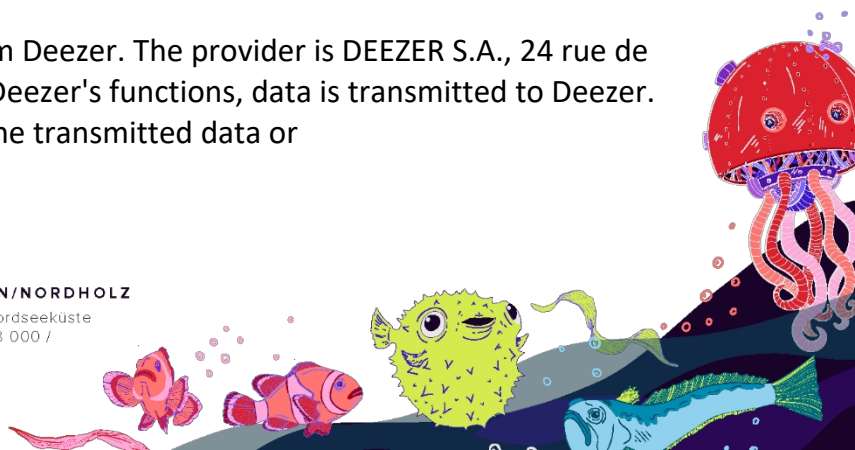
1.4.3. We may also integrate services from Vimeo. The provider is Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA. When you visit a subpage of our website that has a Vimeo video embedded in it, a connection to the Vimeo servers is established. The Vimeo server is informed which of our pages you have visited. Vimeo also receives your IP address. This applies regardless of whether you are logged in to Vimeo or have an account with Vimeo. The information collected by Vimeo is transmitted to Vimeo servers in the USA. Data transmission to the USA is based on the standard contractual clauses of the EU Commission. This ensures adequate protection of your personal data.

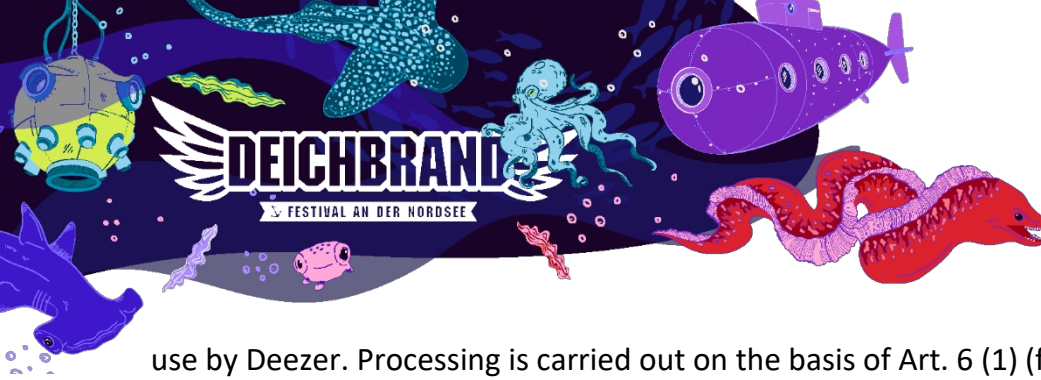
If you are logged into your Vimeo account, you enable Vimeo to assign your surfing behavior directly to your personal profile. If you do not want this assignment, you must log out of your Vimeo account before playing the video. Processing is based on Art. 6 (1) (f) GDPR. Further information on data protection at Vimeo can be found at the following link: <https://vimeo.com/privacy> ;

1.4.4. In addition, we may integrate Spotify functions. The provider is Spotify AB, Birger Jarlsgatan 61, 113 56 Stockholm, Sweden. An overview of Spotify plugins can be found at: <https://developer.spotify.com&...>;

The plugins enable a direct connection between your browser and the Spotify server when you visit our websites. Spotify receives information that you have visited this website with your IP address. If you click on 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) GDPR. Further information on Spotify's data protection can be found at the following <https://www.spotify.com/de/leg...>;

1.4.5. We may also integrate functions from Deezer. The provider is DEEZER S.A., 24 rue de Calais 75009 Paris, France. When you use Deezer's functions, data is transmitted to Deezer. We have no knowledge of the content of the transmitted data or





use by Deezer. Processing is carried out on the basis of Art. 6 (1) (f) GDPR. Further information on Deezer's data protection policy can be found at the following link: <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 the browser you are using and stored on your hard drive. Cookies provide the entity that sets the cookie with certain information. This information also includes personal data. This allows us to make our websites more user-friendly and effective. Cookies cannot execute programs or transfer viruses to your computer.

1.5.2. The use of cookies on our websites is subject to the cookie information on the respective website ([see cookie information](#)).

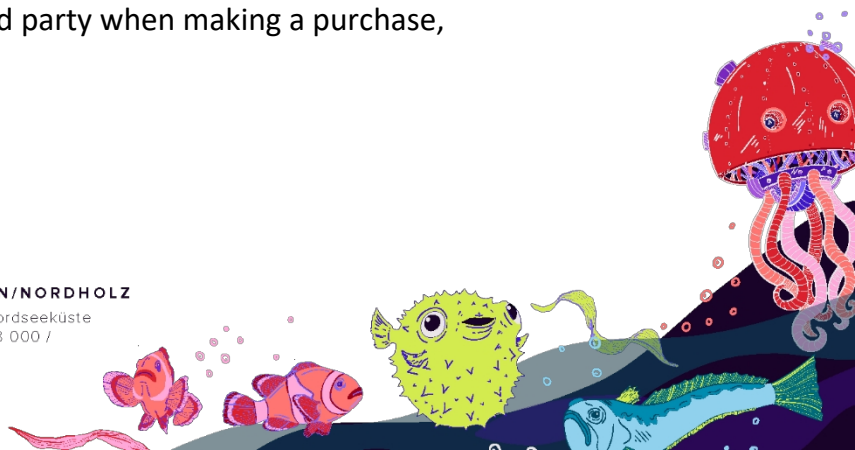
1.5.3. If you give your consent for us to store certain or all cookies on your computer, a corresponding consent ID is generated and stored. Processing is based on Art. 6 (1) (c) GDPR.

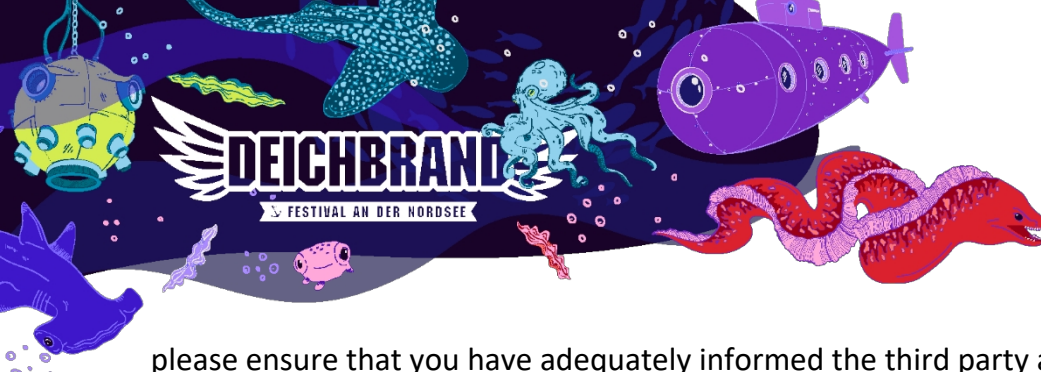
## 2. Processing when creating a customer account, purchasing tickets in the online ticket shop, purchasing merchandise items in the merchandise shop, sending informational emails, and direct advertising (existing customer advertising)

2.1. On some of our websites, you can create a customer account that you can use to purchase tickets in the online ticket shop and merchandise items in the merchandise shop (collectively referred to as our "products"). Registration and use of the customer account require the provision of personal data. Mandatory fields are marked accordingly in the input mask. We process your personal data to enable you to create and use your customer account and purchase products, as well as to verify changes to your personal data in your customer account. Processing is carried out on the basis of Art. 6 (1) (b) and (f) GDPR.

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

If you purchase a product for another person (third party), we may process the personal data of the third party (name and, if applicable, contact details) that you provide for ticket personalization and, if necessary, for shipping the product to the third party. This data is processed for the purpose of executing and fulfilling the contract with you on the basis of Art. 6 (1) (b) GDPR. If you provide data of a third party when making a purchase,





please ensure that you have adequately informed the third party about the processing of their data by ESK and that you are authorized to provide the data.

If you pay by credit card, the so-called 3D Secure 2.0 procedure (hereinafter: 3DS 2.0) is generally used. 3DS 2.0 is a globally valid standard for 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 23). PSD 2 has been implemented in Germany in 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 data required for 3DS 2.0 is processed for the purpose of executing and processing the contract with you on the basis of Art. 6 (1) (b) 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 have consented to us processing this data. This includes, for example, information that you are a wheelchair user, have a food allergy or intolerance, or have a severe disability. We process this data in order to provide you with special price categories and access to one of our festivals and/or special seating during the festival, for example. Your data is processed on the basis of your consent within the meaning of Art. 6 (1) (a) GDPR.

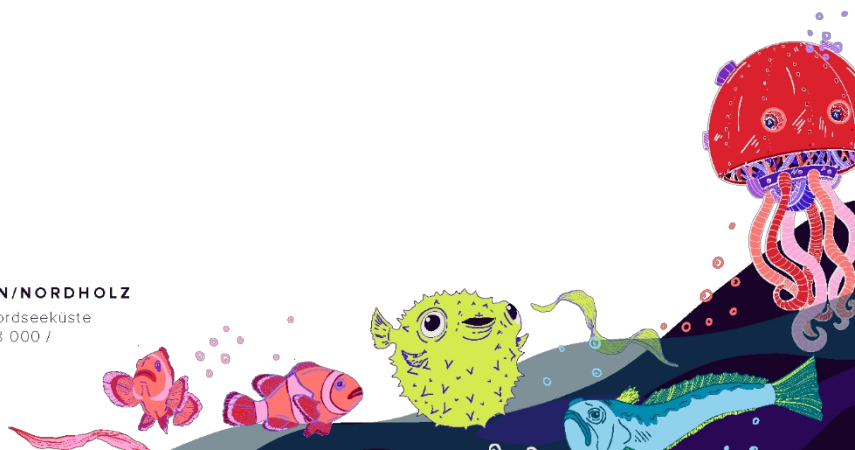
2.3. If you have purchased a ticket from us or won tickets in one of our competitions, we may send you informational emails, e.g., to provide information about directions, parking, and current access requirements (such as bag size). For this purpose, we process your personal data for the purpose of performing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

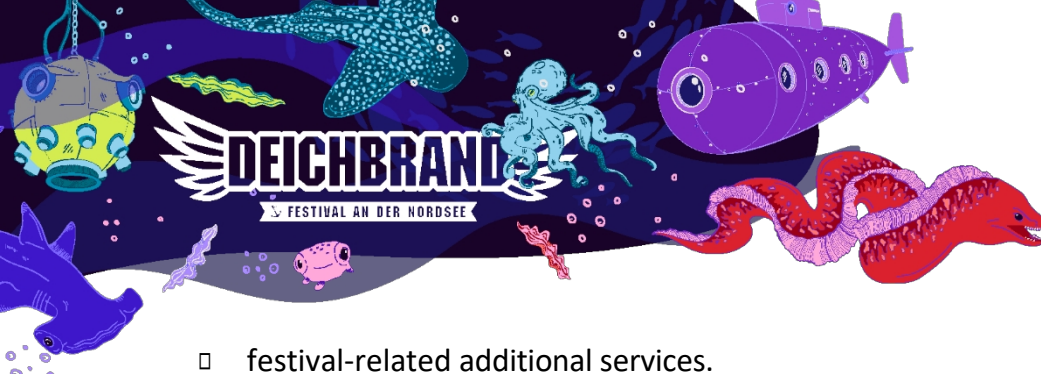
2.4. We have commissioned FKP Scorpio Konzertproduktionen GmbH, Große Elbstraße 277 a, 22767 Hamburg, [info@fkpscorpio.com](mailto:info@fkpscorpio.com), as a service provider for the distribution of our tickets for our festival. A data processing agreement is in place. You can read our service provider's privacy policy here at 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, we reserve the right to use this email address for direct marketing of our own similar products and services.

This includes, in particular, information on:

- future festivals and events organized by the ESK Group,
- ticket offers,
- merchandise items, and





- festival-related additional services.

The processing is based on our legitimate interest in promoting our own similar products to existing customers in accordance with Art. 6 (1) (f) GDPR in conjunction with § 7 (3) UWG (German Unfair Competition Act).

The 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 advertising for our own similar products, and
- you have not objected to the use of your email address.

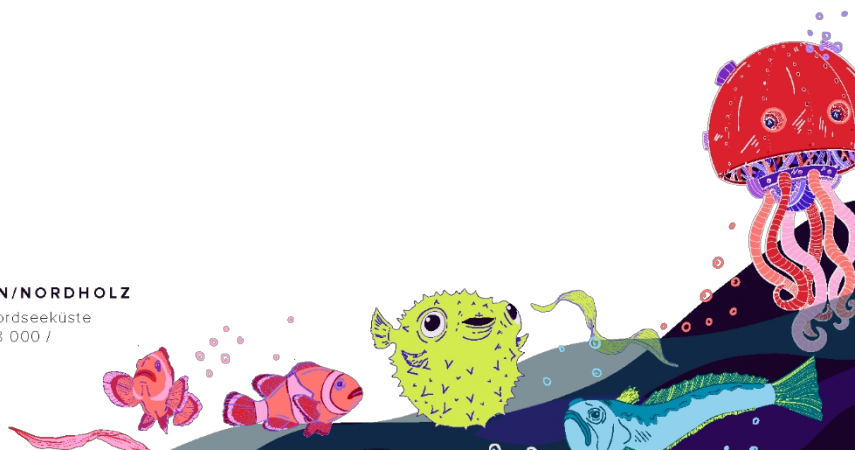
You can object to the use of your email address for direct marketing purposes at any time. You will find the unsubscribe link in the legal notice of every advertising email. Alternatively, you can exercise your right to object in accordance with Part E, Section 2 of this privacy policy.

### 3. Processing for competitions, newsletter subscriptions, and use of contact forms

3.1. You can participate in various competitions on our websites. We process your personal data for the purpose of conducting the competition and promoting our events. Your personal data is processed for the purpose of executing the contract with you and on the basis of our legitimate interest in carrying out marketing measures, pursuant to Art. 6 (1) (b) and (f) GDPR.

3.2. You can subscribe to our newsletters. We use the newsletters to inform you about our festivals and to promote them, including in a personalized manner where applicable. We process your personal data for marketing purposes on the basis of your consent within the meaning of Art. 6 (1) (a) GDPR. You can unsubscribe at any time, e.g. via a link at the end of each newsletter or by sending an unsubscribe request by email to [datenschutz@deichbrand.de](mailto:datenschutz@deichbrand.de). The newsletter is sent by Brevo (formerly Sendinblue GmbH), Köpenicker Str. 126, 10179 Berlin, or CleverReach GmbH & Co. KG, Schafjückenweg 2, 26180 Rastede. We have concluded a data processing agreement with both Brevo and CleverReach GmbH & Co. KG. The privacy policies can be found at: <https://www.brevo.com/de/legal/privacypolicy/> and [CleverReach privacy policy](#)

3.3. If you have any questions, you can contact us using the form provided on the website. You must provide a valid email address so that we can respond to your inquiry. Further information can be provided voluntarily. Data processing for the purpose of responding to your contact request is based on your consent within the meaning of Art. 6 (1) (a) GDPR. The personal data collected by us for the use of the contact form will be deleted after your request has been processed.





#### **4. processing in the event of reversal and for customer service**

4.1. Your order may be reversed. In this case, your personal data will be processed on the basis of Art. 6 (1) (b) GDPR.

If you did not purchase the product in question from us yourself, but received it as a gift from the purchaser, for example, and are now returning the product due to the cancellation or postponement of the festival, we will process the data that you provide to us as the alternative sender informally or via a form on our website. We process your personal data for the purpose of returning your ticket and issuing a refund on the basis of Art. 6 (1) (b) GDPR. If you provided specific personal data about yourself or a third party at the time of purchase, we will process this data for the purpose of reversal on the basis of your consent within the meaning of Art. 6 (1) (a) GDPR. Section B2.2 applies accordingly in this respect.

4.2. If you have any questions about our festival, your purchase, your customer account, or ESK festivals, or if you wish to exercise your rights under this privacy policy or make a complaint, please contact us.

Depending on the subject of your inquiry, we will use your personal data stored in our systems in the context of other data processing (e.g., data you provided when purchasing tickets) to answer your questions. If and to the extent necessary to respond to your request, we also collect data from external sources (e.g., inquiries to the shipping service provider in the context of shipment tracking or an investigation request).

Your personal data is processed for the purpose of executing a contract with you on the basis of Art. 6 (1) (b) GDPR. If you exercise your rights against us, we process your personal data for the purpose of fulfilling a legal obligation on the basis of Art. 6 (1) (c) GDPR. If you wish to obtain information or make a complaint, we process your personal data on the basis of our legitimate interests in carrying out marketing measures and responding to your complaint, on the basis of Art. 6 (1) (f) GDPR.

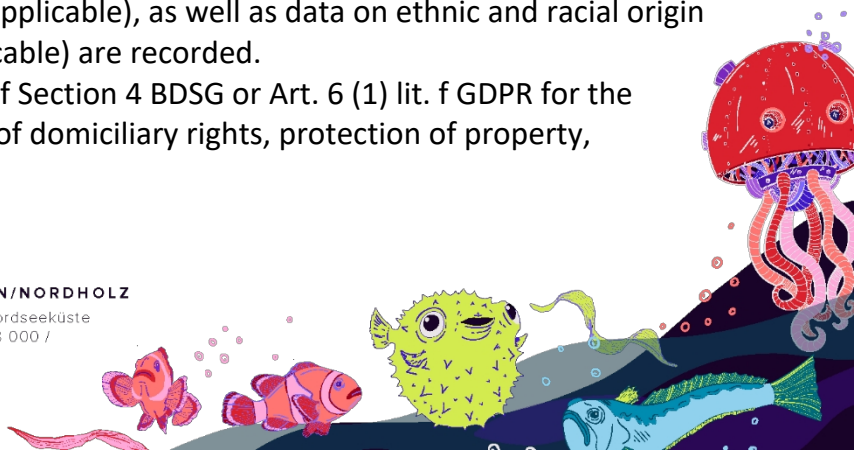
If you provide us with health data in the context of your inquiry (e.g., information that you have a disability card), we will only process this personal data to the extent necessary to respond to your inquiry and if you have given us your express consent within the meaning of Art. 6 (1) (a) GDPR.

#### **5. Processing when visiting our festivals**

5.1. Video surveillance may be used at our festivals. This is done to

Image, biometric data, gender and age (if applicable), as well as data on ethnic and racial origin (if applicable) and religious beliefs (if applicable) are recorded.

The processing is carried out on the basis of Section 4 BDSG or Art. 6 (1) lit. f GDPR for the following purposes and interests: exercise of domiciliary rights, protection of property, prevention and





Investigation of 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; subsequent preservation of evidence through recording.

If video recordings are made, we store them for a maximum of 72 hours. They are only stored for longer if this is necessary to enforce legal claims or prosecute criminal offenses in specific individual cases.

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

5.2. 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 type of your disability. In addition, you must always submit proof of your disability. This can be sent by email. The proof received will be deleted immediately after verification. Processing is carried out on the basis of Art. 6 (1) (b) for the performance of the contractual service.

Your special personal data will not be processed further, but will only be used in aggregated and anonymized form for the purpose of planning Special Needs Camps in subsequent years of the respective festival in line with demand.

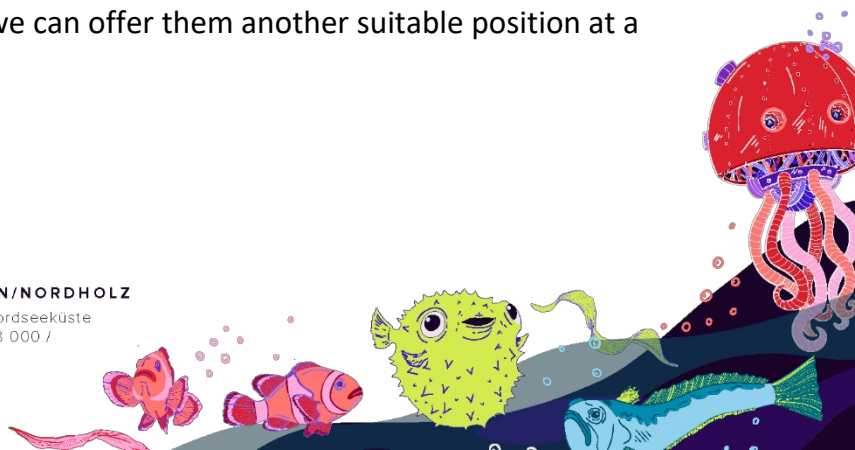
## 6. Processing of applications

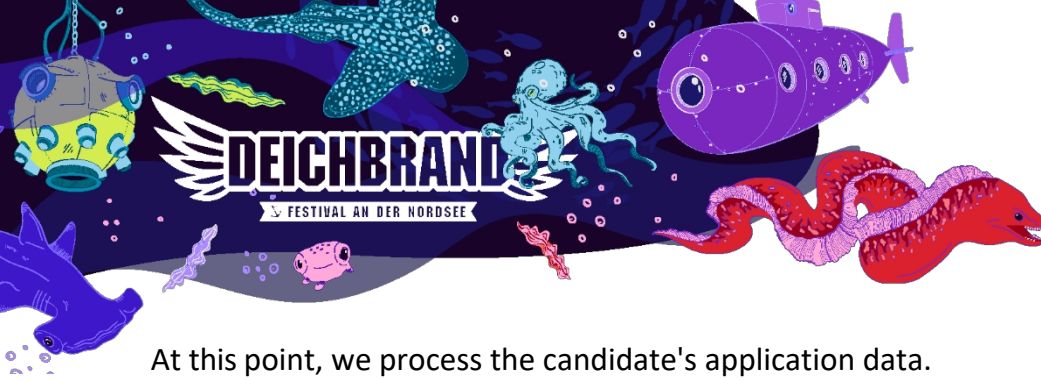
6.1. When you apply via our application management system, by post, by email, or via the web form, we process your personal data, such as contact details (e.g., first and last name, address, telephone number, and email address) and other applicant data provided by you (e.g., resume, education, language skills, and work permit). Processing includes reviewing application documents, conducting telephone interviews and job interviews, and deciding on a job offer or front yard banner 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 activities.

We only collect and verify background information with the consent of the applicant within the meaning of Art. 6 (1) (a) GDPR, § 26 (2) (1) BDSG new. If we use publicly available sources (such as profiles on social networks), we process your personal data for the purpose of conducting the application process on the basis of Art. 6 (1) (b) GDPR, § 26 (1) (1) BDSG.

6.3. If we are unable to offer an applicant the desired position, we will add the candidate to our talent pool with their consent so that we can offer them another suitable position at a later date.





At this point, we process the candidate's application data.

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

## Part C

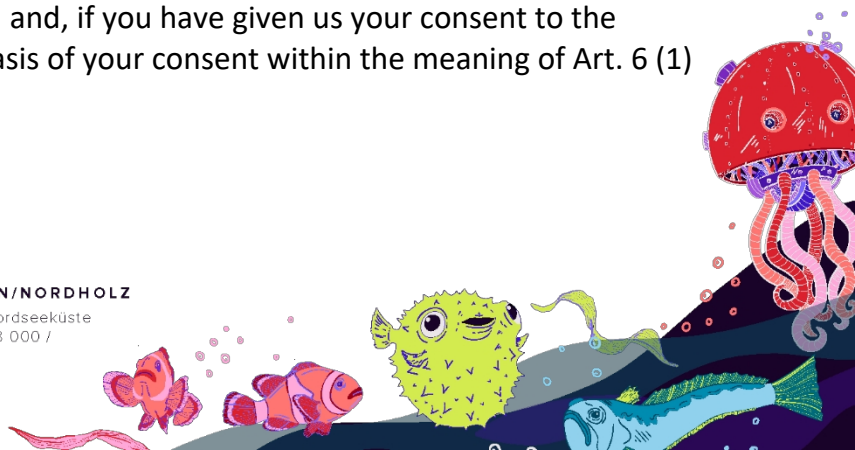
### Storage and deletion of your personal data

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. Once 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 can assert claims against us or we can assert claims against you (statutory limitation period of three years, generally, 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 obliged 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). According to these, the retention obligations are up to ten years.

## Part D

### Categories of recipients of personal data

1. When providing, implementing, and managing our products and services, we may transfer your personal data to companies within the ESK Group as part of an internal, collaborative process. The transfer is based on our legitimate interest in carrying out internal administrative activities efficiently and in a division of labor, for fraud prevention, to ensure the security of our customer accounts, and to improve our products and services, based on Art. 6 (1) (f) GDPR.
2. Your personal data will be transferred to service providers who provide the platforms, databases, and tools for our products and services (e.g., our website, ticket sales, 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. Your personal data is transferred for the purpose of executing the contract with you on the basis of Art. 6 (1) (b) GDPR, on the basis of our legitimate interest in improving and promoting our products on the basis of Art. 6 (1) (f) GDPR, and, if 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) GDPR.





3. When you purchase a ticket on our website, we offer you various payment options. To process the payment and, if necessary, refund 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 have chosen. We transfer your personal data for the purpose of processing your ticket purchase and, if necessary, reversing the transaction on the basis of Art. 6 (1) (b) GDPR.

4. If we send your ticket to you by mail, we will transfer your personal data to shipping service providers. The transfer is carried out for the purpose of executing the contract with you on the basis of Art. 6 (1) (b) GDPR.

5. In the context of legal disputes, we will transfer your data to the competent court and, if you have hired a lawyer, to that lawyer in order to conduct the legal dispute. Your data may also be passed on to our own legal representatives. We process your personal data on the basis of a legal obligation pursuant to Art. 6 (1) (c) GDPR and on the basis of our legitimate interest in protecting, enforcing, and/or defending our legal interests pursuant to Art. 6 (1) (f) GDPR.

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

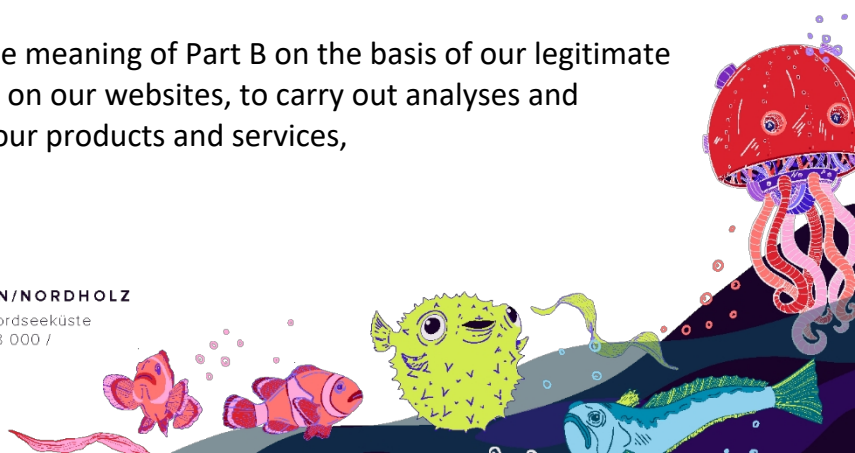
If you give us your consent to send you newsletters during a purely informational visit to our websites or when creating a customer account, we will transfer your data on the basis of your consent within the meaning of Art. 6 (1) (a) GDPR. After you purchase a ticket or successfully participate in a competition, we will transfer your personal data in order to send you information about the festival for the purpose of performing the contract with you on the basis of Art. 6 (1) (b) GDPR.

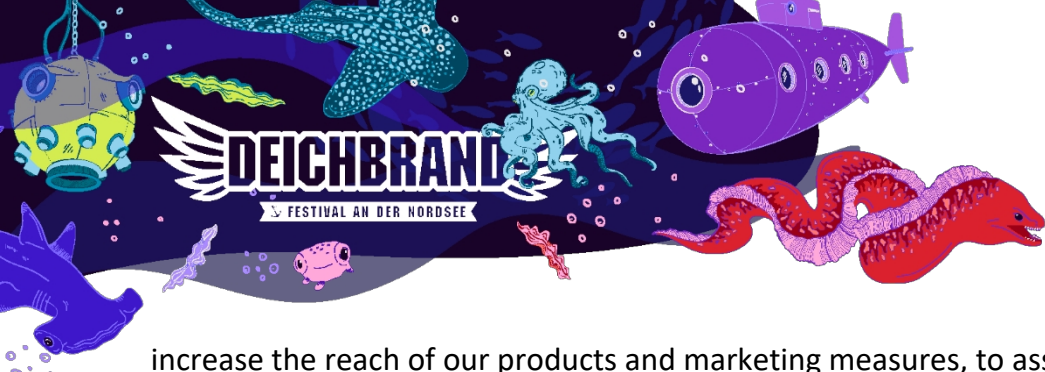
7. Beyond that, we only transfer your personal data if we are legally obliged to do so. The transfer is based on Art. 6 (1) (c) GDPR (e.g., to the police authorities in the context of criminal investigations or to the data protection supervisory authorities).

## Part E

### Legitimate interests in data processing and objection

1. We process your personal data within the meaning of Part B on the basis of our legitimate interests, in particular to ensure IT security on our websites, to carry out analyses and marketing measures, to inform you about our products and services,





increase the reach of our products and marketing measures, to assert, enforce, and defend our legal interests (including in court, if necessary), and to carry out internal administration efficiently and in a manner based on the division of labor.

2. Insofar as we process your personal data on the basis of 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 purpose or these purposes, unless our legitimate interests outweigh yours or the processing serves to assert, exercise, or defend legal claims. Notwithstanding this, you can object to the processing of your personal data for direct marketing purposes (such as newsletters) at any time without giving reasons. This applies in particular to direct marketing in the context of existing customer advertising in accordance with Part B, Section 2.5. Please send your request by email [totatenschutz@deichbrand.de](mailto:totatenschutz@deichbrand.de) or in writing to ESK Events & Promotion GmbH, Otto-Lilienthal-Straße 1, 27639 Wurster Nordseeküste, Germany.

3. If you object to the processing of data in accordance with section 2, we will process your personal data collected in this context in order to respond to your request. The processing of your personal data is carried out in order to fulfill a legal obligation based on Art. 6 para. 1 sentence 1 lit. c) GDPR.

## Part F

### Consent and revocation of your consent

1. If you have given us your consent to process your personal data, you can revoke it at any time. The revocation of your consent is effective for the future. The lawfulness of the processing of your personal data up to the point of revocation remains unaffected. Please send your revocation by email [totatenschutz@deichbrand.de](mailto:totatenschutz@deichbrand.de) or in writing to ESK Events & Promotion GmbH, Otto-Lilienthal-Straße 1, 27639 Wurster Nordseeküste, Germany.

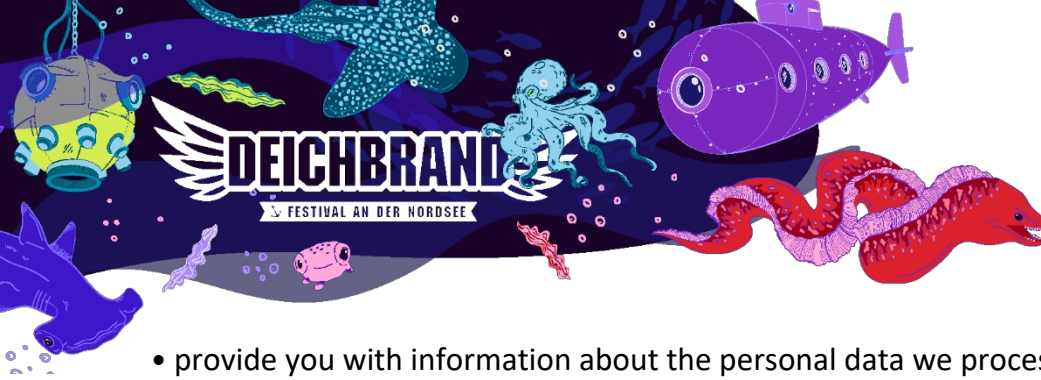
2. If you withdraw your consent, we will process your personal data collected in this context to respond to your request. Your personal data will be processed to fulfill a legal obligation based on Art. 6 (1) (c) GDPR.

## Part G

### Your rights

1. You can demand from us at any time in accordance with the GDPR that we





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

2. Please send your request by email [todatenschutz@deichbrand.de](mailto:todatenschutz@deichbrand.de) or in writing to ESK Events & Promotion GmbH, Otto-Lilienthal-Straße 1, 27639 Wurster Nordseeküste, Germany.

3. If you assert rights against us, we will process your personal data collected in this context in order 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) GDPR.

4. Notwithstanding the rights mentioned in this section G, you may lodge a complaint with a supervisory authority for data protection if you believe that ESK's processing of your personal data violates the GDPR (Article 77 GDPR).

### **Supervisory authority**

The supervisory authority for data protection is:  
The State Commissioner for Data Protection of Lower Saxony  
Prinzenstraße 5  
30159 Hanover

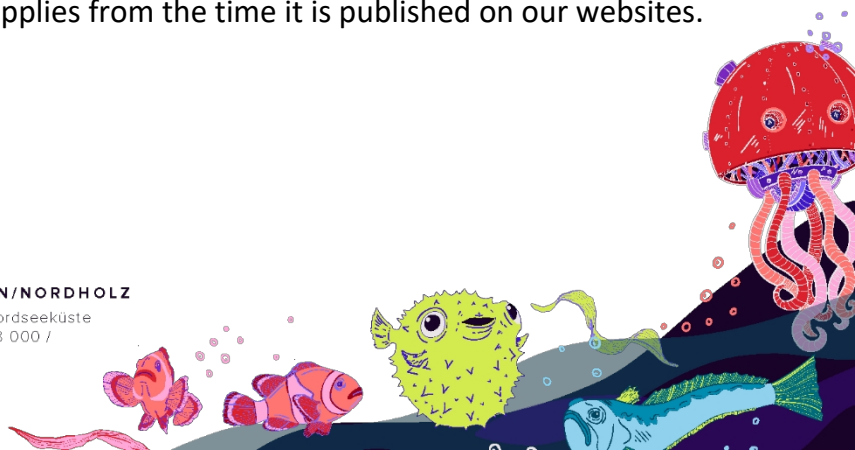
Phone: +49 (0511) 120 45 00  
Email [poststelle@lfd.niedersachsen.de](mailto:poststelle@lfd.niedersachsen.de)

### **Part H Miscellaneous**

1. The provisions of this data protection information (available free of charge on our websites), including the cookie information 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 change the content of the data protection information.

The updated data protection information applies from the time it is published on our websites.

Status: February 26, 2026





## Cookie information Websites

### Scope

This cookie information provides specific details on the data protection information provided by ESK Events & Promotion GmbH ("ESK") regarding the use of cookies on websites operated by ESK and companies affiliated with ESK in accordance with 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 end devices when you visit our websites. Cookies enable your actions and settings on our websites to be stored and tracked for the duration of the browser session and, if necessary, beyond. Cookies also enable your browser to be recognized. This means, for example, that 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 that are set by our website servers and can only be accessed by our servers.

#### Third-party cookies:

Our websites also use third-party cookies, which are set by servers belonging to other websites and/or our websites or domains and read by third parties. These cookies allow your browser to be tracked beyond our website.

### Cookie storage period

#### Session cookies:

Some of the cookies used are session cookies ("session cookies"),

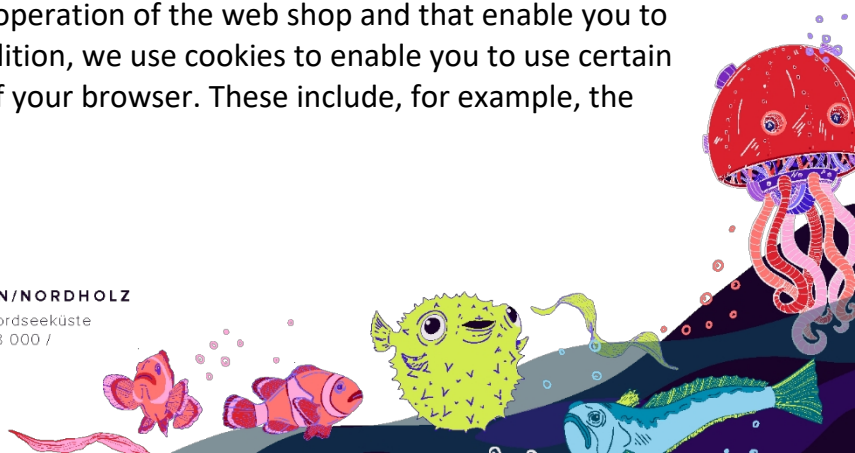
i.e., cookies that remain stored only for the duration of your visit to our website. Persistent cookies:

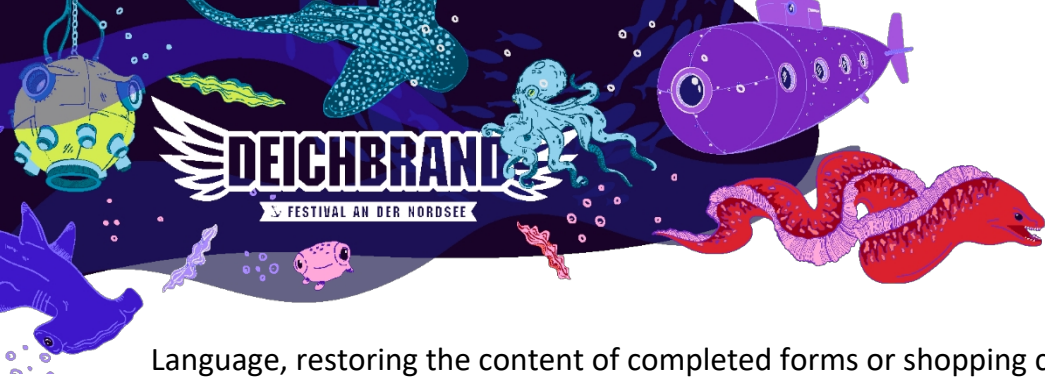
In addition, we also use persistent cookies, which remain stored on your browser beyond the duration of a session and are automatically deleted after a specified expiration date.

### Purposes of using cookies

#### Necessary cookies:

We use cookies that are necessary for the operation of the web shop and that enable you to use certain functions of the website. In addition, we use cookies to enable you to use certain functions through automatic recognition of your browser. These include, for example, the automatic recognition and setting of the





Language, restoring the content of completed forms or shopping carts after leaving and then returning to our websites. These cookies do not store any personal information.

Statistics and convenience cookies:

These cookies enable our website to offer advanced functionality, personalization, and web analytics. They are set either by us or by third-party providers whose services we use on our pages. 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 can be used to create a profile of your interests and to display relevant advertising content on other sites. They do not store any personal data, but are based on a unique identification of your browser and device. If you disable these cookies, you will see less relevant advertising content.

External media content:

These cookies enable embedded media content from third parties to be loaded on our website and allow us to display it for you. If you disable these cookies, the embedded media content will no longer be displayed.

**Cookie settings by users**

You can use your browser settings to restrict or completely prevent the storage of (certain) cookies across websites and to delete cookies that have already been stored. For more detailed information, please refer to the instructions or help function of your browser.

Our websites can generally still be visited and used after restricting/deactivating cookies in your browser settings. Please note, however, that completely deactivating cookies in particular may lead to limited functionality on our websites.

You can prevent your data from being collected in the future when visiting our websites in the cookie settings.

