

SPECIAL TERMS AND CONDITIONS (BGB) FOR DATA PRIVACY

1. Scope and General Information

- 1.1 These Special Terms and Conditions form a part of the applicable General Terms and Conditions.
- 1.2 Weisse Arena Bergbahnen AG ("WAB"), Mountain Vision AG ("MV"), Weisse Arena Gastro AG ("WHR"), Weisse Arena Leisure AG ("WLE") and Mountain Adventures AG ("MA") (individually or collectively, the "WAG companies" or "WAG") agree to observe the valid applicable data protection legislation in the handling and processing of all data collected and/or created by WAG in connection with the customer, including data regarding the use of services by the customer ("customer information").

2. Customer information

- 2.1 WAG may collect, store, process and pass on this type of data to affiliated companies within the Weisse Arena Group to the extent that this is necessary or appropriate for the performance of contractual obligations by affiliates of WAG to maintain and improve customer relations, quality and service benchmarks, to maximise operational safety and in the interest of sales, product design, crime prevention, economic figures and statistics and accounting. The Customer hereby acknowledges and agrees that WAG is entitled, in cases of joint provision of services by WAG and third parties, to make the customer information available to the relevant third parties to the extent necessary in the interest of providing the services.
- 2.2 For the remainder, the disclosure of customer information in WAG's possession to third parties is only permitted given the express prior consent of the customer. An exception applies only when WAG is required by law to disclose personal details to third parties.

3. Use of cookies and interest-based advertising

- 3.1 WAG shall store some information in the form of "cookies" on the computer system of the visitor to a business-related site so that WAG can optimise company-related websites according to the preferences of the visitors.

Cookies are small text files that are generated by a web server and stored by the web browser used on the computer system of the visitor.

3.2 Google Analytics

Company-related WAG websites use Google Analytics, a web analytics service provided by Google Inc. ("Google"). The information generated by the cookies about the use of the website (including the IP address) will be transmitted to a Google server in the USA and stored there. WAG and Google shall use this information to evaluate the use of the website, compile reports on website activity for website operators and provide other services relating to use of the website and the Internet. In addition, Google may also transfer this information to third parties if required by law or if third parties process this data on behalf of Google or WAG. Google will not associate the IP address of the visitors with other data held by Google. By using this website, visitors agree to the processing of data about visitors by Google in the manner described above and for the purposes set out above.

3.3 Interest-based advertising

Cookies are for the most part deleted from the computer system at the end of the browser session (so called "session cookies"). Other cookies remain, however, and enable the identification of the visitor terminal based on the logged data (e.g. visit to WAG websites including date and time, browser type, operating system, interactions with the website) at the next visit (so-called "ID cookies"). These cookies are used to identify (retarget) a computer on other websites that participate in the advertising networks from Google, ValueClick and/or AppNexus, and to display product recommendations from company-related websites that are tailored to the presumed interests based on the logged data.

The usage profiles made possible by the retargeting technology are created in accordance with the statutory provisions in such a way that a personal reference when surfing the Internet is not readily possible.

Visitors may object to the use of ID cookies for interest-based advertising at any time, by clicking on the links displayed at the bottom of the following pages:

[Google](#)
[ValueClick](#)
[AppNexus](#)

In the event of an objection to interest-based advertising, this information will remain stored on the visitor's computer in a so-called "opt-out cookie", as this does not delete cookies. By using this site, visitors agree with the use of interest-related advertising in the manner and for the purposes set out above.

3.4 Other cookies

Cookies from third parties can be stored on the visitor's computer system. These serve to enhance or optimise the experience of visitors to company-related websites. By using this website, visitors agree to the processing of data collected by third parties in the manner described above and for the purposes set out above.

3.5 Opt-out of cookies

Visitors can control whether cookies are stored at all using the security settings of the browser. Settings can be chosen to not accept cookies or only to do so on demand, or to delete cookies each time the chosen browser is closed. Please note that by disabling or deleting cookies, the usability of certain websites, portals or services may be limited and certain services or parts of the portal or websites only work properly in conjunction with the use of cookies.