

# Braunschweig Stadtmarketing GmbH, sales department: Information for affected parties

## Responsible for data protection:

Braunschweig Stadtmarketing GmbH  
Schuhstraße 24  
38100 Braunschweig  
Tel. +49 531 470-4435  
Fax +49 531 470-4445  
ulrike.neumann@braunschweig.de

Braunschweig Stadtmarketing GmbH  
Schuhstraße 24  
38100 Braunschweig  
Legal representative: Managing Director Gerold Leppa.

## Our data protection officer:

ER-Secure GmbH  
René Rautenberg  
In der Knackenuau 4  
82031 Grünwald  
datenschutzbeauftragterBSM@braunschweig.de  
www.er-secure.de

## Pursuant to Article 13 of the EU data protection basic regulation, Braunschweig Stadtmarketing GmbH hereby provides information concerning the following rights:

Braunschweig Stadtmarketing GmbH would like to indicate that it stores and processes the personal data of the requesting or booking party in order to process the requests it receives. The basis for the storage and processing of personal data is Article 6(1)(b), (c) and (f) of the EU GDPR. The purposes of the data collection are the processing of the enquiry or booking, the fulfilment of the legal obligations for the processing of contractual agreements and storage obligations as well as the consideration of interests for customer service and process optimisation. Braunschweig Stadtmarketing GmbH treats the data confidentially and in compliance with the law. Surname, first name, address, telephone number, fax number, E-Mail address, bank data and travel data are stored and processed. The data will be passed on to our service partners (hotels, restaurateurs, tour guides, leisure facilities, bus companies, technical service providers), who are necessary for the processing and execution of the enquiry or order, as well as the Braunschweigische Landessparkasse (savings bank), Dankwardstraße 1, 38100 Braunschweig and the tax office Wilhelmstraße, 38100 Braunschweig.

In the case of the customer having booked and paid for a service via the booking portal deskline, the payment data, namely the credit card data such as surname, first name, credit card number, expiry date, CSV security code, invoice address (first name, surname, address), will be sent directly to the payment service provider Datatrans AG, Kreuzbühlstraße 26, 8008 Zurich, Switzerland, where they will be used to process the payment for the desired services.

Information concerning the EU adequacy decision on Switzerland as a non-European foreign country can be found under the following link: <https://eur-lex.europa.eu/legal-content/DE/TXT/HTML/?uri=CELEX:32000D0518&from=EN>. Further transfer to third parties in other European or non-European countries will not occur.

In the case of the storage and processing of personal data not being consented to, Braunschweig Stadtmarketing GmbH will be unable to process the request. The customer has the right, at any time, to withdraw his consent to the storage and processing of his/her personal data by sending a simple E-Mail to [vertrieb@braunschweig.de](mailto:vertrieb@braunschweig.de) and demanding the deletion of his data. The customer has the right, at any time, to demand the correction and completion of his/her data by sending a simple E-Mail to [vertrieb@braunschweig.de](mailto:vertrieb@braunschweig.de).

The customer has the right, at any time, to demand the restriction of the processing of his/her personal data, should the accuracy of the data be disputed. This limitation may be demanded, at least for the period of time necessary for the accuracy of the personal data to be verified by the responsible party, or if the processing is lawful or the responsible party no longer requires the data for the purposes of the processing or if it is not yet clear whether the legitimate reasons of the responsible party outweigh those of the customer. In the case of the customer restricting the processing, these personal data may only be processed - with the exception of their storage - with the consent of the customer or for the assertion, exercise or defence of legal rights or for the protection of the rights of another natural or

legal person. In the case of the processing having been restricted, the customer shall be informed by the responsible party prior to the restriction being removed. The customer has the right to receive his/her personal data in a structured, common and machine-readable format or to have these data transmitted directly to another responsible party, provided the processing is performed by means of an automated procedure.

Braunschweig Stadtmarketing GmbH does not carry out profiling using the collected and stored customer data. Should this nevertheless happen to be the case, the customer has the right to object to the processing of the personal data concerned. The same applies to direct advertising. Should the customer object to the processing for the purposes of direct marketing, the personal data shall no longer be processed for these purposes.

## Personal data will be stored for the following periods of time:

- Enquiry/offer without conclusion of contract:  
up to 2 years following the last customer contact
- Booking of at least one service:  
according to the statutory time limits, a maximum of 10 years following the last customer contact

## The customer has the right to appeal, at any time, to the responsible data protection authority at the following address:

Die Landesbeauftragte für den Datenschutz Niedersachsen  
Prinzenstraße 5  
30159 Hannover  
Tel. +49 511 120-4500  
Fax +49 511 120-4599

## Further information on the Braunschweig Stadtmarketing GmbH data privacy statement and the General Terms and Conditions for Travel Contracts as well as the booking conditions for Braunschweig Stadtmarketing GmbH guided tours and for Gästeführergilde (guild of tour guides) guided tours can be found on the Internet at:

[www.braunschweig.de/datenschutz](http://www.braunschweig.de/datenschutz)  
[www.braunschweig.de/agn-stadtführungen](http://www.braunschweig.de/agn-stadtführungen)  
[www.braunschweig.de/agn-reiseverträge](http://www.braunschweig.de/agn-reiseverträge)