

Use of our mobile app

§ 1 Information about the processing of personal data

(1) Below, we provide information about the processing of personal data when using our mobile app. Personal data is any data that can be related to you personally, e.g., name, address, email addresses, user behavior. In doing so, we wish to inform you about our processing operations and at the same time comply with our legal obligations, in particular those arising from the EU General Data Protection Regulation (GDPR).

(2) The controller pursuant to Art. 4 (7) GDPR is [Primo Me UG (haftungsbeschränkung), Franz-von-Defregger-Str.45, 85586 Poing, sascha.kallensee@primo-me.com] (see our legal notice). You can contact our data protection officer at [sascha.kallensee@primo-me.com].

(3) If we use contracted service providers for individual functions of our offer or wish to use your data for advertising purposes, we will always select and monitor these service providers carefully and inform you in detail about the respective processes below. We will also specify the criteria for the storage period. If our service providers or partners are based in a country outside the European Economic Area (EEA), we will inform you of the consequences in the description of the service.

(4) Individual content within the app (e.g., locations, events, or other information) is obtained from publicly available sources or via technical interfaces from third-party providers. Only publicly available information is processed. Personal data is not collected without a legal basis. This content is for informational and planning purposes only.

§ 2 Your rights

(1) You have the following rights vis-à-vis a controller with regard to personal data concerning you:

- Right to information
- Right to rectification or erasure
- Right to restriction of processing
- Right to object to processing
- Right to data portability
- Right to object to advertising and withdraw consent.

(2) You also have the right to complain to a data protection supervisory authority about our processing of your personal data.

§ 3 Processing of personal data when using our mobile app

(1) When you download the mobile app, the necessary information is transferred to the app store, in particular your username, email address, and customer number for your account, the time of download, payment information, and the individual device identification number. In addition, the app store independently collects various data and provides you with analysis results. We have no influence on this data processing and are not responsible for it. We only

process the data to the extent necessary for downloading the mobile app to your mobile device.

(2) When you use the mobile app, we process the personal data described below to enable convenient use of the functions. If you wish to use our mobile app, we process the following data, which is technically necessary for us to offer you the functions of our mobile app and to ensure stability and security, meaning that we must process it. The legal basis is Art. 6 (1) (f) GDPR:

- IP address
- Date and time of the request
- Time zone difference to Greenwich Mean Time (GMT)
- Content of the request (page visited)
- Access status/HTTP status code
- Amount of data transferred in each case
- Previously visited page
- Browser
- Operating system
- Language and version of the browser software.

(3) The app uses automated systems to generate recommendations (e.g., travel or experience suggestions). These recommendations are non-binding and do not constitute automated decision-making with legal effect within the meaning of Art. 22 GDPR. (4) In order to provide the app's services, we also require [your device identifier, unique terminal number (IMEI = International Mobile Equipment Identity), unique network subscriber number (IMSI = International Mobile Subscriber Identity), mobile phone number (MSISDN), MAC address for Wi-Fi use, name of your mobile device, email address]. In addition, location data is only processed when the app is actively used in order to display location-based content and recommendations. There is no permanent location tracking in the background. Processing takes place exclusively with the prior consent of the users and can be deactivated at any time.

§ 4 Processing of data from your devices (so-called “cookie policy”) (1) In addition to the aforementioned data, when you use our mobile app, technical tools for various functions are used that may be stored on your device. The technical tools are primarily cookies, but may also include other means such as AdvertisingID or Authentication Cache. When you open our mobile app and at any time thereafter, you have the option of generally allowing the use of individual or all voluntary additional functions. You can make changes in the settings of the mobile app or via our Consent Manager. Below, we first describe the technical functions (2) before going into more detail about your individual options by describing technically necessary functions (3) and functions that you can voluntarily select or deselect (4). The functions we use, which you can select and revoke individually via the consent manager, are described below.

(2) We use technical functions to provide you with additional services, mainly cookies. Cookies are text files or information in a database that are stored on your hard drive and assigned to the browser you are using, so that certain information can be sent to the entity that sets the cookie. Cookies cannot execute programs or transfer viruses to your computer, but are primarily used to make the website faster and more user-friendly and to recognize you when you visit again later. You can view the cookies that have been set and their duration at any time in the settings of your mobile app and delete the cookies manually. This mobile app uses the

following types of cookies: –Transient cookies, in particular session cookies, are automatically deleted when you close your browser or log out. They contain a so-called session ID and allow various requests from your browser to be assigned to the shared session. –Persistent cookies are automatically deleted after a specified period, which varies depending on the cookie. – Other technologies are not based on cookies, but on similar technical mechanisms, such as an analysis of your browser settings, AdvertisingID, authentication cache, or HTML objects.

(3) Mandatory functions that are technically necessary for the mobile app to function: The technical structure of the mobile app requires us to use technologies, in particular cookies. Without these technologies, our mobile app cannot be displayed (completely correctly) or the support functions cannot be enabled. These are generally transient cookies that are deleted at the end of the usage process. You cannot deselect these cookies if you want to use our app. The legal basis for this processing is Art. 6 (1) (f) GDPR.

(4) Optional functions: We only use various cookies or other technologies with your consent, which you can select via the consent manager. The functions are only activated if you give your consent and can be used in particular to enable us to analyze and improve visits to our mobile app, to make it easier for you to use it via different browsers or end devices, to recognize you when you visit, or to display advertising (including, where applicable, to tailor advertising to your interests, to measure the effectiveness of ads, or to display interest-based advertising). The legal basis for this processing is Art. 6 (1) (a) GDPR. You can withdraw your consent at any time without affecting the lawfulness of the processing until withdrawal.

(5) In iOS, you have various options for largely restricting advertising and tracking. Tracking is generally carried out via the so-called “Advertising Identifier” (IDFA). This is a unique, but non-personalized and non-permanent identification number for a specific device, which is provided by iOS. The data collected via the IDFA is not linked to other device-related information. We use the IDFA to provide you with personalized advertising and to evaluate your use. If you go to “Privacy & Security” in the iOS settings, you can largely deactivate advertising evaluation under “Tracking.” If you enable the “Allow Apps to Request Tracking” feature, our app will ask you when you first use it whether you agree to advertising measures, and you can enable or disable advertising. In addition, you can select the “Apple Advertising” option in the “Privacy & Security” option and disable “personalized advertising.” In the “Analysis & Improvements” option, you can also disable the “Share iPhone Analysis” and “Improve Siri & Dictation” features, which will prevent statistical information about your use of iOS from being transmitted to Apple.

§ 5 Objection or revocation of the processing of your data

(1) If you have given your consent to the processing of your data, you can revoke this consent at any time. Such revocation affects the permissibility of the processing of your personal data after you have notified us of your revocation. The permissibility of the processing of your data up to the point of your revocation remains unaffected.

(2) Insofar as we base the processing of your personal data on the balancing of interests, you can object to the processing. This is the case if the processing is not necessary in particular for the fulfillment of a contract with you, which is presented by us in the following description of the functions. When exercising such an objection, we ask you to explain the reasons why we

should not process your personal data as we have done. We will then review the situation and either adjust or discontinue the data processing or explain to you our compelling legitimate grounds for continuing the processing.

(3) You can, of course, object to the processing of your personal data for advertising and data analysis purposes at any time. The best way to exercise your right to object to advertising is to contact us using the contact details provided above.

§ 6 U.S. Privacy Rights

This section applies to users residing in the United States, in particular residents of the State of California. Under applicable U.S. privacy laws, including the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), users have the right to request information about the personal data we collect, use, disclose, or store, as well as the right to request deletion of their personal data, subject to legal limitations. We do not sell or share personal data for cross-context behavioral advertising within the meaning of the CCPA/CPRA. Users may exercise their rights by contacting us using the contact information provided in this privacy policy. Requests will be processed in accordance with applicable legal requirements. We will not discriminate against users for exercising their privacy rights.