Mercedes-Benz

Information on Image, Sound and Film Recordings

The Mercedes-Benz Group AG (hereinafter referred to as "we") is pleased about your participation in the event. We would like to point out that image, sound and film recordings may be made at the event by Mercedes-Benz Group AG or by commissioned third parties. There may be times when you can be seen and/or heard on these recordings. These recordings are primarily used to report on the event, as well as for other internal purposes such as documentation and archiving.

The protection of your personal data is our highest priority. In the following privacy policy, we inform you about how we process your personal data in relation to the aforementioned image, sound and film recordings. In addition, you will find out what rights you have in relation to the processing of your personal data.

Information about which personal data we collect and store about you when you visit our website https://www.mercedes-benz.com can be found under https://www.mercedes-benz.com/privacyStatement

1. To whom does this information apply?

The following information applies to all event participants who can be seen or heard on video, sound or film recordings of the event.

2. Who is responsible for the processing of my data and who can I contact about data protection?

The controller as per the EU General Data Protection Regulation (GDPR) is:

Mercedes-Benz Group AG

Mercedesstraße 120

70372 Stuttgart

Germany

Contact: corporate-protocol@mercedes-benz.com

The contact details of the Data Protection Officer are as follows:

Mercedes-Benz Group AG

Group Chief Data Protection Officer

HPC E600

70546 Stuttgart

Germany

Contact: data.protection@mercedes-benz.com

3. For what purposes and on what legal basis do we process your personal data?

We process your personal data in compliance with the EU General Data Protection Regulation (GDPR) and all other relevant legal provisions.

As far as image, sound and film recordings are concerned, the processing of your personal data is carried out on the following legal basis: Art. 6 (1) (f) GDPR.

In particular, this may result in dissemination and public display on the Mercedes-Benz intranet, in internal digital media (offline, e.g. presentations).

The legitimate interest is to inform the participants about the event afterwards and to report on its course, as well as to document/archive the event as a company historical event.

Should we process your personal data for a purpose not mentioned above, we will inform you of this within the framework of the legal provisions.

4. To which categories of recipients, if applicable, do we share your data?

Image, sound and film recordings of the event may be passed on by us to other companies of the Mercedes-Benz Group AG and other persons connected to the Mercedes-Benz intranet, as well as to the press and the public in Germany and abroad.

On the internet, information is accessible worldwide. A further use of the recordings by third parties cannot therefore be ruled out. Recordings can be found with search engines and linked to other information. They can be copied and redistributed. As a result, information published on the internet may continue to be found elsewhere on the original page even after it has been deleted.

External service providers:

For the production and publication of image, sound and film recordings, we sometimes use external service providers (e.g. agencies and photographers).

Other recipients:

In addition, we may transfer your personal data to other recipients, such as authorities to comply with legal obligations.

5. How long do we store your data?

As a matter of principle, we delete your personal data as soon as it is no longer required for the above-mentioned purposes, unless we are obliged by statutory obligations to provide evidence and retain it.

As far as image, sound and film recordings are concerned, we therefore regularly delete your personal data 2 years from the collection of the data.

6. What rights do you have as a data subject?

a) Data subject rights

You have the following rights in connection with the processing of your personal data:

- the right of access (Art. 15 GDPR);
- the right to rectification (Art. 16 GDPR);
- the right to erasure (Art. 17 GDPR);
- the right to restriction of processing (Art. 18 GDPR);
- the right to data portability (Art. 20 GDPR);
- the right to lodge a complaint with a supervisory authority (Art. 77 GDPR).

b) Objection

In addition to the above-mentioned rights as a data subject, you have the right to object to the processing of your personal data (Art. 21 GDPR). The objection can be submitted free of charge, stating the reasons for the objection to the above-mentioned responsible.

c) Revocation of consent

If we process your personal data on the basis of your consent, you have the right to revocate your consent at any time with effect for the future. This does not affect the lawfulness of the processing of your personal data until such revocation. The revocation must be addressed to the above-mentioned responsible.

7. Would you like to assert your rights?

To assert your rights, you have the option of contacting corporate-protocol@mercedes-benz.com, our data protection officer (section 2 above) or a responsible data protection supervisory authority.