Nürburgring 1927 GmbH & Co. KG / Latest update: June 2018

Nürburgring 1927 GmbH & Co.KG is delighted by your visit to our website and your interest in our company and our products and services. Protecting your personal data used during the entire business process is a key issue for us and we want you to feel secure when visiting our web pages. In the following, we will explain what information we at Nürburgring 1927 GmbH & Co.KG capture during your visit to our web pages and how that information will be used. We may process your personal data based on your explicit consent, for the performance of a contract or as necessary for the purposes of our legitimate interests, including for responding to your enquiries and to customize and improve our web offerings, products and services in accordance with your preferences (Art. 6 (1) (a), (b) and (f) GDPR).

Controller

Controller regarding the use of your data is:
Nürburgring 1927 GmbH & Co. KG, Otto-Flimm-Straße, 53520 Nürburg / Eifel, Deutschland, Seat of Company: Otto-Flimm Straße, 53520 Nürburg / Eifel, Deutschland, Representative: Mirco Markfort (Managing Director)
Telephone: +49 (0) 2691 302-0, Fax: +49 (0) 2691 302-9099, E-Mail: info(at)nuerburgring.de

Data Protection Officer:
Dr. Dornbach Consulting GmbH
AntonJordan-Str. 1
56070 Koblenz

Data collection and use for performance of a contract and opening a customer account

We collect personal data provided that you have submitted such data voluntarily in the course of your order, for other contact purposes (e.g. when sending you an e-mail) or when registering for a customer account (for example for our fan article shop, the Green Hell Driving Portal in order to acquire tickets for the Tourist Drives) or within the context of your participation in a prize draw. The type of data we collect is obvious from the data input fields used on our website. We indicate for relevant fields whether the information is voluntary or required to use our services. Insofar as this is necessary for the performance of the concluded contracts, Nürburgring 1927 GmbH & Co. KG is entitled to transmit this data to third parties commissioned with the execution of the contract.

When you register for a customer account we usually collect name, e-mail address and password. In addition, you may provide your address, including billing and delivery address in your customer account. When placing an order, we collect data on the goods you have selected, including the selected size, pricing information, any vouchers you might use, your billing and delivery address, and the selected method of payment and shipping. In connection with the fulfilment of orders we collect in particular information regarding payment, delivery and returns. To receive our newsletter, you must enter your e-mail address; we also collect information regarding your newsletter confirmation and the use of our information services. In connection with our customer services we might collected further information regarding your enquiries you might have, our handling thereof, including any related correspondence.

We use the information provided by you to process your order and to respond to other enquiries. After complete fulfilment of the contract, your data will be stored until expiry of the statutory retention periods under applicable tax and trade laws. Your personal data will only be used for other purposes if you have given your consent to the use of your personal data, if we are authorized or required to use your personal data for regulatory purposes, or if we reserved the right to use your personal data in accordance with applicable laws and as further described below.

If you have created a customer account, we store your data for as long as you maintain your customer account. You may have deleted your customer account at any time; please send us a message to the contacts mentioned hereunder. In the event of deletion of your customer account, we store the relevant data only to the extent necessary to fulfill a contract or to the extent permitted or required by law.

In your customer account, you can administer your contact data and view your current and past orders. Please treat your access data as confidential and do not share your password with any third parties. We are not liable for any abuse of your password, unless caused by us. As long as you do not sign out you will stay logged in on our website. This allows you to use our website and the various functions without having to log in again. If you wish to change your personal information or place an order, you will be asked to enter your password again.

Please close your browser at the end of the session, especially if a third party may have access to your computer. If you become aware of, or if you suspect that a third party has obtained unauthorized access to your access data or uses your account, please change your password without undue delay and inform us by e-mail.
Data transfer to perform a contract

For the performance of our contractual obligations, we will transfer your data to the carrier chosen for delivery. Depending on the payment service provider you have selected during the ordering process, we will also transfer your personal data to such provider to the extent necessary for payment processing. The selected payment service provider may also collect certain data, in particular if you create or have created an account with the relevant provider. In such case, you might have to register or log in with your access data or your account at the payment service provider during the ordering process. We will not have any access to your third-party account or the respective login data. For the processing of the payments the respective terms and conditions of the payment service provider and the privacy policy of the service provider will apply.

Data usage when registering for the e-mail newsletter

If you subscribe to our newsletter, we will use the personal data necessary or separately provided by you to send you our e-mail newsletter as agreed. You may at any time unsubscribe from the newsletter either by sending a message to us or via a dedicated unsubscribe link in the newsletter. Your data will not be passed on to third parties. The sole exception are partner companies responsible for the technical aspects of sending out the newsletter. In these cases, however, the amount of data passed on is limited to the minimum necessary.

Data usage for e-mail advertising without newsletter registration and your right of objection

If we receive your e-mail address in connection with the sale of goods or services and you have not objected to this, we are entitled to regularly offer you similar goods and services, such as the one you purchased by using your e-mail. You can object to this use of your e-mail address at any time in the future by sending a message to us or via the unsubscribe link provided in our e-mail without incurring other than the transmission costs according to the basic rates.

Use of data for postal advertising and your right to object

We are entitled by applicable laws to store your first and last name, postal address and, if applicable, your title and academic degree and use it for our own advertising purposes, in particular for sending offers and information about our goods and services by post. You can object to this use of your data at any time for the future by sending a message to us, without incurring other than the transmission costs according to the basic rates.

Credit check and scoring

We do not perform a credit check ourselves and do not use any own credit scoring. However, credit checks and scoring may be performed by the payment service providers you choose during the ordering process. For the processing of the payments the respective contractual terms of the payment service providers and their data protection terms apply.

Use of cookies

In order to make your visit to our website as attractive as possible and to enable the use of certain functions, we use so-called cookies on various pages. Cookies are small text files that are stored on your device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (“session cookies”). Other cookies remain on your device and allow us to recognize your browser on your next visit. You can choose your browser settings so that you are informed about the setting of cookies and individually decide on their acceptance, or exclude the acceptance of cookies for specific cases or in general. If you do not accept cookies, you may not be able to use certain or all features of our website.

Personal data of children

Since the protection of the private sphere of children is of major importance, we would prefer not to gather, process or use personal data of persons under 16 years of age. Should you as their legal guardian learn that your children have sent their personal data to us, you can get in touch with us via the addresses given in the imprint if you want those data to be deleted.

Link identification data

Our e-mail communication may contain so-called hyperlinks ("links") that include random but unique identification numbers. These identification numbers may be collected and stored by us (or external service providers working for us, such as web analysis service providers) once your computer calls up these links in order to retrieve further information from our servers.
The identification numbers contained in these links will not be linked to your name, address or other personally identifiable information, unless you have given us explicit permission to provide you with information specifically tailored to your interests. We use these links and information on your page requests to track your use of our e-mails and our website and determine and measure the success of certain marketing activities. We use this information to further improve our website and our e-mail newsletters, especially by adapting our information and offers to the individual interests and needs of the users.

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**External service providers**

For certain services related to our website and our e-mail communication we commissioned external service providers (e.g. computer centres). These service providers process data exclusively according to our instructions. They are also bound by these data protection provisions and subject to our control. Under no circumstances may these service providers use data collected or processed on our behalf for their own purposes.

**Use of Google Analytics**

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses so-called "Cookies", which are text files stored on your computer that enable an analysis of your website usage. The information generated by the cookie concerning your usage of this website is generally transferred to a Google server in the USA, where it is stored. In the event that IP anonymization is activated on this website, your IP address will be shortened beforehand by Google within the European Union member states or in other countries in the European Economic Area agreement. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to analyse your website usage in order to compile reports about your website activities and to perform additional services relating to your website and Internet usage for the website operator. The IP address transmitted from your browser for the purpose of Google Analytics is not connected with other Google data. You may prevent the storing of cookies by changing the settings in your browser software; however, please be aware that this may mean that you are unable to use all of this website’s functions to their full extent. Furthermore, you may prevent the collection of the data generated by the cookie referring to your website usage (including your IP address) for Google and the processing of such data by Google, by downloading and installing the browser plug-in available under the following link:

Browser-add-on for deactivating Google Analytics (BETA)
https://tools.google.com/dlpage/gaoptout?hl=de

We would like to point out that the website Google Analytics uses the extension „_gat._anonymizeIp()“ and therefore IP addresses are processed in a shortened version only to avoid a direct connection to any person.
Use of Social Plugins

Our websites feature social plugins of different social networks (e.g. Facebook, Twitter, Youtube, XING or Pinterest). By means of these plugins you can set bookmarks on these websites and share these bookmarks with other participants of the social networks. You can recognise social plugins by the logos that can be found on the websites of the social networks. If you open a website containing these social plugins from our internet offer, a direct connection to the servers of the social networks will be established.

From there, the image of the plugin and the underlying functions are then transmitted directly to your browser. Your browser will integrate these into the representation of our website. If, at that moment, you are logged in to the social network using your user name and password, the information that you are visiting our website will be transferred to the social network and this information can be assigned to your user account. If you are interacting with the social plugins, i.e. if you share one of our websites or if you use the Facebook "Like" or "Share", the Pinterest "Pin-it" or the Twitter "Tweet This" functions, for instance, the contents of our websites will be linked to your profile in the social network. If you are not a member of the social network or if you logged out with the providers before visiting our shop, it may nevertheless be possible that at least your IP address is transmitted and stored with the providers.

We would like to point out that other data privacy and liability regulations shall be applicable to these linked websites of third party providers. The storage and use of data by the site operator occurring when using these linked sites may exceed the extent of the present data privacy statement. The processing on the connected social networks, the storage durations, as well as the purpose shall exclusively be determined by these providers. Please find further information about the used social plugins and the data privacy statements of these providers by using the following links:

Facebook Like / Share
Operator of the social network Facebook Inc., 1601 South California Avenue, Palo Alto, California 94304, USA
Data privacy statement Facebook

Google+ button
Operator of the social network Google Inc., 1600 Amphitheatre Parkway Mountain View, California 94043, USA
Data privacy statement Google+

Twitter Tweet button
Operator of the social network Twitter Inc., 795 Folsom St., Suite 600, San Francisco, California 94107, USA
Data privacy statement Twitter

Instagram social plugin
Operator of the social network Instagram Inc., 1601 Willow Road, Menlo Park, California 94025, USA
Data privacy statement Instagram

YouTube social plugin
Operator of the social network YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA
Data privacy statement YouTube

Pin-it button
Operator of the social network Pinterest Inc., 635 High Street, Palo Alto, California 94301, USA
Data privacy statement Pinterest

XING Social Plug-In
Operator of the social network XING SE, Dammtorstraße 30, 20354 Hamburg, Deutschland
Data privacy statement XING
Storage of access data in server log files

You can visit our websites without giving any personal information. We only store access data in so-called server log files, such as the name of the requested file, the date and time of the retrieval, the amount of data transferred and the requesting provider. Such data is evaluated solely to ensure trouble-free operation of the site and to improve our offer; it does not allow us to establish any connections with you or your customer account.

Data security

We use encryption for the transfer of any data through our website. This applies to your order and to the customer login. We use so-called SSL connections (Secure Socket Layer). We protect our website and our other systems and personal data by appropriate technical and organizational measures, in particular against loss, destruction, unauthorized access, modification or disclosure to third parties.

Right to information, our contact details

You have the right to free information on the data stored about you as well as a right to have corrected, blocked or deleted this data. For questions about the collection, processing or use of your personal data, information, correction, blocking or deletion of data and withdrawal of any granted consent or objection to a particular use of your data, please get in contact with our data protection officer:

Telephone: +49 (0) 2691 302-0, Fax: +49 (0) 2691 302-9099, E-Mail: datenschut(at)nuerburgring.de

You have the right to lodge a complaint with the competent data protection authority. The data protection authority responsible for us is Landesbeauftrage für den Datenschutz und die Informationsfreiheit Rheinland-Pfalz, Hintere Bleiche 34, 55116 Mainz; for further information please see on the Internet at www.datenschutz.rlp.de.

Availability

You can view this privacy policy at nuerburgring.de. You can also save or print this privacy policy by using the features of your browser. You can also download and archive this document in PDF format by clicking here. To open the PDF file you need the free program Adobe Reader (at https://www.adobe.com or https://get.adobe.com/reader) or a comparable program that supports the PDF format.

Changes

We reserve the right to change this privacy policy from time to time or to adapt it to legal requirements and therefore kindly ask you to check the current privacy policy each time you visit our website.