

## **“Home of the Yellow Wall” Sweepstakes Privacy Policy**

Effective Date: June 3<sup>rd</sup> 2025

This Privacy Policy explains how Borussia Dortmund GmbH & Co. KGaA (“BVB,” “we,” “us,” or “our”) collects, uses, and discloses personal data we collect about you in connection with your participation in the “Home of the Yellow Wall” Sweepstakes (the “Sweepstakes”), including when you visit [www.bvb.de/us-sweepstakes](http://www.bvb.de/us-sweepstakes), [www.bvb.de](http://www.bvb.de), and related websites (the “Sites”), and/or create a BVB account. This Privacy Policy also explains our data practices with respect to your continued use of your BVB account.

We encourage you to review this Privacy Policy as well as our [Data Protection Policy](#) for more information on our data practices. Please reach out to us using the contact methods at the end of the Privacy Policy if you have any questions.

This Privacy Policy does not apply to personal data we may collect in other contexts, or to third-party websites, products, or services, even if they may link to the Sites or vice versa. We recommend that you review the privacy practices of those third parties before accessing third party websites and sharing any personal data.

If you are a visually-impaired customer, a customer who has another disability or a customer who seeks support in other language, you may access this Privacy Policy and any of the rights described below by emailing us at [datenschutz@bvb.de](mailto:datenschutz@bvb.de).

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### **1. Personal Data We Collect**

As used in this Privacy Policy, “personal data” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with an identifiable individual. Personal data includes “personal information” as that term is defined in applicable privacy laws. Personal data does not include “aggregate” or other non-personally identifiable information. Aggregate information is information that we collect about a group or category of products, service, or users that is not personally identifiable or from which individual identities are removed. We may collect the following personal data about you in connection with your participation in the Sweepstakes:

#### **a. Personal data you provide us.**

To participate in the Sweepstakes, you will need to create a BVB account with us if you have not done so already. To create an account with us, we will ask you to provide your first and last name, email address, and date of birth. To register for the Sweepstakes, we will ask you to provide your first and last name, email address, date of birth, nationality, and city.

#### **b. Personal data collected automatically.**

When you visit the Sites to participate in the Sweepstakes, we may automatically collect:

- **Browser and device data**, including IP address, geolocation data, device identifier, device type, operating system and Internet browser type, screen resolution, operating system name and version, device manufacturer and model, language, plug-ins, add-ons, and the language version of the Sites you are visiting; and
- **Usage data**, such as browsing history, time spent on the Sites, pages visited, links clicked, language preferences, patterns of use, and the pages that led or referred you to the Sites. We may also collect information about your online activities on the Sites over time and across third-party websites, devices, apps, and other online features and services.

Please review **Cookies and Other Tracking Technologies** below for more information about our use of these technologies.

### **2. Use of Personal Data**

We may use the personal data we collect in connection with your participation in the Sweepstakes for the following purposes:

- Provide the Sweepstakes and associated prize
- Determine your eligibility to enter the Sweepstakes, including by performing identity or age verification to the extent required under applicable law
- Communicate with you about the Sweepstakes and our other products and services
- Contact you and provide information
- Provide customer service and support
- Provide and maintain our websites, products, and services
- Provide our newsletter (if you opt in to receive it)
- Market our products and services, including through targeted advertising
- Internal business purposes, including general business administration
- Internal analytics
- Customer claims, fraud investigation and prevention, safety, and systems and data security
- Audit, compliance, legal, policy, procedure, and regulatory obligations
- Contact you regarding changes to our services and/or any of our policies
- For purposes disclosed at the time you provide your information or as otherwise authorized by law

### **3. Disclosure of Personal Data**

We may disclose personal data to the following categories of third parties:

- **Our affiliates and subsidiaries.** We may disclose personal data to our affiliates and/or subsidiaries to provide the Sweepstakes, our products and services, and for internal business purposes.
- **Service providers.** We may disclose personal data to our service providers to provide services on our behalf, including analytics, hosting, marketing, customer and technical support, and other services.
- **Third-party platform advertising.** We may share your information with third-party platform providers, including advertising, social media, and analytics companies, who assist us in serving advertising. We may also disclose your information to marketing partners if you opt in to receive additional information, including marketing and promotional materials, from such parties.
- **Compliance and harm prevention.** Under certain circumstances, we may be required to disclose your personal data if required to do so by law or in response to valid requests by public authorities.
- **Business transfers and transactions.** If we are involved in a merger, acquisition, asset sale, or other corporate combination, your personal data may be transferred to the acquiring or surviving entity.

### **4. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to track the activity on the Sites and we hold certain information. Cookies are files with a small amount of data which may include unique identifier, and are sent to your browser from a website and stored on your device. We also use other tracking technologies, such as beacons, tags and scripts to collect and track information and to improve and analyze our Sites.

#### **a. Cookies**

Cookies on the Sites generally fall into the following categories:

- **Strictly necessary cookies:** These are required for the operation of the Sites. They include, for example, cookies that enable you to log into secure areas. These cookies are session cookies which are erased when you close your browser.

- **Performance cookies:** These allow us to recognize and count the number of users of the Sites and see how such users navigate through the Sites. This helps improve how the Sites work, for example, by ensuring that users can find what they are looking for easily. These cookies are session cookies which are erased when you close your browser.
- **Functional cookies:** These improve the functional performance of the Sites and make it easier for you to use. For example, cookies are used to remember that you have previously visited the Sites and asked to remain logged into it. These cookies are session cookies which are erased when you close your browser.
- **Advertising/Targeting cookies.** We utilize cookies or similar tracking technologies to collect information about your interactions with our Sites. We may also use cookies to deliver content, including ads, relevant to your interests.

You can modify your browser settings to decline or accept certain cookies. However, if you decline certain cookies, some of our features may not function as designed. You may also use the preference options that appear in the cookie banner on our Sites to modify the use of certain cookies.

#### **b. Analytics Information**

We may use Google Analytics or other service providers for analytics services. These analytics services may use cookies to help us analyze how users use the Sites. Information generated by these services (e.g., your IP address and other usage information) may be transmitted to and stored by Google Analytics and other service providers on servers in the U.S. (or elsewhere) and these service providers may use this information for purposes such as evaluating your use of the Sites, compiling statistic reports on the Sites's activity, and providing other services relating to Sites activity and other Internet usage. You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on.

#### **c. Third-Party Ad Networks**

Certain companies may participate in the Digital Advertising Alliance ("DAA") AdChoices Program and may display an Advertising Option Icon for Interest-based Ads that links to an opt-out tool which allows you to exercise certain choices regarding targeting. You can learn more about the DAA AdChoices Program at <http://www.youradchoices.com/> and its opt-out program for mobile apps at <http://www.aboutads.info/appchoices>.

In addition, certain advertising networks and exchanges may participate in the Network Advertising Initiative ("NAI"). NAI has developed a tool that allows consumers to opt out of certain Interest-based Ads delivered by NAI members' ad networks. To learn more about opting out of such targeted advertising or to use the NAI tool, see <http://www.networkadvertising.org/choices/>. Please be aware that, even if you are able to opt out of certain kinds of Interest-based Ads, you will continue to receive non-targeted ads. Opting out of one or more NAI or DAA members only means that those selected members should no longer under the DAA / NAI rules deliver certain targeted ads to you. This will affect this and other services, but does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks). If your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different device or web browser(s), or use a non-browser-based method of access (e.g., mobile app), your NAI /DAA browser-based opt-out may not, or may no longer, be effective. Mobile device opt-outs will not affect browser-based Interest-based Ads even on the same device, and you must opt-out separately for each device. We are not responsible for the effectiveness of, or compliance with, any third-parties' opt-out options or programs or the accuracy of their statements regarding their programs.

## **5. Children's Data**

You must be at least 18 years of age to participate in the Sweepstakes. We do not knowingly collect any personal data from individuals under the age of 18. If you think that your child provided us personal data, please email [datenschutz@bvb.de](mailto:datenschutz@bvb.de), and we will do our best efforts to promptly remove such information from our records.

## **6. Data Security and Retention**

The security of your personal data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. We maintain appropriate technical, administrative, and physical safeguards to help protect the security of your personal data against unauthorized access, destruction, loss, alteration, disclosure or misuse, but we cannot guarantee its absolute security. We encourage you to secure your account with a strong password and to keep your password private.

We will retain your personal data for as long as necessary for the purposes outlined in this Privacy Policy. This information will be used and retained to the extent necessary to comply with any legal obligations or policies, to resolve disputes, and/or enforce legal agreements. Personal data may also be retained for internal analytic purposes. This information is retained for a shorter period of time, unless it used to enhance security features or improve the functionality of our Sites. Our determination of precise retention periods will be based on (i) the length of time we have an ongoing relationship with you (such as whether you are a current employee or contractor) (ii) whether there is a legal obligation to which we are subject; and (iii) whether retention is advisable in light of our legal position, including regard to applicable statutes of limitations, litigation or regulatory investigations.

## **7. Transfers of Personal Data**

Your personal data may be transferred to – and maintained on – computers located outside of your state or country where the data protection laws may differ from those of your jurisdiction. If you are located outside of the Germany and choose to provide information to us, please note that we transfer personal data to Germany and process it there. For such transfers, we take the necessary measures to ensure that your personal data receives an adequate level of protection.

## **8. Your Privacy Choices & Rights**

You may have certain choices and rights regarding our collection, use, and disclosure of your personal data, based on your location or place of residency.

### **a. Opting out of promotional electronic communications from us.**

We may use your personal data to send you updates regarding the Sweepstakes. You may also opt in to receive marketing communications, including our Newsletter. If you no longer wish to receive promotional email communications from us, you may opt out by emailing [datenschutz@bvb.de](mailto:datenschutz@bvb.de). We will comply with your request as soon as reasonably practicable. Please note that if you opt out of receiving promotional emails from us, we may still send you important administrative messages that are required to provide you with the Services or for other reasons disclosed in this Policy.

### **b. Deleting your account.**

You can delete your BVB account through your account settings or by emailing [datenschutz@bvb.de](mailto:datenschutz@bvb.de).

We may retain your personal data even after you have deleted your account if reasonably necessary to comply with our legal obligations, resolve disputes, maintain security, detect and prevent fraud and abuse, enforce our Terms of Service, or fulfill your request to "unsubscribe" from further messages from us. We may also retain aggregate, de-identified, or anonymized data about you.

**c. Rights available in certain states.**

Certain U.S. jurisdictions provide residents with certain rights with respect to their personal data. These rights are subject to the specific laws of that jurisdiction and that certain other rights might apply. Please review our **California Privacy Notice**; **Nevada Privacy Notice**; and Nebraska and Texas Privacy Notice **Privacy Notice for Residents of Other U.S. States** below for more information on rights and terms specific to your location or place of residence.

**d. Exercising your privacy rights.**

Individuals in the above-referenced jurisdictions can use the following information to exercise your rights. Please note that any request you submit to us is subject certain exceptions under applicable law, identification and residency verification process as permitted under applicable law, and certain other procedural requirements that may be noted in the sections below.

Additionally, you may designate an authorized agent to submit a request on your behalf, and if so, we may require proof of the agent's authorization by you and/or verification of the agent's own identity. Generally, a rights request must include sufficient information that allows us to reasonably verify you are the person about whom we collected personal data or an authorized representative, which must include, at a minimum, your first and last name and email address.

Depending on applicable law, you may be limited in how many verifiable or authenticated consumer request you make within a twelve (12) month period. We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, manifestly unfounded, or in accordance with applicable law. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request. To exercise any of the rights applicable to you that are described in this Privacy Policy, please send your request(s) by emailing us at [datenschutz@bvb.de](mailto:datenschutz@bvb.de) or call by phone at +492 31 - 90 20 0.

We will respond to your request within forty-five (45) days after receipt and we reserve the right to extend the response time by an additional forty-five (45) days when reasonably necessary and provided consumer notification of the extension is made within the first forty-five (45) days. As described below, in some jurisdictions, an authorized agent may submit a request to exercise your rights on your behalf.

**9. California Privacy Notice**

This California Privacy Notice supplements the information contained in the rest of our Privacy Policy and is intended to comply with the California Consumer Privacy Act of 2018 ("CCPA"). Any capitalized term used and not otherwise defined below has the meaning assigned to it in our Privacy Policy. For the purposes of this California Privacy Notice, except where a different definition is noted, "personal data" means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California resident or household. Personal data does not include publicly available information, information that has been de-identified or aggregated, or other information subject to certain federal and state regulation.

If you are a visually-impaired customer, a customer who has another disability or a customer who seeks support in another language, you may access this California Privacy Notice by emailing us at [datenschutz@bvb.de](mailto:datenschutz@bvb.de)

**a. Personal data we collect.**

We have collected the following categories of personal data from consumers within the last twelve (12) months:

- Identifiers (first and last name, email address, and date of birth)
- Internet or other electronic network activity information
- Commercial information (e.g., that you have participated in the Sweepstakes)
- Geolocation data
- Inferences derived from any of the above information

We do not collect sensitive personal data.

**b. Use of personal data.**

We may use or disclose the personal data we collect in connection with your participation in the Sweepstakes for one or more of the following purposes:

- Provide the Sweepstakes and associated prize
- Determine your eligibility to enter the Sweepstakes, including by performing identity or age verification to the extent required under applicable law
- Communicate with you about the Sweepstakes and our other products and services
- Contact you and provide information
- Provide customer service and support
- Provide and maintain our websites, products, and services
- Contact you regarding changes to our services and/or any of our policies
- Provide our newsletter (if you opt in to receive it)
- Market our products and services, including through targeted advertising
- Internal business purposes, including general business administration
- Internal analytics
- Customer claims, fraud investigation and prevention, safety, and systems and data security
- Audit, compliance, legal, policy, procedure, and regulatory obligations
- For purposes disclosed at the time you provide your information or as otherwise authorized by law

**c. Disclosure of personal data.**

We limit our disclosure of the categories of personal data above to our service providers for one or more business purposes. “Business purposes” means the reasonably necessary and proportionate use of personal data for our operational purposes, other purposes described in this Privacy Policy, for the operational purposes of our service providers and contractors, as well as other purposes compatible with the context in which the personal data was collected.

We may “sell” and/or “share” personal data with third party advertising networks and platforms for purposes of providing targeted behavioral advertising on those platforms. In the last 12 months (from the last updated date listed at the top of this Privacy Policy), we have “sold” or “shared” the following categories of personal data:

- Identifiers
- Internet or other electronic network activity information
- Commercial information
- Geolocation data
- Inferences derived from any of the above information

**d. Retention of personal data.**

Your personal data will be retained by us for as long as necessary for the purposes outlined in this Privacy Policy. This information will be used and retained to the extent necessary to comply with any

legal obligations or policies, to resolve disputes, and/or enforce legal agreements. Personal data may also be retained for internal analytic purposes. This information is retained for a shorter period of time, unless it used to enhance security features or improve the functionality of our Services. Our determination of precise retention periods will be based on (1) the length of time we have an ongoing relationship with you; (2) whether there is a legal obligation to which we are subject; and (3) whether retention is advisable in light of our legal position, including regard to applicable statutes of limitations, litigation or regulatory investigations.

**e. Your privacy rights.**

The CCPA provides California residents with specific rights regarding their personal data. If you are a California resident, you may have the following rights under applicable California law:

- **Right to know and access.** You have the right to know what personal data we collect, use, disclose, and sell and/or share, as those terms are defined under applicable law. You may ask us to provide you a portable copy of this information up to two times in a rolling twelve-month period.
- **Right to delete and erase.** You have the right to request under certain circumstances that we, as well as our service providers and contractors, delete the personal data that we collect about you.
- **Right to correct inaccurate personal data.** You have the right to request the correction of inaccurate personal data.
- **Right to opt out of sale and/or sharing.** You have the right to opt out of the sale and/or sharing of your personal data.
- **Right to limit use and disclosure.** You have the right to limit the use or disclosure of your sensitive personal data to only the uses necessary for us to provide goods or services to you. As noted above, we do not collect sensitive personal data.
- **Sharing with third parties for their own direct marketing purposes.** California Civil Code Section 1798.83 (“Shine the Light” Law) permits California residents who have supplied personal data, as defined in the statute, to us to, under certain circumstances, request information regarding third parties to whom we have disclosed certain categories of personal data during the preceding year for the third parties’ direct marketing purposes and to opt-out on a going forward basis of any such disclosure. We do not currently disclose personal data for these purposes. However, you may send any inquiries or questions regarding this policy to us using the contact information provided below.
- **Right to non-discrimination.** You have the right not to receive discriminatory treatment for the exercise of the privacy rights described above.

You may exercise any of the rights described above by following the instructions in **Your Privacy Rights and Choices**.

**f. Notice of right to opt-out of sale/sharing.**

California residents may opt out of the “sale” or “sharing” of their personal data. As noted above, we may “sell” and/or “share” personal data with third party advertising networks and platforms for purposes of providing targeted behavioral advertising on those platforms. You may exercise your right to opt out of sale/sharing by following the instructions in **Your Privacy Rights and Choices**.

As noted above, we do not knowingly sell or share the personal data of individuals under 18 years of age. If you are a parent or guardian and you believe that your child has provided us with information without your consent, please contact us by email at [datenschutz@bvb.de](mailto:datenschutz@bvb.de). You may opt out of the sale/sharing of personal data via cookies and other tracking technologies by using the preference options that appear in the cookie banner on our Sites.

## **10. Nevada Privacy Notice**

We do not “sell” personal data as that term is defined under Nevada law. Nevertheless, Nevada residents have the right to opt out of any future sale of their personal data under Nevada SB 220. If you are a Nevada resident and would like to make such a request, please follow the instructions in **Your Privacy Rights and Choices**. You must include your full name, email address, and postal address in your email or mail request so that we can verify your Nevada residence and respond. In the event we sell your personal data after the receipt of your request, we will make reasonable efforts to comply with such request.

## **11. Nebraska and Texas Privacy Notice**

This Notice contains additional information for residents of Nebraska and Texas about personal data that we collect, how we use it, what sources it is derived from, and who we disclose it to, and provides information regarding your rights, and our responsibilities, under applicable laws and regulations. The provisions contained within this section, in addition to the disclosures throughout the rest of this Privacy Policy, are intended to provide notices in compliance with the Nebraska Data Privacy Act (“NDPA”) and the Texas Data Privacy and Security Act (“TDPSA”).

### **a. Our personal data practices.**

The NDPA and TDPSA provide rights to residents of Nebraska and Texas, respectively, to receive certain disclosures and access regarding collection, use, sale, and sharing of personal data. More detail about what kinds of personal data we may collect or have collected, how we collect it, why we collect it, and who we may disclose it to is found in the **Collection of Personal Data; Use of Personal Data; and Disclosure of Personal Data** sections of this Privacy Policy. As noted above, we do not collect sensitive personal data. Also as noted above, we may “sell” and/or “share” personal data with third party advertising networks and platforms for purposes of providing targeted behavioral advertising on those platforms.

### **b. Your privacy rights.**

Nebraska and Texas residents have the following rights under applicable law in relation to personal data we collect, subject to certain exceptions:

- **Right to know and access.** You have the right to know what personal data we collect, use, disclose, and/or sell or share as those terms are defined under applicable law. You may ask us to provide you a portable copy of this information up to two times in a rolling twelve-month period.
- **Right to delete and erase.** You have the right to request under certain circumstances that we, as well as our service providers and contractors, delete the personal data that we collect.
- **Right to correct inaccurate personal data.** You have the right to request the correction of inaccurate personal data.
- **Right to non-discrimination.** You have the right not to receive discriminatory treatment for the exercise of the privacy rights described above.
- **Right to opt out.** You have the right to opt-out of targeted advertising, our sale of your personal data, and profiling decisions that could produce legal or similarly significant effects.
- **Rights concerning sensitive personal data.** We cannot process your sensitive data or your sensitive data inferences, or use your personal data for certain purposes without your affirmative consent. As noted above, we do not collect sensitive personal data.

You may exercise any of the rights described in this section by following the instructions above in **Your Privacy Rights and Choices**. You may opt out of targeted advertising by using the preference options that appear in the cookie banner on our Sites.

**c. How to appeal decisions about your rights.**

Nebraska and Texas residents can appeal our decisions concerning privacy rights requests, as follows:

- **Nebraska residents.** If you are a Nebraska resident and want to appeal our decision about a request that you have made, please **Contact Us** using the information below. Within sixty (60) days of receipt of an appeal, we will inform you in writing of any action taken or not taken, including an explanation of our reasons in reaching the decision. If the appeal is denied, you may contact Nebraska's Office of the Attorney General by phone at (402) 471-2683 or by submitting a form [here](#).
- **Texas residents.** If you are a Texas resident and want to appeal our decision about a request that you have made, please **Contact Us** using the information below. Within sixty (60) days of receipt of an appeal, we will inform you in writing of any action taken or not taken, including an explanation of our reasons in reaching the decision. If the appeal is denied, you may contact Texas' Office of the Attorney General by phone at (800) 621-0508 or by submitting a form [here](#).

**12. Updates to this Privacy Policy**

We may update this Privacy Policy from time to time. We will let you know of any material changes via email and/or a prominent notice on our Sites, prior to the changes becoming effective, and update "effective date" at the top of this Privacy Policy. Changes to this Privacy Policy are effective when they are posted on this page.

**13. Contact Us**

If you have questions or concerns regarding this Privacy Policy, please email us at [datenschutz@bvb.de](mailto:datenschutz@bvb.de).