

Privacy Policy Facebook / Instagram

1. General Data Protection Information

We have a presence on various social media platforms, which you can reach by clicking on the respective buttons on our website or by visiting the pages directly through the respective social media providers. If you visit our pages on one of these platforms, your personal data is almost always transmitted to the provider of the social network. Personal data is data with which you can be personally identified. The following information provides you with the details about the collection and processing of data, the purpose of data collection, and your rights as a data subject.

We also operate our own company website(s) on the Internet. You can be directed to this page(s) from our presences on the various social media platforms via a link. All information on data protection for our website(s) can be found at <https://www.inselhuepfen.com/en/data-privacy>.

If you contact us by e-mail, telephone, or fax, your enquiry including all resulting personal data (name, enquiry) will be stored by us for the purposes of processing your request. We would like to point out that data transmission on the Internet (e.g., communication by e-mail) can have security gaps. Complete protection of data against access by third parties is not possible. We do not pass on this data without your consent. The processing of this data is based on Article 6 (1)(b) of the GDPR (General Data Protection Regulation), providing that your request is related to the fulfilment of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on your consent (Article 6(1)(a) of the GDPR) and/or our legitimate interests (Article 6(1)(f) of the GDPR) as we have a legitimate interest in effectively handling the enquiries directed to us.

The data that you send to us via contact requests will remain with us until you request us to delete it, revoke your consent for us to store it or the purpose for our storing the data no longer applies (e.g., after we have completed processing your request.) Mandatory legal provisions – in particular statutory retention periods – remain unaffected.

We would like to point out that user data may also be transmitted to a server in a third country and thus may be processed outside of the European Union. It is possible that in addition to the storage of the specific data entered by you in this social medium, further information will also be processed by the provider of the social network.

Retention period

The data collected directly by us via social media will be deleted from our systems as soon as the purpose for storing it no longer applies, you request us to delete it, revoke your consent to us storing it, or the purpose for storing it no longer applies. Stored cookies remain on your device until you delete them. Mandatory legal provisions and statutory retention periods remain unaffected.

We have no influence on the duration of the storage of your data which is stored by the operators of the social networks for their own purposes. For details, please contact the operators of the social networks directly. Information on this can be found in the privacy policies of the providers; the links can be found in our respective privacy information.

Revocation of your consent to data processing

Many data processing operations are only possible with your express consent. You can revoke your consent at any time. To do so, a simple notification via e-mail to us is sufficient. If it concerns the data collected by a social network as a separate data controller, you can directly contact the respective social network. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

Right to lodge a complaint with the relevant supervisory authority

In the event of violations of data protection law, the person concerned has the right to lodge a complaint with the responsible supervisory authority. The responsible supervisory authority for data protection issues is the state data protection commissioner of the federal state in which our company is based. A list of data protection officers and their contact details can be found at the following link: https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html (German) or <https://www.bfdi.bund.de/EN/Service/Anschriften/Laender/Laender-node.html> (English).

Right to access, restriction, and erasure

In accordance with applicable legal provisions, you have the right at any time to free information about your stored personal data, including its origin, recipients, and the purpose of data processing. You may also have the right to rectify, restrict, or delete this data. For this purpose, as well as for further questions regarding personal data, you can contact us at the address provided in the imprint.

Modification of these privacy provisions

This privacy policy is continuously adapted to the respective developments in data protection. For your subsequent visit, the respective new privacy policy will apply.

Transfer and further processing of users' personal data to the United States and third countries

If, in exceptional cases, processing of your data takes place in countries outside of the European Union (so-called third countries), this is done only if you have expressly consented to it, if it is necessary for the provision of our services to you, or if it is required by law (Article 49 of the GDPR). Furthermore, processing of your data in third countries only occurs if certain measures ensure that an adequate level of data protection is in place (e.g., an adequacy decision by the European Commission or appropriate safeguards, Articles 44 et seq. of the GDPR). With regard to the judgment of the European Court of Justice "Schrems II" (C-311/18) of

July 16, 2020, and the resulting consequences for the transfer of personal data to the United States, we follow the relevant guidelines of the State Commissioner for Data Protection and Freedom of Information in Baden-Württemberg, as of September 7, 2020, 2nd edition.

2. Data Protection Officer

Legally mandated Data Protection Officer

We have appointed a data protection officer for our company.

Liance
Aambeeldstraat 20
1021 KB Amsterdam
Netherlands
Phone: +31 85 024 00 00
E-Mail: privacy@liance.nl

3. Privacy Information for our Facebook Business Page "Islandhopping"

We operate a Facebook company page "Islandhopping" on www.facebook.com. Jointly responsible for the operation of this Facebook company page under the European General Data Protection Regulation (GDPR) are:

- a) Facebook Ireland Ltd. (hereinafter referred to as "Facebook"), 4 Grand Canal Square, Dublin 2, Ireland
- b) Boat Bike Tours B.V., Aambeeldstraat 20, 1021 KB Amsterdam, Netherlands, Phone: +31 20 72 35 400

When visiting our Facebook page, Facebook, as the data controller, collects the personal data of the user, for example through the use of cookies. Such data may also be collected by Facebook from persons visiting this Facebook page who are not logged in or registered with Facebook. The way in which this data is collected and processed is the responsibility of Facebook. This also applies, of course, to the processing of the data, which is carried out exclusively for the purposes of Facebook.



The processing of your data when contacting or interacting with our Facebook page or its content is carried out by us on the basis of Article 6(1)(f) of the GDPR. Our legitimate interest is to respond to your request. If your contact is aimed at the conclusion of a contract, the additional legal basis for the processing of your data is Article 6(1)(b) of the GDPR.

For visitors to our company page who are not logged in/registered with Facebook, Facebook automatically determines and saves your IP address when you call up the page. Furthermore, Facebook automatically sets cookies. According to Facebook, the so-called datr cookie is used to identify the web browser that established the connection to the Facebook page and plays a key role in protecting the social network from "malicious activities". The datr cookie is valid for two years but can be deleted via the browser settings.

For visitors who are registered and logged in to Facebook, Facebook automatically determines and saves your IP address when you call up the page. Facebook also sets the datr cookie as explained above. If you are a Facebook member and are logged in with your Facebook profile at the same time as visiting our "company page", the c_user cookie is activated. Facebook then links the visit to our company page with your personal user account. This enables Facebook to track your user behaviour.

According to its own statements, Facebook processes users' data for the following purposes: Advertising, analysis, creation of personalised advertising, creation of user profiles, and market research.

We explicitly point out that we have no knowledge of the scope and content of the data collected by Facebook, as well as its processing, use, or possible disclosure to third parties by Facebook. We also do not have full access to the data collected by Facebook or the profile data of the user/visitor to our Facebook page. We ourselves can only see the public information in a user's profile. At this point, we would like to draw attention to the option available to each user to actively hide their "Likes" in their own Facebook settings or to unfollow our Facebook page. This allows users to no longer be listed as a fan of this Facebook page.

We would also like to expressly point out that Facebook Ireland is able to track your user behaviour (across devices for registered users) on other websites beyond the Facebook and Instagram platforms by means of the cookies used. This applies both to persons registered with the Facebook and Instagram platforms and to persons not registered there.

Personal data is transmitted to us via Facebook if users actively communicate this via the message function on Facebook. The user data, such as surname and first name, are used by us to answer the user's concerns but are not further stored.

We process the data provided by you in this context, as well as any data that may be accessible to us, in order to safeguard our overriding legitimate interests in establishing contact and communication

Facebook Insights

Facebook provides us with anonymous statistics on the use of the Facebook page (non-personal data). We are provided with data such as the development of the number of followers, reach of and interaction with specific posts, ad performance, "likes", page

activity, video views, post reach, comments, shared content, responses, the proportion of men and women, origin in terms of country and city, language and demographic. By means of these statistics, we cannot draw any conclusions about individual users. We use the statistics to consistently optimise our online offers on Facebook with regard to the interests of our users. Users can decide via their Facebook settings in what form targeted advertising will be displayed to them. Facebook Ireland provides the essential aspects of the Page Insights supplement to the data subjects, and only Facebook Ireland makes decisions regarding the processing of Insights data and implements them. We do not make decisions regarding the processing of



Insights data, as well as any other information resulting from Article 13 of the GDPR, including legal basis, identity of the controller, and storage duration of cookies on user devices.

When you access the company page, Facebook automatically saves information in a log file that your browser transmits to Facebook. If you are a Facebook member and do not want Facebook to collect data about you via our company page and link it to your membership data stored on Facebook, you must:

- log out of Facebook before visiting our company page
- then delete the cookies on your device
- and close and restart your browser.

According to Facebook, this deletes all the Facebook information that can be used to identify you.

You can assert your data protection rights under the GDPR primarily with Facebook or also with us. The obligations of the data controllers resulting from joint responsibility can be found via the following link: https://www.facebook.com/legal/terms/page_controller_addendum.

The transfer and further processing of users' personal data to third countries, such as the USA, as well as the associated potential risks for users, cannot be excluded by us as the operator of the Facebook company page. With regard to the judgment of the Court of Justice of the European Union (CJEU) in the "Schrems II" case (C-311/18) dated July 16, 2020, and the resulting consequences for the data export of personal data to the USA, we follow the related guidance of the State Commissioner for Data Protection and Freedom of Information Baden-Württemberg of 7 September 2020 in its 2nd edition.

More information about the data collection and further processing carried out by Facebook as well as about your rights in this regard can be found in Facebook's privacy policy at:

- Facebook (Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA):
- For fan pages: Agreement on joint processing of personal data (Article 26(1) of the GDPR) https://www.facebook.com/legal/terms/page_controller_addendum
- Facebook privacy policy: <https://www.facebook.com/about/privacy/>,
- Opt-Out Option: <https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com/>.

4. Privacy Information for our Instagram Company Page "Islandhopping"

We operate an Instagram company page "Islandhopping" on www.instagram.com. Instagram is a service of Facebook Ireland. Jointly responsible for the operation of this Instagram company page under the European General Data Protection Regulation (GDPR) are

a) Facebook Ireland Ltd. (hereinafter referred to as "Facebook"), 4 Grand Canal Square, Dublin 2, Ireland

b) Boat Bike Tours B.V., Aambeeldstraat 20, 1021 KB Amsterdam, Niederlande, Phone: +31 20 72 35 400

When visiting our Instagram page, Facebook, as the data controller, collects the personal data of the user, for example through the use of cookies. Such data may also be collected by Facebook from persons visiting our Instagram page who are not logged in or registered with Facebook or Instagram. The way in which this data is collected and processed is the responsibility of Facebook. This also applies, of course, to the processing of the data, which is carried out exclusively for the purposes of Facebook.

The processing of your data when contacting or interacting with our Instagram page or its content is carried out by us on the basis of Article 6(1)(f) of the GDPR. Our legitimate interest is to respond to your request. If your contact is aimed at the conclusion of a contract, the additional legal basis for the processing of your data is Article 6(1)(b) of the GDPR.

We process the data provided by you in this context, as well as any data that may be accessible to us, in order to safeguard our overriding legitimate interests in establishing contact and communication with our prospective customers, based on a balancing of interests. Herein lie our legitimate interests in data processing pursuant to Article 6(1)(f) of the GDPR.

For visitors to our company page who are not logged in/registered with Facebook, Facebook automatically determines and saves your IP address when you call up the page. Furthermore, Facebook automatically sets cookies. According to Facebook, the so-called datr cookie is used to identify the web browser that established the connection to the Facebook page and plays a key role in protecting the social network from "malicious activities". The datr cookie is valid for two years but can be deleted via the browser settings.

For visitors who are registered and logged in to Facebook, Facebook automatically determines and saves your IP address when you call up the page. Facebook also sets the datr cookie as explained above. If you are a Facebook member and are logged in with your Facebook profile at the same time as visiting our "company page", the c_user cookie is activated. Facebook then links the visit to our company page with your personal user account. This enables Facebook to track your user behaviour.

According to its own statements, Facebook processes the data of Facebook and Instagram users for the following purposes: Advertising, analysis, creation of personalised advertising, creation of user profiles, and market research.

Our Instagram page offers you the opportunity to react to our posts, comment on them, and send us private messages. Please carefully consider what personal data you share with us via our Instagram page. If you would like to avoid Facebook processing any personal data transmitted by you to us, please contact us by other means.

We explicitly point out that we have no knowledge of the scope and content of the data collected by Facebook, as well as its processing, use, or possible disclosure to third parties by Facebook. We also do not have full access to the data collected by Facebook or the profile data of the user/visitor to our Instagram page. We ourselves can only see the public information in a user's profile.

We would also like to expressly point out that Facebook Ireland is able to track your user behaviour (across devices for registered users) on other websites beyond the Facebook and Instagram platforms by means of the cookies used. This applies both to persons registered with the Facebook and Instagram platforms and to persons not registered there.

Personal data is transmitted to us via Facebook if users actively communicate this via the message function on Facebook. The user data, such as surname and first name, are used by us to answer the user's concerns but are not further stored.

Instagram Insights

Facebook provides us with anonymous statistics on the use of the Instagram page (non-personal data). We are provided with data such as the development of the number of followers, reach of and interaction with specific posts, ad performance, "likes", page activity, video views, post reach, comments, shared content, responses, the proportion of men and women, origin in terms of country and city, language and demographic. By means of these statistics, we cannot draw any conclusions about individual users. We use the statistics to consistently optimise our online offers on Instagram with regard to the interests of our users. Users can decide via their Instagram settings in what form targeted advertising will be displayed to them. Facebook Ireland provides the essential aspects of the Page Insights supplement to the data subjects, and only Facebook Ireland makes decisions regarding the processing of Insights data and implements them. We do not make decisions regarding



the processing of Insights data, as well as any other information resulting from Article 13 of the GDPR, including legal basis, identity of the controller, and storage duration of cookies on user devices.

When you access the company page, Facebook automatically saves information in a log file that your browser transmits to Facebook. If you are a Facebook member and do not want Facebook to collect data about you via our company page and link it to your membership data stored on Facebook, you must:

- log out of Facebook before visiting our company page
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According to Facebook, this deletes all the Facebook information that can be used to identify you.

You can assert your data protection rights under the GDPR primarily with Facebook or also with us. The obligations of the data controllers resulting from joint responsibility can be found via the following link: https://www.facebook.com/legal/terms/page_controller_addendum.

The transfer and further processing of users' personal data to third countries, such as the USA, as well as the associated potential risks for users, cannot be excluded by us as the operator of the Facebook company page. With regard to the judgment of the Court of Justice of the European Union (CJEU) in the "Schrems II" case (C-311/18) dated July 16, 2020, and the resulting consequences for the data export of personal data to the USA, we follow the related guidance of the State Commissioner for Data Protection and Freedom of Information Baden-Württemberg of 7 September 2020 in its 2nd edition.

More information about the data collection and further processing carried out by Facebook for its Instagram service as well as about your rights in this regard can be found in Instagram's privacy policy at:

- Privacy information at <https://help.instagram.com/519522125107875>
- Opt-Out Option: <https://help.instagram.com/155833707900388>
- Cookie information on Facebook at <https://www.facebook.com/policies/cookies/>
- Cookie information on Instagram at <https://help.instagram.com/1896641480634370?ref=ig>