



Privacy policy for the use of websites and apps of nextbike GmbH

General information about the processing of your data

We are legally required to inform you of how your personal data (hereinafter "data") are processed when you use our websites and our apps. We take the protection of your personal data very seriously. These Data Protection Guidelines provide you with detailed information on the processing of your data and on your legal rights in this respect. Terms such as "personal data" or "processing" are used here in the sense of the legal definitions under Art. 4 GDPR. We reserve the right to adjust our Data Protection Policy with effect for the future, in particular in the event that our websites or apps are further developed, that we use new technologies, or that the legal basis or corresponding legal practice is amended. We recommend that you read through the Data Protection Policy from time to time and make a copy or print-out for your records.

1. Controller

The controller responsible for processing personal data within the scope of application of this Privacy Policy is:

nextbike GmbH
Erich-Zeigner-Allee 69-73
04229 Leipzig
E-Mail: datenschutz@nextbike.de
Tel.: +49 (0)341 / 3089889-0
Fax: +49 (0)341 / 3089889-13

2. Data Protection Officer

Spirit Legal LLP Rechtsanwälte
Rechtsanwalt und Datenschutzbeauftragter
Peter Hense Postanschrift:
Datenschutzbeauftragter
c/o nextbike GmbH, Erich-Zeigner-Allee 69 – 73, 04229 Leipzig

Get in touch via the encrypted online form: [Datenschutzbeauftragten kontaktieren](#)

3. Personal Data

Personal data means any information relating to an identified or identifiable natural person (hereinafter "data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or one or more special characteristics.

4. Security

We have undertaken comprehensive technical and organisational precautions in order to protect your personal data against unauthorised access, misuse, loss, and other external interference. In this regard, we regularly review our security measures and adjust them to meet the state of the art.

5. Your rights

You have the following rights with respect to personal information concerning you which you may enforce against us:

- **Right to information:** According to Art. 15 GDPR, you can demand information on the personal data which we process.



- **Right to rectification:** Should the information in question not (no longer) be correct, you can demand rectification according to Art. 16 GDPR. Should your data be incomplete, you can demand that your data be completed.
- **Right to erasure:** According to Art. 17 GDPR, you can demand erasure of your personal data.
- **Right to restriction of processing:** According to Art. 18 GDPR, you have the right to demand restriction of your personal data.
- **Right to object:** According to Art. 21(1) GDPR, you have the right at all times to object to the processing of your personal data as performed on the basis Art. 6(1)(1) point e) or point f) for reasons relating to your particular situation. In this instance, we will not continue processing your data unless we can demonstrate mandatory grounds for processing that require protection and which are superior to your interests, rights, and freedoms, including if such processing is being undertaken to establish, exercise or defend legal claims (Art. 21(1) GDPR). According to Art. 21(2) GDPR, you are furthermore entitled to the right to object to the processing of personal data relating to your person for the purposes of direct marketing at any time; this also applies in the event of any profiling insofar as such is directly connected to such direct marketing. We refer you to the right to object in this Data Protection Policy with regards to the respective processing.
- **Right to withdraw your consent:** Insofar as you have given your consent to processing, you have the right to withdraw such according to Art. 7(3) GDPR.
- **Right to data portability:** You have the right to receive such personal data concerning you which you have provided to us in a structured, commonly used and machine-readable format (“data portability”), and the right to have these data transmitted to a further controller, provided the prerequisite under Art. 20(1) point a), b) GDPR has been fulfilled (Art. 20 GDPR).

You may enforce your rights by sending communication using the contact details named under “Controller”, or the Data Protection Officer we have named.

If you are of the opinion that the processing of your personal data breaches data protection law, you also have the right to lodge a complaint with a data supervisory authority of your choice according to Art. 77 GDPR.

6. Use of our websites

In principle, you can use our websites for purely informative purposes without revealing your identity. When you access individual pages of the respective websites in this sense, only log data are transmitted to our webspace provider in order that the website can be displayed. The following data are processed in this regard:

- browser type/version
- operating system
- language and version of browser software
- host name of accessing device
- IP address
- website where the request originated
- content of the request (concrete site)
- date and time of server query
- access status/HTTP status code
- referrer URL (the site visited before)
- data volume transferred
- time zone difference with regards to Greenwich Mean Time (GMT)

It is necessary to temporarily process these data in order to make a website visit and delivery of the website to your end device technically possible. The log data are not used to identify individual users, and are not collated together with other sources of data. Further saving in log files is performed in order to guarantee the functionality of the websites and the security of the IT systems. The legal basis for processing is Art. 6(1)(1) point f) GDPR. We have legitimate interests in



ensuring the functionality of the websites, and in the integrity and security of the websites. The saving of log data in log files, in particular the IP address, for a longer period of time allows us to identify and prevent misuse. This includes, for example, the prevention of queries which overload the service or the potential use of bots. The log data are erased as soon as they are no longer necessary for achieving the purpose, for which they are processed. In the event that data are captured for provision of the website, this occurs when you leave the website. The log data are in principle stored such that they are accessible directly and exclusively for administrators, and erased no later than after seven days. They are subsequently only available by means of reconstructing back-ups, and are erased permanently after a maximum of four weeks.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You can communicate your objection to us using the contact details provided under the section "Controller".

7. Use of our apps

Installing our apps

Our nextbike apps are made available on platforms provided by third party providers (iOS, Android and Microsoft) for downloading onto your end device. In order to be able to download the respective apps, these platforms may require registration. nextbike has no influence whatsoever on the processing of the data collected, which may possibly arise in the course of registration on the respective platform.

Push notifications in our apps

Through our nextbike apps, we can use push notifications to inform you about certain technical updates or news about nextbike, even if the apps are not actively in use at the time. If this service is not desired, the function can be disabled via the device settings.

Location-based service in our apps

If you have registered in our app and use our service, we collect location data to offer you nextbikes in your area. In addition, we collect the return location of your nextbike so that the nextbike you returned can be found by other users. To use these services, you must also actively confirm access to your location via the operating system of the mobile device you are using. We do not record any movement profiles and only record the location when the app is actively used.

System-Authorizations of our apps

In order to provide you with all the functions of our apps, our apps must access the mobile device you are using via various interfaces. In order to guarantee these interfaces, you have to allow them, in some cases actively, depending on the operating system of your mobile device. You can adjust or withdraw these settings at any time in the system settings of your mobile device.

- **Location services:** To enable our apps to determine your location, you must allow our app to access the tracking services on the mobile device you are using. You can activate or cancel this setting at any time via the system settings of your mobile device.
- **Notifications:** In order to offer you our push service, you must activate the authorization to send push notifications via your mobile device. You can activate or undo this setting at any time via the system settings of your mobile device.
- **Camera access:** In order to scan the QR code on our nextbikes via our Apps and thus borrow the nextbike, you have to confirm the access to your camera via our App. You can activate or cancel this setting at any time via the system settings of your device.
- **Mobile data or network access:** In order to use our apps you need an internet connection on your mobile device. To do so, you must activate the mobile data or network access of your device. You can activate or undo this setting at any time via the system settings of your mobile device.



8. Cookies (Website)

As well as the aforementioned log data, so-called cookies are also stored in the internet browser of the end device you use whenever you use the websites or apps. These are small text files with a sequence of numbers which are stored locally in the cache of the browser or the end device you used. Cookies are not part of the PC or App system and cannot execute any programs. They help to make our websites and apps user-friendly. The use of cookies may be technically necessary or performed for other purposes, e.g. to analyse website and apps use.

Technically necessary cookies

Certain elements of our websites and apps require that the accessing browser or used apps can still be identified after switching from one page to another. The following data are processed in the cookies:

- language settings
- items in the shopping basket
- log-in information

The user data collected by technically necessary cookies are not processed for the purposes of creating user profiles. We also use so-called “session cookies” which store a Session ID which allows different queries from your browser or app to be attributed to the same session. “Session cookies” are necessary in order to make use of the websites or apps. In particular, we can use these to identify the end device used when you return to the websites or apps. We use this cookie in order to identify you when you make subsequent visits to our websites or apps if you have a customer account with us; without these, you would have to log in again each time you visit. The legal basis for this processing is Art. 6(1)(1) point f) GDPR. We have legitimate interests in this processing in order to provide the special functionalities mentioned, and to thus make the website more attractive and effective to use. The “session cookies” are erased as soon as you log out or, depending on which browser you use and what your browser settings are, when you close your browser.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You may object to processing which uses cookies by making changes to your internet browser settings, namely by deactivating or restricting cookies. Cookies already stored can be erased at any time through your browser settings. You can prevent the use of cookies by opening your browser in “private browsing” mode.

Technically non-necessary cookies

On our website and in our apps, we also use cookies which allow us to analyse the browsing behaviour of users. The following data, amongst others, are stored and processed in these cookies:

- search terms entered
- frequency of site visits
- use of website functions

The legal basis for this processing is Art. 6(1)(1) point f) GDPR. We have legitimate interests in making our website and apps more efficient and attractive. These technically non-necessary cookies are automatically erased after a set period which may differ from one cookie to the next. Below, you will find separate information on when and where we use third-party cookies on our websites and in our apps.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You may object to processing which uses cookies by making changes to your internet browser settings, namely by deactivating or restricting cookies. Cookies already stored can be erased at any time through your browser settings. You can prevent the use of cookies by opening your browser in “private browsing” mode.

Cookie banner

When you access the websites, an info banner informs you about the use of cookies and refers you to this data protection declaration. In this context, you will also be informed about how to prevent the storage of cookies in the browser settings. Via this info banner you have the possibility to select our cookies individually for you. Cookies that



are technically necessary must be activated in order to ensure the smooth use of our website or app. You can activate or deactivate cookies that are not technically necessary via the info banner.

Overview

Name	Provider	reason	Expiration
Technically necessary cookies			
Some elements of our Internet pages and apps require that the calling browser or app can be identified even after a page change. The following data are processed in the cookies Language settings or log-in information.			
PHPSESSID	Nextbike GmbH	Identifies the beginning and end of a session on our website.	1 Month
klaro	Nextbike GmbH	Saves the selected cookie setting.	1 Year
_cfduid	Cloudflare (see section 12)	Is used by the Cloudflare content network to identify trusted web traffic.	1 Month
Marketing Cookies			
We also use cookies on the websites and in our apps, which enable an analysis of the surfing behavior of the users. The following data, for example, are stored and processed in the cookies.			
_ga,_gat,_gid	Google Analytics (see section 14)	Cookie from Google for website analysis. Generates statistical data about how visitors use the website.	2 Years
ajs_anonymous_id	Segment.io	The anonymous user ID used by Segment.io is stored here, which we use to anonymously identify visitors for Google Analytics.	1 Year

Consent Tool “Klaro“

For the administration and display of the cookies used on our website, we use the Klaro consent tool from the company KIProtect GmbH, Bismarckstr. 10-12, 10625 Berlin (hereinafter "KIProtect"). KIProtect processes the IP address for this purpose. The legal basis is Art. 6 para. 1 p. 1 lit. f) GDPR the protection of the legitimate interest of KIProtect to provide the offered service, as well as the protection of the interest of the customer for the preparation and transparent presentation of the used Cookies. The data is stored pseudonymously for a maximum of 12 months. Further data protection information is available at <https://kiprotect.com/de/ressourcen/datenschutz>.

9. Getting in touch with our company

When you get in touch with our company, e.g. via e-mail or, using the contact form on the websites or the contact area in our apps, we will process the personal data you provide in order to answer your enquiry. For processing enquiries sent via the contact form on the websites, you must provide us with a name or pseudonym, as well as a valid e-mail address and mobile phone number. Upon sending the message to us, the following data will also be processed:

- IP address



- date/time of registration
- browser type/version
- operating system
- language and version of browser software
- host name of accessing device
- website where the request originated
- content of the request (concrete site)
- access status/HTTP status code
- referrer URL (the site visited before)
- data volume transferred
- time zone difference with regards to Greenwich Mean Time (GMT)

The legal basis for processing is Art. 6(1)(1) point f) GDPR or Art. 6(1)(1) point b) GDPR if contact is made with the intention of concluding a contract. Insofar as the enquiry is made with the intention of concluding a contract, the provision of your data is necessary and obligatory for conclusion of a contract. If you do not provide data, conclusion or performance of a contract in the form of making contact or processing the enquiry is not possible. The processing of personal data from the data entry mask is performed solely for processing the contact enquiry. In the event that you make contact via e-mail, we have a legitimate interest in processing the data here as well. The other data processed during the sending procedure help to prevent misuse of the contact form, and to ensure the security of our IT systems. Data are never forwarded to third parties in this regard. The data accumulated in this regard are erased once processing is no longer necessary - generally two years after end of communication - or processing is restricted, where applicable, to compliance with existing, legally mandatory retention obligations.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You can communicate your objection to us using the contact details provided under the section "Controller".

10. Registration/login area of the websites and apps

See data protection leaflet for customers section 9.

11. E-mail marketing

Newsletter

On our websites or in our apps, you can subscribe to our e-mail newsletter in which we give you regular updates on the following:

- system news
- price changes/limited-time offers
- company promotions

In order to receive the newsletter, you must provide a valid e-mail address. Registering for our e-mail newsletter is normally performed as part of a double opt-in process. After you submit the data indicated as mandatory, we will send an e-mail to the address you provided, in which we will ask you to explicitly confirm subscription to the newsletter (by clicking on a confirmation link). This way, we can make sure that you actually want to receive our e-mail newsletter. If you do not confirm within 6 months, we will lock the information transmitted to us and erase it automatically after a maximum of six months. Once you have confirmed, we process the e-mail address and name/pseudonym of the respective recipient for the purpose of sending out our e-mail newsletter. The legal basis for this processing is Art. 6(1)(1) point a) GDPR. We erase these data when you cancel your newsletter subscription. We process these data for up to two years after termination of contract. If registration for the newsletter is performed outside of conclusion of a contract, we process these data for up to two years after termination of usage. We erase these data when the newsletter subscription ends.

You may withdraw your consent to processing of your e-mail address for the purposes of receiving the newsletter at any time, either by sending us a message (see the contact details under "Controller"), or by clicking the unsubscribe link contained in the newsletter itself. This will not affect the lawfulness of processing performed on the basis of the consent up until such time as this consent is revoked.



Furthermore, the following data are also processed at time of subscription:

- IP address
- date/time of subscribing to the newsletter
- time of clicking the confirmation link

We also process your IP address, the time of registration to the newsletter, and the time at which you confirm such in order to document your newsletter subscription, and to prohibit the misuse of your personal data. The legal basis for this processing is Art. 6(1)(1) point f) GDPR. We have a legitimate interest in this processing in order to prevent fraud. We erase these data at the latest when the newsletter subscription ends.

Furthermore, we evaluate the opening/click rates of our newsletters whenever we send these out. For the purposes of this evaluation, the e-mails sent out contain so-called web beacons or tracking pixels which comprise single-pixel image files and which are simultaneously incorporated into our websites. Processing is performed for the purposes of analysing reading behaviour with regards to our newsletters. In doing so, we record when you read our newsletter and which links in the newsletter you click on, from which we infer the interests of our customers. The legal basis for this processing is Art. 6(1)(1) point f) GDPR. We have legitimate interests in this processing in order to measure the reach and compile statistical analyses of our newsletters, and to optimise our e-mail marketing. This information is processed for as long as you are subscribed to the newsletter. After you unsubscribe, we process the data in a purely statistical and anonymous manner.

Please note that you can object to the receipt of direct marketing and processing for the purposes of direct marketing at any time without incurring any costs beyond the transfer costs according to the basic tariffs. In this regard, you have a general right to object without stating grounds (Art. 21(2) GDPR). To enforce this right, click on the unsub-cribe link in the relevant e-mail, or notify us of your objection using the contact details given under “Controller”.

E-Mail-Marketing-Dienst „MailChimp“

We use the “MailChimp” e-mail marketing service provided by Rocket Science Group, LLC (675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA, Website: <https://mailchimp.com/> hereinafter: “MailChimp”).

If you have subscribed to the newsletter, the data you disclose with your registration will be stored and processed on the servers of MailChimp in the USA. Mailchimp processes and stores personal data in accordance with Art. 46 para. 2 lit. c) GDPR in compliance with so-called [EU standard contractual clauses](#) to guarantee the level of protection of the GDPR. MailChimp processes this information on our behalf for the purposes of sending and evaluating the newsletter. The newsletters contain so-called “web beacons”, pixel-sized files which are retrieved from the MailChimp server when the newsletter is opened. Within the context of this retrieval, technical information such as the browser used, the time at which the page was accessed, and the IP address is collected. This information is processed in order to evaluate our service and undertake technical improvements. We also evaluate if and when newsletters are opened, and which links readers click on. This information can in theory be attributed to individual newsletter recipients. However, neither we nor MailChimp intend to monitor individual recipients; rather, the evaluation of the information named helps us to identify the reading habits of recipients so that we can optimise and manage the content of our newsletters, and better adapt this accordingly. The legal basis for this processing is Art. 6(1)(1) point f) GDPR. We have legitimate interests in measuring the reach and compiling statistical analyses of our newsletters, and in adapting, optimising and selectively managing the content of our newsletters. More information, including on the retention period, can be found in the data protection guidelines of “MailChimp” at [https://mailchimp.com/legal/privacy/#1. The Basics](https://mailchimp.com/legal/privacy/#1.TheBasics) and [https://mailchimp.com/legal/data-processing-addendum/#6. International Transfers](https://mailchimp.com/legal/data-processing-addendum/#6.InternationalTransfers).

Please note that you can object to the receipt of direct marketing and processing for the purposes of direct marketing at any time without incurring any costs beyond the transfer costs according to the basic tariffs. In this regard, you have a general right to object without stating grounds (Art. 21(2) GDPR). To enforce this right, click on the unsub-cribe link in the relevant e-mail, or notify us of your objection using the contact details given under “Controller”.

It may happen that as a recipient of the newsletter you are directed to the website of MailChimp, for example if you follow the link in the newsletter to display the newsletter in an internet browser in the event that you have issues displaying the newsletter in your e-mail program. In this respect, please note that there may be other analytical ser-vices



and cookies in use on MailChimp's website and that these may process your personal data on behalf of Mail-Chimp. We have no influence over this processing.

12. Content Delivery Network (Website)

Bootstrap CDN

On our websites, we use the services of "Bootstrap CDN", a content delivery network (hereinafter "CDN") from StackPath LLC (2021 McKinney Avenue, Suite 1100 Dallas, Texas 75201) in order to display the content offered on different end devices, and to increase the loading speed of our websites. When you visit our website, a library from the "CDN" is stored on your end device temporarily in order that content does not have to be reloaded. In this regard, your IP address is transmitted to the service provider in the USA. In this regard, your IP address is transmitted to the service provider in the USA. Stackpath processes these in accordance with Art. 46 (2) f) GDPR in compliance with so-called [EU standard contractual clauses](#) to guarantee the level of protection of the GDPR. By using Bootstrap, we are pursuing our legitimate interest in quicker retrieval and improved presentation of our content. We have no knowledge of or any influence on the retention period of the data. Further information on data protection can be found at: <https://www.bootstrapcdn.com/privacy-policy/>.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You can communicate your objection to us using the contact details provided under the section "Controller".

Cloudflare

In addition, we use the services of the Content Delivery Network (hereinafter "CDN") of Cloud-flare Inc. (101 Townsend St., San Francisco, CA 94107, United States; hereinafter "Cloudflare") on our websites for the purpose of faster retrieval of our online offer. When you visit the websites, a library from the "CDN" is temporarily stored on your end device to prevent the content from being reloaded. In the process, your IP address is transmitted to the provider in the USA. "Cloudflare" processes this in accordance with Art. 46 (2) c) GDPR in compliance with so-called [standard contractual clauses of the EU](#) to guarantee the level of protection of the GDPR. The legal basis of the processing is Art. 6 para. 1 p. 1 lit. f) GDPR. With the use of "Cloudflare", we pursue the legitimate interest of faster retrievability as well as a more effective and improved presentation of our online offer. Further information on data protection and the storage period for "Cloudflare" can be found at: <https://www.cloudflare.com/de-de/privacypolicy> (section 7 "additional safeguards") as well as in more detail: [Standard Contractual Clauses for Customers](#).

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You can communicate your objection to us using the contact details provided under the section "Controller".

jQuery

On our websites, we use the services of the jQuery Foundation - a content delivery network from Stackpath LLC (2021 McKinney Ave, 1100 Dallas, TX 75201, USA). When you access the page, your browser loads the required program libraries into your browser cache to optimize the loading speed. For this purpose, a connection to the servers located in the USA must be established and your IP address transmitted. Stackpath Stackpath processes this in accordance with Art. 46 (2) c) GDPR in compliance with so-called [EU standard contractual clauses](#) to guarantee the level of protection of the GDPR. The legal basis for the processing is Art. 6 para. 1 p. 1 lit. f) GDPR. By using jQuery, we pursue the legitimate interest of faster retrievability and improved presentation of our content. Further information on data protection can be found at <https://www.stackpath.com/legal/privacy-statement/>.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You can communicate your objection to us using the contact details provided under the section "Controller".

13. Embedding of third-party content (website)

Third-party content, such as videos, maps, or graphics from other websites are embedded in our websites. This embedding requires that the providers of this content ("third-party providers") can detect users' IP addresses, since the content cannot be sent to the respective user's browser without the IP address. The IP address is therefore required to



display this content. Below, you will find information on the services of external providers which are currently in use on our websites, as well as on the respective processing of each provider and your opportunities to object.

Google Maps

The websites use the "Google Maps" service of "Google" (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001) for the purpose of displaying maps or map sections and thus enable you to conveniently use the map function on the websites. By visiting the websites, "Google" receives the information that you have called up the corresponding sub-page of our websites. In addition, some of the data mentioned in the section "Access data" and "Cookies" are transmitted to "Google". This occurs regardless of whether "Google" provides a user account through which you are logged in or whether no user account exists. If you are logged in to "Google", your data will be directly assigned to your account. If you do not want the assignment with your profile at "Google", you must log out before activating the button. "Google" stores your data as usage profiles and processes them independently of the existence of a user account with "Google" for purposes of advertising, market research and/or needs-based design of its website. The legal basis for the processing is Art. 6 para. 1 p. 1 lit. f) GDPR. By using "Google Maps", we pursue the legitimate interest of making our website more attractive and providing you with additional service. "Google" processes your data in accordance with Art. 46 (2) lit. c) GDPR in compliance with so-called [EU standard contractual clauses](#) to guarantee the level of protection of the GDPR. Further information on the purpose and scope of the processing by the plug-in provider and the storage period at "Google Maps" can be found at <https://policies.google.com/privacy?hl=de>.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You may object to processing which uses cookies by making changes to your internet browser settings, namely by deactivating or restricting cookies. Cookies already stored can be erased at any time through your browser settings. You can prevent the use of cookies by opening your browser in "private browsing" mode.

Open Street Map

Our websites also use the "OpenStreetMap" service from the OpenStreetMap Foundation (OSMF) in order to display maps or map sections, thereby making it easy for you to use the map function on the websites. When you visit the websites, OpenStreetMap receives information on the usage of our website, including your IP address, which is collected by cookies, where applicable, and forwarded to the OpenStreetMap servers in the Netherlands and United Kingdom (UK) where they are also stored. Further information on the scope and purpose of processing by "Open-StreetMap" and its retention periods can be found at https://wiki.osmfoundation.org/wiki/Privacy_Policy. The legal basis for processing is Art. 6(1)(1) point f) GDPR. This processing helps us to make our online presence more attractive, and to offer you an extra level of service.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You may object to processing which uses cookies by making changes to your internet browser settings, namely by deactivating or restricting cookies. Cookies already stored can be erased at any time through your browser settings. You can prevent the use of cookies by opening your browser in "private browsing" mode.

Google Tag Manager

On our websites, we use the "Google Tag Manager" from "Google" (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001). "Google Tag Manager" is a solution which can be used to manage website tags via an interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not collect any personal data. The tool helps to activate other tags which for their part do collect data under certain circumstances; we provide a separate explanation of this in this Data Protection Policy. The "Google Tag Manager" does not have access to these data. If there is a deactivation in place at a domain or cookie level, this de-activation will remain for all tracking tags that are implemented with "Google Tag Manager".

Google Web Fonts

We use so-called web fonts for the uniform display of fonts, which are provided by "Google" (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001). When you call up a website, your browser loads the



required web fonts from "Google" into its browser cache in order to display texts and fonts correctly and more quickly. For this purpose, the browser transmits your IP address to "Google" to establish the connection to the servers of "Google". In doing so, "Google" receives the information that our websites have been accessed by you. The legal basis for the processing is Art. 6 para. 1 p. 1 lit. f) GDPR. With the use of "Google Web Fonts", we pursue the legitimate interest in a uniform and appealing presentation of our online offers. "Google" processes your data in accordance with Art. 46 (2) lit. c) GDPR in compliance with so-called [EU standard contractual clauses](https://developers.google.com/fonts/fa) to guarantee the level of protection of the GDPR. Further information on the purpose and scope of processing by "Google" and the storage period for "Google Web Fonts" can be found at <https://developers.google.com/fonts/fa> and in the privacy policy of "Google": <https://policies.google.com/privacy>.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You can communicate your objection to us using the contact details provided under the section "Controller".

YouTube-Videos

On our websites, we use plug-ins from the video platforms "YouTube.de" or "YouTube.com", a service provided by YouTube LLC (headquarters in 901 Cherry Avenue, San Bruno, CA 94066, USA; hereinafter "YouTube"), for which "Google" (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001) is the controller in the sense of data protection law. By processing data using these plug-ins, we are following the aim of embedding visual content ("videos") which we have published on "Youtube.de" or "Youtube.com" on our websites as well. The videos are all embedded in "expanded data protection mode", i.e. no data concerning you as a user are transmitted to "YouTube" unless you play the videos. When you play videos on our websites, "YouTube" is notified that you have accessed the corresponding sub-pages of our websites. Moreover, the data named under "Log data" are also partially transmitted to "Google". This happens regardless of whether "YouTube" provides a user account which you are logged in to, or whether there is no user account. If you are logged in to "Google", your data will be directly attributed to your account. If you do not want these data to be attributed to your "YouTube" profile, you must log out before pressing the button. "YouTube" stores your data as usage profiles, and processes them, regardless of whether there exists a "Google" user account, for the purposes of advertising, market research, and/or to ensure the design of its websites meets peoples' needs. The legal basis for processing is Art. 6(1)(1) point f) GDPR. With this processing, we are following the legitimate interest in making our online presence more attractive, and offering you an extra service. "Google" also processes your personal data in the USA. This is done in accordance with Art. 46 (2) c) GDPR in compliance with so-called [EU standard contractual clauses](https://policies.google.com/privacy) to guarantee the level of protection of the GDPR. Further information on the scope and purpose of processing by "YouTube" and the retention periods for "YouTube" can be found in the data protection policy at <https://policies.google.com/privacy>.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You can object to this processing in a number of ways: by deactivating cookies in your browser settings, or by opening the browser you use in "private browsing" mode in order to prohibit the use of cookies.

14. Services for statistical, analytical and marketing purposes

We use third-party services for statistical, analytical and marketing purposes. This allows us to offer you an optimised, user-friendly experience when using our websites or apps. The third-party providers use cookies to manage their services (see section on "Cookies" above). Below, you will find information on the services of external providers which are currently in use on our websites or our apps, as well as on the respective processing of each provider and your opportunities to object.

Google Analytics

So that we can adapt our websites to best suit user interests, we use "Google Analytics", a web analysis service from "Google" (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001). "Google Analytics" uses so-called "cookies" (see section on "Cookies" above) which are stored on your end device. Using cookies, "Google" processes the information generated concerning the use of our websites by your end device, e.g. that you have accessed a certain page, and processes, amongst others, the data named under "Log data", in particular your IP address, browser information, the website you visited before, and the time and date of the server query for the purposes of



conducting a statistical analysis of website use. These websites use "Google Analytics" with the "anonymizeIp()" add-on. As a result, IP addresses are processed in abbreviated form in order to make it significantly harder to identify individuals. According to information from "Google", your IP address is abbreviated beforehand within the Member States of the European Union. The full IP address will be transferred to a "Google" server in the USA and abbreviated there in exceptional cases only. "Google" processes this information on our behalf in order to evaluate your use of our websites, to prepare reports for us concerning website activities and - where we explicitly inform you of such - to render further services associated with website use for us. The IP address transmitted by your browser for this purpose will not be collated together with other "Google" data. The legal basis for processing is Art. 6(1)(1) point f) GDPR. We have a legitimate interest in this process in order to conduct statistical analyses of website use, and to measure the reach of, and also to optimise and improve our online presence. Your data connected to "Google Analytics" are erased after a maximum of fourteen months. For exceptional cases where your data are transferred to the USA. This is done in accordance with Art. 46 (2) c) GDPR in compliance with so-called [EU standard contractual clauses](#) to guarantee the level of protection of the GDPR. Further information on data protection at "Google" can be found at: <https://policies.google.com/privacy>.

You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You can object to processing in a number of ways: by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>; by deactivating cookies using your browser settings; or by opening your browser in "private browsing" mode in order to prohibit the use of cookies.

Facebook SDK

In our app the Facebook Software Development Kit (SDK) is integrated. The Facebook SDK is provided by Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA (Facebook). Detailed information about the software can be found for iOS at <https://developers.facebook.com/docs/ios> and for Android at <https://developers.facebook.com/docs/android>. It helps to increase the advertising success of Facebook-based advertising campaigns for mobile apps. For example, this means that no advertising for the corresponding app is displayed on devices on which it is already installed. In addition, the Facebook SDK allows various evaluations of the installation of the app and the success of the advertising campaign. In addition, individual user activities (events) within the app can be analyzed in order to better define the target group for advertising campaigns.

For this purpose, the nextbike app sends pseudonymized data to Facebook, such as the app ID and the information that the app has been started. The advertising ID provided by the operating system of the device serves as the pseudonym (name may differ depending on the operating system).

In the case of the nextbike app, however, the Advertising ID is not used to optimise advertising, but is rejected by Facebook, since nextbike GmbH has generally prevented Facebook from using the Advertising ID for optimised advertising purposes. Therefore, the individual user cannot be determined at any time. Information about the identity of the user is therefore not known to nextbike GmbH.

What information do we collect through the Facebook SDK?

- **Explicit events:** Via the Facebook SDK we record explicit events such as app registrations or app launches.
- **Automatically logged events:** Using the Facebook SDK, we also record basic events such as app downloads or app sessions.
- **Facebook App ID:** A unique ID assigned by Facebook to the advertiser's website and mobile app.
- **Request metadata - mobile operating system type and version, SDK version, app name, app version, device opt-out setting, user agent string and client IP address. The SDK also captures the following device metrics:** Time zone, device operating system, device model, vendor, screen size, processor cores, total memory, free memory.

If "Facebook" does not process the data in the EU, but in the USA or another third country, this is done in accordance with Art. 46 (2) c) GDPR in compliance with so-called [EU standard contractual clauses](#) to guarantee the level of protection of the GDPR. The storage period of the information in the Facebook cookies is three months. For more information on data protection and the storage period at "Facebook", please visit: <https://www.facebook.com/about/privacy>.



You may object to this processing. You have a right to object where there exists grounds related to your particular situation. You can object to processing in a number of ways: by deactivating the function in the device settings of your mobile device you are using; by deactivating the function for logged-in users under "Ad preferences" at <https://www.facebook.com/ads/preferences/> or by deactivating targeted adverts from "Facebook" which are part of the self-regulation campaign "About Ads" via the link <http://optout.aboutads.info/>, whereby this setting is reset when you erase your cookies.

Airship - Push messages

Through our nextbike app, we inform you with a push message service about individual offers, discount codes and news. You actively agree to this service at the beginning of the app usage or deactivate it. If you no longer want this service at a later time, you can deactivate this function at any time via your device settings.

In order to be able to send push messages, we use the service Airship of the company Urban Airship, Inc., 1417 NW Everett St, Suite 300, Portland OR 97209, USA (hereinafter "Urban Airship"). With the company Urban Airship, we have concluded the required data protection agreement for commissioned processing in accordance with Art. 28 GDPR. According to this agreement, Urban Airship undertakes to ensure the necessary protection of your data and to process it exclusively on our behalf in accordance with the applicable data protection provisions.

Urban Airship processes the following data to provide the service or to send our push messages:

- Push token
- Name of the mobile device
- Online ID (UDID)
- Airship Channel ID
- Analytics events
- Tags
- Attributes
- Language setting
- Time zone

The processing of your data takes place on EU servers offered by Urban Airship. This is the content of the described order processing according to Art. 28 GDPR. For more information about Urban Airship's compliance with data protection, please visit <http://urbanairship.com/legal/privacy-policy>.

If you have agreed to the use of push messages, this user data will be statistically processed and evaluated in order to continuously improve our offers via push messages and to tailor them to your interests. The legal basis for the processing of your data for the purpose of registration, login or user management is Art. 6 para. 1 lit. a GDPR.