



Privacy Policy

1. INTRODUCTION

The operation of our website www.anchor-reeperbahnfestival.com involves the processing of personal data. We confidentially handle these data and process them following the applicable laws, especially the General Data Protection Regulation (GDPR) and Germany's Data Protection Act (BDSG). These data protection regulations are designed to inform you about the personal data we collect from you, what we use them for, the legal basis for the usage, and – where applicable – with whom we share them. These regulations also inform you of your rights regarding the protection of your data.

2. Data controller and data protection officer

The party responsible for data processing is

RBX GmbH ('we')

Neuer Pferdemarkt 1

20359 Hamburg

Germany

Tel.: + 49 (0) 40 43 17 959-17

Email: contact@rbx.music

We have appointed an external data protection officer. You can contact him via email: uwe.nolte@datenschutz-qm.de.

3. Collection and storage of personal data, and the nature and purpose of their use

3.1 When visiting the websites

When you visit our websites, the browser used on your device automatically sends information to the server of our websites. This information is temporarily stored in a so-called 'log file'. The following information is recorded without any action on your part and is stored until it is automatically deleted:

- the IP address of the requesting computer,
- the date and time of access,
- the name and URL of the retrieved file,

- the website from which the access was made (referrer URL), and
- the browser used as well as – if applicable – the operating system of your computer and the name of your access provider.

We process the aforementioned data for the following purposes:

- ensuring a smooth connection to the website,
- ensuring the comfortable use of our website,
- analysing system security and stability, and
- other administrative purposes.

The legal basis for data processing is Art. 6 (1) f GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimisation of its website. The server log files must be recorded for this purpose.

3.2 Contacting us

When you contact us (e.g. via a contact form, email, post, telephone, personal contact, etc.), we store the personal data you provide. We process these data in order to handle your enquiry. We do not pass on these data without your consent. The processing of these personal data is based on your consent (Art. 6 (1) a GDPR). You can revoke this consent at any time. All you need to do is send us an informal email to contact.anchor@reeperbahnfestival.com. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.

We retain the data you provide when you contact us until you request their deletion, until you revoke your consent for their storage, or until the purpose for their storage no longer applies (e.g. after having fulfilled your request). Mandatory statutory provisions – in particular, retention periods – remain unaffected.

3.3 Registration of companions for the Anchor Award Show

RBX GmbH, Neuer Pferdemarkt 1, 20359 Hamburg, Germany, is entitled to send an email invitation for the following event: Anchor Award Show 2025. You can confirm your attendance/non-attendance and the name of one or more companions. To send an email confirmation and to confirm your attendance, it is necessary to approve your email address on the web portal once again. If you confirm your attendance/non-attendance on the web portal, the following information will be protocolled and saved:

If you would like to bring a companion to the Anchor Award Show, you must register this person. To do so, we need a few personal details about them: their surname name, first name, title, and email address. The mandatory information requested during registration must be provided in full; otherwise, we will reject the registration. In the event of important changes,

for example, to the scope of the offer or for technically necessary changes, we will use the email address provided during registration to inform you. We only process the data for our own purposes; they are only passed on to third parties, for example, for planning and admission control.

The processing of the data entered during registration is based on the consent of your companion (Art. 6 (1) a GDPR). You can revoke your consent at any time. All you need to do is send us an informal email (contact.anchor@reeperbahnfestival.com). The legality of the data processing that has already taken place remains unaffected by the cancellation. Statutory retention periods remain unaffected.

3.4 Image, sound, and audiovisual recordings at the event

Both the event organiser and third parties appointed by the event organiser are entitled – in conjunction with the event – to make image, sound, and audiovisual recordings of those attending the event without compensation to the individuals depicted and to use these recordings – or to cause them to be used – in any manner in all known and future media, especially for reporting purposes in all media, including on the Internet, on audio and audiovisual media, as well as for sponsorship acquisition and for any other business activities of the organiser and its affiliates. All rights may also be transferred to third parties for the aforementioned purposes.

By participating in this event, you consent to the corresponding publication of recordings of your person in the above-mentioned media. If you do not wish to be recorded as an individual, please indicate this to the cameraperson or turn away from the camera.

The image and audiovisual recordings serve to safeguard our legitimate interest in public relations and documentation within the meaning of Art. 6 (1) f GDPR. The image and audiovisual recordings are processed for as long as is necessary for the respective purpose of event documentation and public relations work, after which time, they are deleted. You have the right to object to the processing in justified cases (see 7 below).

3.5 Routine deletion and blocking of personal data

We process and store personal data only for the period necessary to achieve the intended purpose or if this processing and storing has been provided for by a legislator in laws or regulations to which the controller is subject. If the purpose of processing the data no longer applies or if a prescribed storage period expires, the personal data are routinely blocked or deleted in accordance with the statutory provisions.



4. Website hosting

This website is hosted by an external service provider (host). The personal data collected on this website are stored on the host's servers. These data may include IP addresses, contact requests, meta and communication data, contract data, contact details, names, website accesses, and other website-generated data. The host is used for the purpose of the secure, fast, and efficient provision of our online services by a professional provider (Art. 6 (1) f GDPR). Our host will only process your data to the extent necessary to fulfil its performance obligations and will follow our instructions with regard to these data. In order to ensure data protection-compliant processing, we have entered into an order processing contract with our host.

5. SSL and TLS encryption

This site uses SSL or TLS encryption for security reasons, in particular to protect the transmission of confidential content, such as your personal data. You can recognise an encrypted connection by the fact that the address line of the browser changes from 'http://' to 'https://' and by the lock symbol in your browser line. If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

6. Cookies

Cookies are used on our website. Cookies are text files that the provider of a website stores on the computer of the user of the website and that this provider can retrieve when the user calls up the website again. This is done in order to facilitate navigation on the Internet, to facilitate transactions, or to obtain information about user behaviour. Cookies do not cause any damage to your computer and do not contain viruses. Cookies are used to make our website more user-friendly, effective, and secure. Most of the cookies we use are so-called 'session cookies', which are automatically deleted at the end of your visit. Other cookies remain stored on your end device until you delete them. These cookies enable us to recognise your browser on your next visit.

Cookies that are required in order to carry out the electronic communication process or to provide certain functions that you have requested (e.g. the shopping basket function) are stored on the basis of Art. 6 (1) f GDPR. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimised provision of its services.

We currently only use functional cookies on our website.

Insofar as other cookies (e.g. cookies for analysing your surfing behaviour) are stored, these are treated separately in the present privacy policy. You can configure your browser so that you are informed about the setting of cookies and only allow cookies in individual cases; you

can exclude the acceptance of cookies for certain cases or in general; and you can activate the automatic deletion of cookies when closing the browser. The legal basis for this is your consent in accordance with Art. 6 (1) a GDPR. If cookies are deactivated, the functionality of this website may be restricted.

Storage period: With regard to the storage period, a distinction is made between the following types of cookies:

- **Temporary cookies (also called session cookies):** Temporary cookies are deleted at the latest after a user has left an online service and has closed their end device (e.g. browser or mobile application).
- **Permanent Cookies:** Permanent cookies remain stored even after the end device has been closed. For example, the login status can be saved, or favourite content can be displayed directly when the user visits a website again. The user data collected with the help of cookies can also be used to measure reach. If we do not provide users with explicit information on the type or storage duration of cookies (e.g. when obtaining consent), users should assume that cookies are permanent and can be stored for up to two years.

Users can revoke the consent they have given at any time and can object to data processing in accordance with the legal regulations. Among other things, users can restrict the use of cookies in their browser settings (although this may also restrict the functionality of our online services). An objection to the use of cookies for online marketing purposes can also be declared via the websites <https://optout.aboutads.info> and <https://www.youronlinechoices.com/>.

7. DATA SUBJECT RIGHTS

Concerning the aforementioned data processing that we carry out, you have the following rights as a data subject:

7.1 Right of access (ART. 15 GDPR)

You have the right to be informed by us if we process your data. If we process these data, you have the right under Art. 15 GDPR to be informed as to what data we process, and you have the right to additional information as specified in Art. 15 GDPR.

7.2 Rectification (ART. 16 GDPR)

You have the right to obtain from us without undue delay the rectification of inaccurate personal data concerning you and – where applicable – to have incomplete personal data completed, including by providing a supplementary statement.



7.3 Deletion (ART. 17 GDPR)

You have the right to obtain from us the deletion of your data without undue delay, and we have the obligation to delete your data without undue delay if one of the grounds under Art. 17 GDPR applies (e.g. if your data are no longer required for the purpose for which we were using them).

7.4 RESTRICTION OF DATA PROCESSING (ART. 18 GDPR)

You have the right to demand that we restrict the processing of your data provided that one of the criteria specified under Art. 18 GDPR has been met (e.g. if you dispute the accuracy of your data, their processing will be restricted for the period necessary for us to check their accuracy).

7.5 DATA PORTABILITY (ART. 20 GDPR)

Subject to the criteria specified under Art. 20 GDPR, you have the right to be given your data in a structured, commonly used, and machine-readable format.

7.6 OBJECTION (ART. 21 GDPR)

Where we process your data based on Art. 6 Para. 1 f) GDPR in pursuit of our overriding legitimate interests, you have the right subject to Art. 21 GDPR to object provided that your objection is based on grounds relating to your specific situation. Once you have objected, we will no longer process your data unless we demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms or unless this processing is necessary for the establishment, exercise, or defence of legal claims. Regardless as to the aforementioned restrictions and as to whether any special circumstances apply, you have the right to object at any time to the processing of your data for direct marketing purposes.

7.7 RESTRICTION OF AUTOMATED DECISION-MAKING/PROFILING (ART. 22 GDPR)

Decisions that have legal consequences for you or that could have a significant detrimental effect on you must not be based solely on the automated processing of personal data, including profiling. We do not apply any such processing or profiling to your data.

7.8 WITHDRAWAL OF CONSENT (ART. 7 PARA. 3 GDPR)



You have the right to withdraw your previously provided consent for data processing. The withdrawal will take effect from the time you request it (i.e. it will have a future effect but no retroactive effect).

7.9 COMPLAINTS (ART. 77 GDPR)

If you believe that the processing of your data is in breach of the GDPR, you can complain to a supervisory authority. You can submit your complaint to a supervisory authority in the EU member state where you are a resident or habitually work, or to a supervisory authority in the EU member state where the alleged breach took place.

Status: July 2025