

Visitor information regarding recording and photographing

Dear Visitors to BMW Motorrad Days,

We would like to draw your attention to the following:

On all event days, press representatives as well as photographers and film crews commissioned directly by BMW AG will be present at the event location. They will be capturing pictures, impressions and sound for photographs, live broadcasts, transmissions and other image and/or video recordings on our behalf.

Name and contact details of data controller

Bayerische Motoren Werke Aktiengesellschaft, Petuelring 130, 80788 Munich, Germany

Contact details of data protection officer

You are welcome to submit your inquiries about data protection via motorrad@bmw.de.

Purposes of the data processing

The images and video recordings will be produced for our internal event documentation and for use in BMW marketing activities in relation to BMW Motorrad Days. Selected image and video recordings will also be made available for subsequent use in all current and future media (including digital distribution, e.g. via the Internet). Image and video recordings will also be made available to the BMW companies worldwide for Marketing activities.

Legal basis

The legal basis for data processing is our legitimate interest (Article 6, paragraph 1, point (f), of the General Data Protection Regulation (GDPR)).

Our legitimate interest

In weighing our legitimate interests against your basic rights and freedoms, we take account of your reasonable expectations in particular. In the consideration process, the typical approach used in the events industry to produce appropriate photographic and video material for event documentation, transmissions, reporting and image campaigns is of particular importance. We see it as a reasonable expectation on the part of visitors to our events that relevant material will be produced. It is very important to BMW to present you exclusively in a positive light. You will at no time be presented in a discrediting, discriminatory or defamatory situation.

Sharing with third parties

We may share selected photographs with the press.

Retention period

Your data shall be retained for as long as is necessary for the realisation of our legitimate interests and insofar as the purpose of the processing still applies.

Right of objection

You have the right to object at any time, for reasons related to your particular situation, to the processing of your personal data concerning you carried out according to Article 6, paragraph 1, point (f) of the GDPR. In case of objection please contact motorrad@bmw.de. We will no longer process your personal data unless we can provide compelling legitimate grounds for the processing which outweigh your interests, basic rights and freedoms, or if the processing relates to the enforcement, exercise or defence of legal claims.

All further information concerning data privacy and your rights can be found at:

<https://www.bmw.com/en/footer/legal-disclaimer.html>