

Privacy Policy

Multi-Day Hiking Event & Open Event

Organized by Jack Wolfskin

1. Controller

The controller within the meaning of Art. 4 No. 7 GDPR is:

Jack Wolfskin Ausrüstung für Draussen GmbH & Co. KGaA, Jack Wolfskin Kreisel 1, 65510 Idstein

Email: datenschutz@jack-wolfskin.com

2. Categories of Personal Data Processed

In connection with the multi-day hiking event and the open event, the following categories of personal data may be processed:

- First and last name
- Contact details (email address, phone number)
- Registration details
- Emergency contact information
- Health-related information voluntarily provided (e.g., allergies, dietary restrictions)
- Photo and video recordings
- Technical data (if registration is carried out via a website, e.g., IP address, timestamp)

Providing mandatory data is necessary for participation in the guided multi-day hike.

3. Purposes and Legal Bases of Processing

a) Event Registration and Organization

Personal data is processed for the purpose of:

- Managing registrations
- Organizing accommodation and catering
- Coordinating safety measures

- Communicating with participants before and during the event

Legal basis:

Art. 6(1)(b) GDPR (performance of a contract or pre-contractual measures)

Where health data is voluntarily provided (e.g., allergies), processing is based on:

Art. 9(2)(a) GDPR (explicit consent)

b) Safety and Emergency Management

Emergency contact information and relevant health information are processed solely to ensure participant safety during the multi-day hike.

Legal basis:

Art. 6(1)(d) GDPR (protection of vital interests)

Art. 9(2)(a) GDPR (explicit consent where applicable)

c) Photo and Video Recordings

Photos and videos may be taken during both the multi-day hike and the open event for documentation and marketing purposes (e.g., website, social media, press releases).

Legal basis:

- Art. 6(1)(f) GDPR (legitimate interest in documentation and promotion of the event)
- Where required, Art. 6(1)(a) GDPR (consent)

Participants have the right to object to the processing of their image data at any time.

d) Compliance with Legal Obligations

Data may also be processed where required by law (e.g., tax, accounting, or safety regulations).

Legal basis:

Art. 6(1)(c) GDPR

4. Data Recipients

Personal data may be shared with:

- Internal event management teams
- Service providers supporting the event (e.g., IT providers, registration tools)
- Camping ground operators (where necessary for booking)
- Catering providers (only where dietary requirements are relevant)

Service providers are engaged under data processing agreements pursuant to Art. 28 GDPR where required.

No personal data will be transferred to third countries outside the EU/EEA unless appropriate safeguards pursuant to Art. 44 et seq. GDPR are ensured.

5. Storage Duration

Personal data will be stored only as long as necessary for the purposes described above.

- Registration data: deleted after completion of the event, unless statutory retention obligations apply.
- Health data: deleted immediately after the event.
- Photo and video material: stored until consent is withdrawn or legitimate interests no longer apply.

Statutory retention obligations (e.g., under commercial or tax law) remain unaffected.

6. Voluntary Nature of Data Provision

Providing personal data for registration is necessary for participation in the multi-day hike. Without the required data, participation cannot be confirmed.

Participation in the open event is generally possible without providing personal data, unless specific activities require prior registration.

7. Data Subject Rights

Participants have the following rights under the GDPR:

- Right of access (Art. 15 GDPR)
- Right to rectification (Art. 16 GDPR)

- Right to erasure (Art. 17 GDPR)
- Right to restriction of processing (Art. 18 GDPR)
- Right to data portability (Art. 20 GDPR)
- Right to object (Art. 21 GDPR)
- Right to withdraw consent at any time (Art. 7(3) GDPR)

To exercise these rights, participants may contact the Organizer at the contact details above.

Participants also have the right to lodge a complaint with a supervisory authority pursuant to Art. 77 GDPR.

8. No Automated Decision-Making

No automated decision-making or profiling within the meaning of Art. 22 GDPR takes place in connection with the event.

9. Updates to this Privacy Policy

The Organizer reserves the right to amend this Privacy Policy where necessary to reflect changes in legal requirements or event organization.