

PRIVACY POLICY

The responsible body within the meaning of data protection laws, in particular the EU General Data

Protection Regulation (GDPR), is:

Munich Models GmbH

Siegfriedstrasse 17

80803 Munich

Susanne Maushake (Managing Director)

YOUR RIGHTS

You can exercise the following rights at any time using the contact details provided for our data protection officer:

- Information about your data stored by us and its processing (Art. 15 GDPR),
- Correction of inaccurate personal data (Art. 16 GDPR),
- Deletion of your data stored by us (Art. 17 GDPR),
- Restriction of data processing if we are not yet permitted to delete your data due to legal obligations (Art. 18 GDPR),
- Objection to the processing of your data by us (Art. 21 GDPR) and
- data portability, provided that you have consented to data processing or have concluded a contract with us (Art. 20 GDPR).

If you have given us your consent, you can revoke it at any time with effect for the future.

You can lodge a complaint with your competent supervisory authority at any time (Art. 77 GDPR in conjunction with § 19 BDSG). Your competent supervisory authority depends on the federal state of your residence, your place of work, or the alleged infringement. A list of supervisory authorities (for the non-public sector) with addresses can be found at:

https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html

COLLECTION OF GENERAL INFORMATION WHEN

VISITING OUR WEBSITE

Type and purpose of processing:

When you access our website, i.e. if you do not register or otherwise submit information, information of a general nature is automatically collected. This information (server log files) includes, for example, the type of web browser, the operating system used, the domain name of your Internet service provider, your IP address, and similar information. This is exclusively information that does not allow

any conclusions to be drawn about your person. It is processed for the following purposes in particular:

- Ensuring a smooth connection to the website,
- Ensuring the smooth use of our website,
- evaluating system security and stability, and
- for other administrative purposes.

We do not use your data to draw conclusions about your person. We may statistically evaluate information of this kind in order to optimize our website and the technology behind it.

Legal basis:

Processing is carried out in accordance with Art. 6 (1) lit. f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website.

Recipients:

The recipients of the data are only the responsible body and, if applicable, technical service providers who act as processors for the operation and maintenance of our website.

Storage period:

The data will be deleted as soon as it is no longer required for the purpose for which it was collected. For data used to provide the website, this is generally the case when the respective session has ended.

Provision mandatory or necessary:

The provision of the aforementioned personal data is neither legally nor contractually required. However, without the IP address, the service and functionality of our website cannot be guaranteed. In addition, individual services may be unavailable or restricted. For this reason, objection is excluded.

REGISTRATION ON OUR WEBSITE

Type and purpose of processing:

When registering to use our personalized services, some personal data is collected, such as name, address, contact and communication data (e.g., telephone number and email address). If you are registered with us, you can access content and services that we only offer to registered users. Registered users also have the option of changing or deleting the data provided during registration at any time if necessary. Of course, we will also provide you with information about the personal data we have stored about you at any time.

Legal basis:

The data entered during registration is processed on the basis of the user's consent (Art. 6 (1) (a) GDPR).

Recipients:

The recipients of the data are only the responsible body and, if applicable, technical service providers who act as processors for the operation and maintenance of our website.

Storage period:

In this context, data will only be processed for as long as the relevant consent has been given. After that, it will be deleted, provided that there are no legal retention obligations to the contrary. To contact us in this regard, please use the contact details provided at the end of this privacy policy.

Provision mandatory or necessary:

The provision of your personal data is voluntary and based solely on your consent. Without the provision of your personal data, we cannot grant you access to the content and services we offer.

NEWSLETTER**Type and purpose of processing:**

Your data will be used exclusively to send you the newsletter you have subscribed to by email. Your name is provided so that we can address you personally in the newsletter and, if necessary, identify you if you wish to exercise your rights as a data subject.

To receive the newsletter, it is sufficient to provide your email address. When you register to receive our newsletter, the data you provide will be used exclusively for this purpose. Subscribers may also be informed by email about circumstances relevant to the service or registration (e.g., changes to the newsletter offer or technical circumstances).

For effective registration, we require a valid email address. To verify that a registration is actually made by the owner of an email address, we use the "double opt-in" procedure. For this purpose, we log the order of the newsletter, the sending of a confirmation email, and the receipt of the requested reply. No further data is collected. The data is used exclusively for sending the newsletter and is not passed on to third parties.

Legal basis:

Based on your express consent (Art. 6 (1) (a) GDPR), we will regularly send you our newsletter or similar information by email to the email address you have provided.

You can revoke your consent to the storage of your personal data and its use for sending the newsletter at any time with effect for the future. Each newsletter contains a link for this purpose. You can also unsubscribe directly on this website at any time or notify us of your revocation using the contact details provided at the end of this privacy policy.

Recipients:

The recipients of the data are only the responsible body and, if applicable, the processor.

Storage period:

In this context, the data will only be processed as long as the relevant consent has been given. After that, it will be deleted.

Provision mandatory or required:

The provision of your personal data is voluntary, based solely on your consent. Without your consent, we are unfortunately unable to send you our newsletter.

CONTACT FORM**Type and purpose of processing:**

The data you enter will be stored for the purpose of individual communication with you. For this purpose, it is necessary to provide a valid email address and your name. This serves to assign the request and subsequently respond to it. The provision of further data is optional.

Legal basis:

The data entered in the contact form is processed on the basis of a legitimate interest (Art. 6 (1) (f) GDPR). By providing the contact form, we want to make it easy for you to contact us. The information you provide will be stored for the purpose of processing your inquiry and for possible follow-up questions. If you contact us to request a quote, the data entered in the contact form will be processed for the purpose of implementing pre-contractual measures (Art. 6 (1) (b) GDPR).

Recipients:

The recipients of the data are only the responsible body and, if applicable, the processor.

Storage period:

Data will be deleted no later than 6 months after processing the request. If a contractual relationship is established, we are subject to the statutory retention periods under the German Commercial Code (HGB) and will delete your data after these periods have expired.

Provision mandatory or necessary:

The provision of your personal data is voluntary. However, we can only process your request if you provide us with your name, email address, and the reason for your request.

USE OF GOOGLE ANALYTICS

Type and purpose of processing:

This website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA (hereinafter: "Google"). Google Analytics uses so-called

"Cookies," i.e., text files that are stored on your computer and enable analysis of your use of the website.

The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, due to the activation of IP anonymization on these web pages, your IP address will be truncated by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity, and to provide other services related to website activity and internet usage to the website operator.

The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

The purposes of data processing are to evaluate the use of the website and to compile reports on activities on the website. Based on the use of the website and the internet, further related services are then to be provided.

Legal basis:

The data is processed on the basis of the user's consent (Art. 6 (1) (a) GDPR).

Recipients:

The recipients of the data are the responsible body and Google as the processor. We have concluded the corresponding data processing agreement with Google for this purpose.

Storage period:

The data will be deleted as soon as it is no longer required for our recording purposes.

Third country transfer:

Google processes your data in the USA and has submitted to the EU-US Privacy Shield

<https://www.privacyshield.gov/EU-US-Framework>. We have also concluded standard data protection clauses with Google for the use of Google Analytics.

Provision mandatory or necessary:

The provision of your personal data is voluntary and based solely on your consent. If you prevent access, this may result in functional restrictions on the website.

Revocation of consent:

You can prevent cookies from being stored by adjusting your browser software settings accordingly; however, we would like to point out that in this case you may not be able to use all functions of this website to their full extent. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by downloading and installing the browser plug-in available under the following link: [Browser add-on to deactivate Google Analytics](#).

In addition to or as an alternative to the browser add-on, you can prevent Google Analytics from tracking you on our pages by clicking this link. This will install an opt-out cookie on your device. This will prevent Google Analytics from collecting data for this website and for this browser in the future, as long as the cookie remains installed in your browser.

Profiling:

With the help of the Google Analytics tracking tool, the behavior of website visitors can be evaluated and their interests analyzed. For this purpose, we create a pseudonymous user profile.

USE OF GOOGLE MAPS

Type and purpose of processing:

We use Google Maps on this website. Google Maps is operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google"). This allows us to display interactive maps directly on the website and enables you to conveniently use the map function.

For more information about data processing by Google, please refer to Google's privacy policy. There you can also change your personal privacy settings in the privacy center.

Detailed instructions on managing your own data in connection with Google products can be found [here](#).

Legal basis:

The legal basis for the integration of Google Maps and the associated data transfer to Google is your consent (Art. 6 (1) (a) GDPR).

Recipients:

When you visit the website, Google receives information that you have accessed the corresponding subpage of our website. This occurs regardless of whether Google

provides a user account that you are logged in to or whether no user account exists. If you are logged in to Google, your data will be directly associated with your account.

If you do not want this association in your Google profile, you must log out of Google before activating the button. Google stores your data as usage profiles and uses them for advertising, market research, and/or the needs-based design of its website. Such evaluation is carried out in particular (even for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, whereby you must contact Google to exercise this right.

Storage period:

We do not collect any personal data through the integration of Google Maps.

Third country transfer:

Google processes your data in the USA and has submitted to the EU-US Privacy Shield <https://www.privacyshield.gov/EU-US-Framework>.

Withdrawal of consent:

If you do not want Google to collect, process, or use data about you via our website, you can disable JavaScript in your browser settings. In this case, however, you will not be able to use our website or will only be able to use it to a limited extent.

Provision mandatory or necessary:

The provision of your personal data is voluntary and based solely on your consent. If you prevent access, this may result in functional restrictions on the website.

SOCIAL PLUGINS

Type and purpose of processing:

Social plugins from the providers listed below are used on our websites. You can recognize the plugins by the corresponding logo.

These plugins may send information, which may include personal data, to the service provider and may be used by them. We prevent the unconscious and unwanted collection and transfer of data to the service provider by means of a 2-click solution. To activate a desired social plugin, it must first be activated by clicking on the corresponding button. Only when the plugin is activated will the collection of information and its transfer to the service provider be triggered. We do not collect any personal data ourselves via the social plugins or through their use.

We have no influence on what data an activated plugin collects and how it is used by the provider. Currently, it must be assumed that a direct connection to the provider's services is established and that at least the IP address and device-related information are collected and used. It is also possible that the service providers may attempt to store cookies on the computer being used. Please refer to the privacy

policy of the respective service provider for details on what specific data is collected and how it is used. Note: If you are logged into Facebook at the same time, Facebook can identify you as a visitor to a specific page.

We have integrated the social media buttons of the following companies on our website:

Facebook, Inc.

Facebook Headquarters

471 Emerson St.

Palo Alto, CA 94301-160

www.facebook.com/Instagram

(subsidiary of Facebook)

Freshfields Bruckhaus Deringer LLP (Berlin), Potsdamer Platz 1, 10785 Berlin

SSL ENCRYPTION

To protect the security of your data during transmission, we use state-of-the-art encryption methods (e.g., SSL) via HTTPS.

CHANGES TO OUR DATA PROTECTION POLICY

We reserve the right to amend this privacy policy so that it always complies with current legal requirements or to implement changes to our services in the privacy policy, e.g. when introducing new services. The new privacy policy will then apply to your next visit.