

PRIVACY POLICY

As of May, 26th, 2018

We are very delighted that you have shown interest in our company. Data protection is of particular importance to us. The use of our web pages is principally possible without any indication of personal data; however, if you want to use special services via our website, processing of personal data could become necessary. If the processing of personal data is necessary and there is no statutory basis for such processing, we generally obtain consent from you.

The processing of personal data, such as your name, address, email address, or telephone number shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to us. By means of this data protection declaration, we would like to inform you of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, you will be informed about your personal rights, by means of this data protection declaration.

We have implemented numerous technical and organizational measures to ensure the most complete protection of personal data processed through our websites. However, Internet-based data transmissions may in principle have security gaps, so absolute protection may not be guaranteed. For this reason, every individual involved is free to transfer personal data to us via alternative means, e.g. by telephone or directly on site.

1. Name and address of the controller

Controller for the purposes of the General Data Protection Regulation (GDPR), other data protection laws applicable in member states of the European Union and other provisions related to data protection is:

World of Swing Koch & Kaufer GbR
Owners: Marcus Koch & Barbara Kaufer
Georgenstraße 49
80799 Munich
Germany

For any questions to the General Data Protection Regulation (GDPR), please refer to the address above or contact us at:

Phone: +49-89-543 44 150
Email: info@worldofswing.com

2. Websites

This privacy policy includes websites operated by us. Our websites can be reached through the following domain names: worldofswing.com, worldofswing.de, vintage-club.de, balboashag.de, swingdancechamp.de, rockthatsswing.com, rockthatsswing.de and others.

3. Collection of personal data when visiting our website

Your data will be collected on the one hand, because you shared them with us. This can be, for example, data that you enter in a contact or order form.

If you just use of our web pages for informational purposes, without being logged-in or providing us with other information, we only collect the personal data that your browser automatically transmits to our server. This general data is automatically collected when you visit the website by our IT systems and stored in the server log files. This information is required

- (1) to deliver the contents of our websites correctly,
- (2) to optimize the contents of our websites,
- (3) to ensure the stability, functionality and safety of our information technology systems and the technology of our website, and
- (4) in order to provide law enforcement authorities with the information necessary for prosecution in the event of a Cyber-attack.

Collected can be:

- (1) our visited webpage
- (2) the used browser type, version and language
- (3) the size of the window
- (4) the operating system used by the accessing system
- (5) the website from which an accessing system reaches our website (so-called referrers),
- (6) the sub-websites, which are controlled via a comprehensive system on our website
- (7) an Internet protocol address (IP address),
- (8) access status / HTTP status code,
- (9) the date and time of access to the Internet site,
- (10) transferred amount of data in bytes
- (11) the Internet service provider of the accessing system, and
- (12) any other similar data and information that may be used in the event of attacks on our information technology systems.

Legal basis is our legitimate interest in ensuring a smooth connection and a comfortable use of the website, as well as the possibility of evaluating system security and stability and further administrative purposes. Pursuant to article 6 (1) lit. f GDPR.

When using this general data and information, we do not draw any conclusions about the person concerned. This anonymous data and information are evaluated by us for a start statistically and further with the aim of increasing the data protection and data security in

our company, in order to ultimately ensure an optimal level of protection of the personal data processed by us.

The anonymous data of the server logfiles are stored separately from all your personal data. A transfer or other use of the data does not take place.

4. More features and offers of our website

In addition to the mere informational use of our website, we offer various services that you can use if you are interested. For this purpose, you usually need to provide additional personal data that we use to generate the respective service and for which the previously mentioned data processing principles apply.

We use some of our services to process your data from external service providers. These service providers have been carefully selected and commissioned by us, are bound by our instructions and are checked regularly.

We may also disclose your personal data to third parties if we cooperate with service providers. For example, we can arrange the transfer to one or more processors, for example a parcel service provider, which uses the personal data also exclusively for an internal use, which is attributable to us.

We will inform you in the respective offer about a transfer of your data outside the European Economic Area (EEA).

5. Possibility of contact via the website

Due to legal regulations, our web pages contain information that enables fast electronic contact with our company and direct communication with us, which also includes a general email address. If you contact us by email or via a contact form, the personal data you have provided will be automatically saved. Such personal data, voluntarily provided by you, will be stored for the purpose of processing or contacting us. This personal data will not be passed on to third parties.

6. Registration on our website

On some of our websites you have the possibility to register with your personal data. The personal data that is transmitted to us results from the respective input mask that is used for the registration. The personal data entered by you is collected and stored exclusively for internal use by us and for our own purposes.

By registering on one of our internet pages your IP-address, the date and the time of the registration will also be saved. The storage of this data takes place in the context of the fact that only in this way the misuse of our services can be prevented, and this data allows, if necessary, to investigate committed offenses. In this respect, the storage of this data is necessary for our protection. This data is not passed on to third parties unless there is a statutory obligation to pass on the data, or if the transfer serves the aim of criminal prosecution.

Your registration under voluntary specification of personal data is intended to provide you with content or services that can only be offered to registered users due to the nature of the item. Registered persons are free to change the personal data indicated at the time of registration or to have it completely deleted from our data base.

At any time, we will give you information on what personal data is stored about you. We also correct or delete personal data on your request or notice, as far as there are no legal retention obligations.

7. Online Ordering

Some of our offers can be booked/ordered via our online systems. For this you need to enter the following data as mandatory information: Selected offer, first name, last name, date of birth, email address, telephone, residential address. We need this information to handle your order and to protect against misuse. The disclosure of further, separately marked data is optional.

The legal basis for this is our legitimate interest in offering you online orders for our offers according to article 6 (1) lit. f GDPR. A transfer or other use of the data does not take place.

8. Class registrations Vintage Club

Registration for regular courses and workshops at the Vintage club is not yet possible through the website. Registration is possible on site or by email. You can find more information about those offers on the website. If you send us your registration by email, make sure that your email program uses a secure connection for the transfer.

9. SSL or TLS encryption

Our sites generally use SSL or TLS encryption to protect the transmission. For the access the HTTPS protocol is used. If you access our web pages via HTTP, you will automatically be redirected to HTTPS. If SSL or TLS encryption is enabled, the data that you transmit to us cannot be read by third parties during the transmission (by current state of technical knowledge), which means that confidential content such as orders or inquiries are protected. Most browsers show a secure connection through symbols (e.g. a lock) or coloring (green/red).

10. Cookies

Our Internet pages and servers use sometimes so-called "cookies". Cookies are information that is stored locally on your device either in memory until the end of your browser session or for later access in the form of a text file from your respective browser.

We use cookies to make our internet offering more user-friendly and effective and to enable the use of certain functions. If cookies are required for the correct delivery of a website, we use session cookies wherever possible, which are automatically deleted when the browser window is closed. We use persistent cookies to store settings that should be available again in the future, even without a login (e.g. language selection). We do not store personal data in cookies, do not draw conclusions about the person concerned, and do not use cookies for profiling.

Cookies required to carry out the electronic communication process or to provide certain functions that you desire (e.g. shopping cart function) shall be saved based on article 6 (1) lit. f GDPR. The website operator has a legitimate interest in the storage of cookies for the technically flawless and optimized provision of its services.

In general, you can always prevent cookies from being set by a corresponding setting in your used internet browser and thus also to permanently contradict the setting of cookies.

Furthermore, cookies that have already been set can be deleted at any time via your internet browser or other software programs. This is possible in all popular internet browsers. If you disable the setting of cookies in your internet browser, you may not be able to use all functions of our website in full.

11. Subscribe to our Newsletter

We offer you the possibility to subscribe to our newsletter. For the registration only an email address is necessary without further personal details. The disclosure of further separately marked data is optional. It e.g. allows us to address you personally.

With these newsletters we inform you about current and interesting offers at regular intervals. The advertised goods or services are named in the declaration of consent.

In principle, you can only receive our newsletters if you have a valid email address and register for the newsletter. For legal reasons, a confirmation email will be sent to the email address you registered for the first time for the newsletter in a double opt-in procedure. This confirmation email is used to verify that the owner of the email address has authorized the receipt of the newsletter. If you do not confirm your registration within 7 days, the information will be blocked and automatically deleted after one month at the latest.

After your confirmation, we will save your email address as well as the other data provided for the purpose of sending the newsletter. A transfer to third parties does not take place. The legal basis is Article 6 (1) lit. a GDPR.

When registering for the newsletter, we also store the IP address of the Internet service provider (ISP) of the computer system used by the data subject at the time of registration and the date and time of registration. The collection of this data is necessary in order to be able to understand the (possible) misuse of the email address of an affected person at a later date and therefore serves our legal protection.

The personal data collected as part of an application for the newsletter will only be used to send our newsletter. Furthermore, subscribers to the newsletter could be informed by email if this is necessary for the operation of the newsletter service or registration in this regard, as in the case of changes to the newsletter offer or the change in technical circumstances. The personal data collected within the scope of the newsletter service will not be passed on to third parties. The subscription to our newsletter can be terminated by the person concerned at any time. The consent to the storage of personal data that the person concerned has granted us for the newsletter can be revoked at any time. For the purpose of revocation of consent, a corresponding link is found in each newsletter. It is also possible to unsubscribe from the newsletter at any time directly on our website or to inform us otherwise.

12. Newsletter-Tracking

To enable a statistical evaluation of our newsletters via a log file recording and log file analysis, our newsletters can include tracing pixels and link trackers. A tracking pixel is a miniature graphic embedded in such emails, which are sent in HTML format. Using these tracking mechanisms, we can see if and when an email was opened, and which links were visited in the email. This information is collected anonymously and is not linked to any other personal information. This excludes the possibility of direct personalization. After 6 months, this statistical data is automatically deleted.

13. Embedding YouTube Videos

On our websites, videos of the platform www.youtube.com can be integrated, which are stored on <https://www.youtube-nocookie.com> and are directly playable from our website.

To counteract a data transfer before playing the videos, the videos are provided in the extended privacy mode, i.e. that no data about you as a user will be transferred to YouTube if you do not play the videos (two-click solution). Only when you play the videos the data mentioned below will be transferred. We have no further influence on this data transfer.

By visiting our website, YouTube will receive information that you have accessed the corresponding sub-page of our website. In addition, the technically required data (name and URL of the retrieved file, date and time of retrieval, transmitted data volume, message about successful retrieval (HTTP response code), browser type and browser version, operating system, previously visited page, IP address and the requesting provider) are transmitted to the servers of YouTube in the USA. In addition, if a Google account is logged on, this data is linked to the account. Against the formation of user profiles, you have a right of objection which you have to assert against YouTube.

For more information about the purpose and scope of data collection and how it is processed by YouTube, please see the YouTube privacy policy. There you will also get more information about your rights and setting options for protecting your privacy: <https://www.google.de/intl/de/policies/privacy>. Google, based in the United States, is certified for the US-European Data Protection Convention "Privacy Shield", which ensures compliance with the data protection standards in force in the EU, <https://www.privacyshield.gov/EU-US-Framework>.

14. Photo and video recordings during our events.

Photo and video recordings are made during our events. We use this for reporting and marketing purposes. For this purpose, the recordings are subsequently published in various media, such as website, press releases, newsletters, brochures, print products, etc. This allows us Article 6 (1) lit. f GDPR because there is a legitimate interest for us to report on the event and promote it. Since you are attending a public event, we assume that, from your point of view, there are no general reasons against the production of photo and film shoots and the processing for the purposes described. If this is not the case, please contact the entrance check immediately. If you are in the recording field, please also inform our photographers or cameramen immediately.

15. Routine erasure and blocking of personal data

We only store personal data of you for the period required to achieve the purpose of storage, as far as this is granted by the European legislator or other legislators in laws or regulations to which the controller is subject to.

If the purpose of storage is omitted or a storage period prescribed by the European directives and regulations or other competent legislator expires the personal data are routinely blocked or deleted according to the legal regulations.

16. Legal basis for the processing

We will inform you that the provision of personal data is partly required by law (e.g. tax regulations) or can also result from contractual regulations (e.g. information about the

contract partner). Sometimes it may be necessary for a contract to be concluded that an affected person provides us with personal data which must subsequently be processed by us. For example, you are obligated to provide us with personal information when we conclude a contract with you. Non-provision of personal data would result in the contract being unable to be concluded with you.

Art. 6(1) lit. a GDPR serves as the legal basis for processing operations for which we obtain consent for a specific processing purpose.

If the processing of personal data is necessary for the performance of a contract to which the data subject is party, as is the case, for example, when processing operations are necessary for the supply of goods or to provide any other service, the processing is based on Article 6(1) lit. b GDPR. The same applies to such processing operations which are necessary for carrying out pre-contractual measures, for example in the case of inquiries concerning our products or services. We do not transfer your data to third parties at any time, unless this is necessary for the execution of the contract or is required by law, or you have expressly given us your consent to do so.

Is our company subject to a legal obligation by which processing of personal data is required, such as for the fulfillment of tax obligations, the processing is based on Art. 6(1) lit. c GDPR. With full settlement of the contractual relationship your data will be deleted after the expiration of the tax and commercial retention periods, unless you have expressly agreed to the continued use of your data.

In rare cases, the processing of personal data may be necessary to protect the vital interests of the data subject or of another natural person. This would be the case, for example, if a visitor were injured in our company and his name, age, health insurance data or other vital information would have to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6(1) lit. d GDPR.

Finally, processing operations could be based on Article 6(1) lit. f GDPR. This legal basis is used for processing operations which are not covered by any of the abovementioned legal grounds, if processing is necessary for the purposes of the legitimate interests pursued by our company or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data. Such processing operations are particularly permissible because they have been specifically mentioned by the European legislator. He considered that a legitimate interest could be assumed if the data subject is a client of the controller (Recital 47 Sentence 2 GDPR).

17. Your Rights

According to the applicable laws Did you Different rights regarding Your Personal data.

- Right of confirmation and access
- Right to rectification
- Right to erasure (Right to be forgotten)
- Right of restriction of processing
- Right to data portability
- Right to object

- Right to withdraw data protection consent
- Right of appeal to the competent supervisory authority

If you would like to assert these rights, please send a request by email or by mail to the address indicated above or in the imprint by clearly identifying your person.

You have the right to receive data which we process based on your consent or in fulfillment of a contract automatically delivered to yourself or a third party in a standard, machine-readable format. If you require the direct transfer of the data to another responsible party, this will only be done to the extent technically feasible.

18. Opposition and revocation against the processing of your data

If you have agreed to the data processing of your data, there is a possibility to revoke this processing permanently for the future. Your data will no longer be processed for the intended purpose.

If your data is processed based on a balance of interests according to the legal basis art. 6 (1) lit. e or f GDPR, you may object to it if you have specific reasons against the processing of the data.

You also have the option to object to the processing of your data for the purpose of direct marketing.

19. Existence of automated decision-making

As a responsible company, we do not use automatic decision-making or profiling.

This privacy policy was created with the help of the “Datenschutzerklärung”-generator of the DGD Deutsche Gesellschaft für Datenschutz GmbH and the Media Kanzlei Frankfurt / Hamburg.

[Imprint](#)