

## **Data Protection Information for Employee Event “SPA Summer Party 2025”**

In accordance with Article 13 of the General Data Protection Regulation (GDPR), we hereby inform you about the processing of your personal data in connection with the employee event “SPA Summer Party 2025” hosted by Sport Alliance GmbH.

### **Personal Data and Personal Information**

According to Article 4(1) GDPR, your personal data means any information relating to you as an identified or identifiable natural person.

In connection with the event and related preparatory and follow-up activities, we collect and process information in both physical and electronic formats.

### **Controller**

Sport Alliance GmbH  
Raboisen 6  
20095 Hamburg  
Phone: +49 40 429 324 – 0  
E-mail: [info@sportalliance.com](mailto:info@sportalliance.com)

### **Purposes of Data Processing**

We process your personal data for the following purposes:

- Organization and execution of the employee event “SPA Summer Party 2025”
- Managing registrations and participation
- Ensuring health and safety measures
- Communicating information related to the event
- Event follow-up activities, including feedback collection
- Possible publication of photos/videos

### **Legal Basis for Data Processing**

The processing of your personal data in connection with the employee event “SPA Summer Party 2025” is carried out in accordance with the provisions of the General Data Protection Regulation (GDPR).

The legal bases for processing your data are as follows:

- **Performance of a Contract (Article 6(1)(b) GDPR):** Processing is necessary to fulfill contractual obligations arising from your employment relationship, including organizing your participation in the event and handling related arrangements (e.g., room bookings).
- **Legitimate Interests (Article 6(1)(f) GDPR):** Processing is based on our legitimate interests in organizing, managing, conducting and reporting the event, as well as fostering employee engagement and internal communication, provided that your fundamental rights and freedoms do not override these interests.
- **Consent (Article 6(1)(a) GDPR):** Where required we will ask for your consent, for example, for processing special categories of personal data (e.g., health information)

### Categories of Personal Data Processed

We may collect and process the following categories of personal data in connection with the event:

- **Identity Data:** Name, first name, gender (e.g., for seating arrangements), date of birth (if relevant)
- **Contact Data:** Email address (business and, if applicable, private email address), telephone number
- **Employment Data:** Department or team affiliation, job title/position within our company, employee number or personnel ID
- **Participation Data:** Registration details, participation confirmation
- **Health-Related Data (especially sensitive):** Information on allergies, intolerances, special dietary requirements
- **Photos and Video Recordings:** Image and audio material recorded during the event (e.g., for internal communication or public relations)
- **Logistical Data:** Travel information (e.g., vehicle type, parking needs), room bookings, hotel accommodations
- **Other Personal Data:** Special requests (e.g., accessibility requirements), event feedback or survey results related to the event

### Use of Photographs and Videos

If identifiable pictures or videos of you are intended to be shared publicly (e.g., on the company's website or social media), we will contact you after the event to obtain your explicit consent. Exceptions to this are photos in which you are only an accessory in accordance with the Art Copyright Act. In these cases, the processing and publication takes place without your consent.

### **Recipients or Categories of Recipients of Personal Data**

Your personal data will be accessible only to those internal employees and external service providers directly involved in organizing and conducting the event, including:

- Event organizers within Sport Alliance GmbH
- External service providers (e.g., venue operators, caterers, accommodation providers)
- IT service providers for data processing
- For photos/videos: External communications or marketing teams

### **Data Retention Period**

Your personal data will be retained only as long as necessary for the purposes described, or as required by law:

- Participant lists and registration information: up to 3 years (due to potential legal or tax retention requirements)
- Health-related data: deleted immediately after the event unless consent to longer storage is given
- Photos and videos: stored until withdrawal of consent, or up to 6 weeks after the end of the event
- Feedback and surveys: retained for up to 2 years for internal evaluation purposes

### **Your Data Protection Rights**

Your data protection rights are governed by Chapter III (Articles 12 et seq.) of the European General Data Protection Regulation (GDPR). Under these provisions, you have the right to obtain information about the personal data we hold about you, the purposes of processing, any disclosures to third parties, and the duration of data storage.

To exercise your right of access, you may also receive extracts or copies of your data. If the data are inaccurate or no longer necessary for the purposes for which they were collected, you may request the correction, deletion, or restriction of processing. Where

technically feasible within our processing systems, you may also access and correct your data yourself.

If there are reasons arising from your personal situation that justify opposing the processing of your personal data, you may object to such processing insofar as it is based on a legitimate interest. In such cases, we will only continue processing your data if there are compelling legitimate grounds that override your interests, rights, and freedoms.

Furthermore, if the processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. Please note that the withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

### **Contact Information for Data Protection Queries**

If you have any questions regarding data protection or wish to exercise your rights, please contact:

[data-protection@sportalliance.com](mailto:data-protection@sportalliance.com)

### **Automated Decision-Making and Profiling**

No automated decision-making or profiling within the meaning of Articles 22(1) and (4) GDPR is carried out in connection with this event.

For further information please contact us:

[support@spa-summerparty.com](mailto:support@spa-summerparty.com)

or visit our Q&A page:

<https://sportalliance.atlassian.net/wiki/spaces/HRO/pages/4632674367/SPA+Summer+Party+2025+FAQs>