

Privacy statement
of
Europa-Park GmbH & Co Mack KG,
EUROPA-PARK GmbH & Co Hotelbetriebe KG,
EUROPA-PARK GmbH & Co Shopping KG, and
EUROPA-PARK Freizeit- & Familienpark Mack KG.

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EUROPA-PARK is bindingly committed to its online data protection policy

It is our objective to develop an online environment which is easy to use and which takes into consideration the rights and expectations of our customers and other visitors to EUROPA-PARK's website. These data protection guidelines describe the way in which EUROPA-PARK collects, uses and protects any data which you provide when using our website.

Required personal data

Personal data are not required to access any part of our public website. However, if you decide not to provide such data if expressly asked for it, we may not be able to

- give you access to certain areas of our website,
- process your order,
- send you our newsletter,
- send you the information you have requested,
- accept your online application, or
- contact you.

Data collected

We collect two different types of data:

- data which you provide and
- data which the website automatically collects.

Data provided by you

We will ask you to enter data into the registration or online form if you

- use our online shop to purchase products through our website,
- purchase vouchers, make reservations, etc., through our website,
- register for our newsletter,
- wish to insure your emotions gift card,
- express your interest in EUROPA-PARK products, services or EUROPA-PARK special offers,
- wish to apply for a position via our online portal,

- use our website's contact page,
- take part in a prize draw.

Our registration form requests some basic data, including contact information,

- form of address
- title
- first name
- family name
- street and house number
- country, postcode and city
- e-mail address, if necessary
- telephone / mobile phone number, if necessary
- upload for applications, if necessary
- payment information, if necessary

in order to process your query, registration, order or online application. Our registration form contains some additional, voluntary fields. Data entered here can help us to improve our services for you.

We would like to stress that applications, and in particular CVs, certificates and other data you may send as part of an application may contain particularly sensitive information. By sending such data with your online application you agree to this data being collected, processed and used for the purpose of processing the application.

If you have asked for information about our offerings, services or EUROPA-PARK special offers, you may opt out of receiving any further information via a link in the e-mail, or via e-mail.

Data automatically collected through our website

When you visit our website, we log your IP address (i.e. your computer's internet address, not your e-mail address) and other general usage data in order to analyse which parts of our website you visit and how much time you spend on individual pages. This data is combined with the usage data of all visitors to the website in order to measure the number of visitors, average session length for each page, pages visited, etc. The data we collect will be used for internal purposes and pursuant to the provisions of our anonymised process. It will not be possible to trace the data back to you personally.

We use this combined data to evaluate our products and services, including news which are accessible through our website, to measure the usage of our website and to improve its

content in general. The usage data for our website will, under no circumstances, be linked to personal data which may reveal information about you.

Cookies

Like many other commercial websites, EUROPA-PARK uses the general technology known as “cookies” where appropriate to collect data on how you use the website and to ensure a smooth visit, in particular if you are using our shop or the booking or voucher portal for placing an order.

Our cookies do not reveal or contain any personal data. Cookies cannot read out information from your computer or collaborate with other cookies on your hard drive. Cookies allow us, however, to recognise you if you return to our website at a later date.

If you do not want your browser to accept cookies you may switch off this function through your browser settings. Switching off the cookies function prevents the website from working properly. This means that you may be unable to use all options and obtain all information offered by the website.

Click-through URL

In some e-mail messages to our customers we use “click-through URL” technology. Clicking on one of these links will take you through our computer system to the actual website you want to go to. EUROPA-PARK uses click-through URL technology to determine interest in certain topics and measure the effectiveness of our communication measures. We do not exchange this data with anyone and we do not attempt to connect click-through URLs with individual e-mail addresses.

We use e-mail for services or in connection with the purchase of products. In these cases we will keep your e-mail address on file within the scope permitted by the law.

Use of data

We will use personal data only for

- processing online orders,
- responding to your interest in EUROPA-PARK products, services or EUROPA-PARK special offers,
- improving our ability to respond to your queries or questions,
- contacting you if you have asked us to do so, and
- marketing our products and services.

If you use our order modules to purchase products and services via our website, we will use your data to process your order(s) and to send you e-mails updating you on the progress of your order(s). Any credit card details you send us will be used for payment processing in connection with your order. If you purchase EUROPA-PARK products through this website, your credit card details will be protected using SSL encryption. If you wish to make a purchase without providing your credit card details online, please do so via our call centre.

If you provide us with your e-mail address or other contact data, we will use such data to send you updates on the latest EUROPA-PARK information and offers. If you do not wish to be contacted, you may indicate this, and EUROPA-PARK will respect your wish. In this case, please opt out by responding to the e-mail or by clicking on the opt-out link in the newsletter.

Use of Google Analytics

This website uses Google Analytics, a web analytics service. It is provided by Google Inc. 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Analytics uses so-called 'cookies', text files that are stored on your computer and make it possible to analyse how you use the website. The information generated by cookies concerning your use of this website is usually transferred to and stored on a Google server in the USA.

By activating IP anonymization on this website, your IP address will be shortened by Google before this happens, provided you are in a European Union member state or another state that has entered into the Agreement on the European Economic Area. The full IP address will only be transferred to a Google server in the USA and shortened there in exceptional cases. On behalf of the website operator, Google will use the information it gathers to evaluate your use of the website, compile reports on website activities and provide other services for the website operator relating to website activity and internet usage. The IP address transmitted by your browser as part of the Google Analytics process will not be merged with other Google data.

You can prevent cookies being stored by selecting the appropriate settings on your browser. However, please note that if you do so, you may not be able to use all the functions of this website. Furthermore, to prevent Google from capturing and processing the data generated by the cookie relating to your use of the website (including your IP address), you can download and install the browser plug-in available at the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en-GB>

To prevent the capture by Google Analytics, please click on the following link: This creates an opt-out cookie, which prevents your data from being captured when visiting this website in the future: Deactivate Google Analytics

For more information about the terms of use and data protection, please go to www.google.com/analytics/terms/gb.html or <https://www.google.com/intl/en/policies/>. Please note that on this website, Google Analytics has been expanded by the code “anonymizeIp” in order to guarantee the anonymized collection of IP-addresses (“IP-masking”).

Use of Facebook plug-in (like button)

Our website uses social plug-ins provided by the social network Facebook, 1601 S. California Avenue, Palo Alto, CA 94304, USA. These plugins are identifiable by a Facebook logo or the “like” button on our site. For a full list of all social plug-ins please see <http://developers.facebook.com/docs/plugins/> When you visit a page of our website that contains a plug-in, your browser establishes a direct connection to Facebook servers. This provides Facebook with the information that your IP address has visited our website. If you click on “like” while logged into your Facebook account, you may link content from our pages to your Facebook profile. This allows Facebook to link the visit to our pages to your user account. Please note that, as operator of the pages, we do not obtain any knowledge of the content of any data transmitted or its use through Facebook. For further information please visit Facebook's privacy policy on <http://www.facebook.com/policy.php>.

If you do not wish Facebook to connect your visit to our website with your Facebook user account, please log off Facebook before entering our website.

Integration of Facebook open graphs

Europa-Park offers its users the option to ask for permission to integrate open graphs via Facebook. If a Facebook user opts for this service, his/her data will be used in the “personal recommendations” area on www.europapark.com.

Clicking the Facebook connect button triggers a query which requires the user's permission to connect his/her Facebook account with www.europapark.de. The following data will be

requested from the Facebook account: User's name, date of birth, sex, URL of Facebook profile, and Facebook UserID. Also, your name, category, ObjectID and timestamp of Facebook likes, as well as Facebook interests will be queried. Some of the data (age, sex, Facebook likes and Facebook interests) will be anonymised for the purpose of cross-checking with the interests connected with our products, and will be transmitted to our partner company, Adtelligence GmbH. Adtelligence will store the anonymised data temporarily for the purpose of improving the category suggestions shown on the page.

This allows www.europapark.de to give the user personalised suggestions. On the "personalised recommendations" page of www.europapark.de, suggestions will be shown based on a users interests and preferences.

If the user does not wish to transmit such information to www.europapark.com or a third-party website, he/she can define this in the Facebook settings: I do not want third-party websites to be able to access my information: Facebook: Account - Basic Privacy Settings. For further information please go to [Facebook's Data Policy](#).

Exchange of data

In addition to the types of usage described above, EUROPA-PARK will transmit your data to third parties who are involved in processing your order(s). This means, for example, that if you place an order via our website, your order information will be passed on to partner companies and contractors of EUROPA-PARK, who will process your order and deliver your product. Data will only be transmitted where necessary in order to process your order. We will also transmit personal data to third parties in those cases in which we are legally obligated to do so.

EUROPA-PARK's policy prevents it from passing on personal data about the users of our website without their special permission to do so. We do not sell user names or e-mail addresses to other companies who may send you unsolicited advertising or post.

Advertisements by third parties or links to other websites shown on our website may also collect user data if you click on them or follow their instructions. We are unable to control any data collected via advertisements or third-party websites either voluntarily or involuntarily. We recommend consulting the privacy policy of the respective website if you have any doubts with regard to the collection and use of your data.

Delete / deactivate option

EUROPA-PARK's website currently does not permit our users to permanently delete or deactivate their personal data from our database, but we will do so on request. If you would like us to permanently delete or deactivate your personal data from our database, or if you would like your name to be removed from a mailing list, please send an e-mail to our data protection officer:

e-mail: sina.krenz@europapark.de

Deleting data from online applications

Any data transmitted in connection with your online application will be deleted upon rejection of your application or a negative decision, as soon as the application process has ended. This does not apply if you have consented to your data being stored for longer or if any legal provisions prevent deletion.

You have the option of withdrawing your online application at any time. To do so, please send an e-mail to our data protection officer: sina.krenz@europapark.de

Security and encryption

EUROPA-PARK protects customer data by storing them with a password and by protecting servers with firewalls, which use encryption technology against unauthorized access. Data sent to us in connection with the use of this website are transmitted using SSL (secure socket layer) encryption technology.

Links

This website contains links to other websites. Some of these other websites may also use EUROPA-PARK logos and brands and appear to be websites operated by EUROPA-PARK, but are actually operated by independent third parties. This should be stated on the respective website or in the conditions of use or privacy policies. EUROPA-PARK has no control over the content and operation of third-party websites and is not responsible for information contained on such websites. Also, EUROPA-PARK is not responsible for fulfilling orders or providing services ordered via such websites, nor is EUROPA-PARK responsible for the privacy policies of such websites or the data collected there expressly or automatically. If you encounter any difficulties or problems in connection with third-party websites, please contact that third party directly, not EUROPA-PARK.

Data protection guidelines, terms and conditions of use, and terms and conditions of sale

These data protection guidelines apply together with our terms of use and our general terms and conditions. Together, they provide for the terms and conditions of use for this website. We would like to encourage all our users to familiarise themselves with these terms.

Updating the data protection guidelines

EUROPA-PARK may update these data protection guidelines from time to time. Such changes will be shown on the website. If you have any remarks or questions concerning these data protection guidelines or any other guidelines shown on this website, please contact us by e-mail.

Scope of the data protection guidelines

Use of this website is governed by the provisions of these data protection guidelines. If you are not in agreement, please do not use this website. We reserve the right to amend, supplement, or delete parts of the data protection guidelines at any time.

Contact for questions or queries

If you have any questions, comments, complaints or requests for information in connection with our data protection guidelines and the processing of your personal data, please contact our data protection officer in writing at the following address:

Data Protection Officer of

Europa-Park GmbH & Co Mack KG,
EUROPA-PARK GmbH & Co Hotelbetriebe KG,
EUROPA-PARK Freizeit- & Familienpark Mack KG and
EUROPA-PARK GmbH & Co Shopping KG.

Sina Krenz, Data Protection Officer (TÜV)

Europa-Park GmbH & Co Mack KG,
EUROPA-PARK-Str. 2
77977 Rust

e-mail: sina.krenz@europapark.de