

## 1. WHO IS THE DATA CONTROLLER



Your personal data is controlled by adidas Foundation gGmbH, Käthe-Dassler-Strasse 2, 91074 Herzogenaurach.

## 2. WHAT DATA IS PROCESSED ON OUR WEBSITE?



In relation to your visit, we process required data to establish a secure connection with your browser and to enable the essential functions of our website. This also includes the usage of Cookies. Cookies are small text files that are sent from a web server to your web browser and stored locally on your computer.

The following data is processed:

- IP-Address.
- Browser information and information about the operating system
- Duration of the session
- Date and time of the session.

**Please note:** The required cookies will be deleted from your browser after your session ends and after 6 months in case of cookies which are used to save your preferences on our website. Please see our ["Cookie Notice"](#) for more information.

## 3. WHAT ANALYTICS ACTIVITIES ARE DONE ON OUR WEBSITE?



We use analytics technologies including the usage of Cookies to evaluate your browsing behavior on our website to improve our overall user experience.

The following data is processed:

- IP-Address
- Unique identifier (e.g., User ID etc.)
- Telemetry data regarding your usage of our website (e.g., clicks, events etc.)
- Browser information and information about the operating system
- Date and time

**Please note:** More information can be found in our ["Cookie Notice"](#).

## 4. WHAT ARE YOUR RIGHTS?



You can ask adidas for information on your personal data and a copy of it. You also have the right to demand the rectification or deletion of your personal data and the restriction of the processing of it. You can object to the processing, if and insofar as you doubt our legitimate interests in processing your personal data. Where your enquiry

has been rejected, we will provide a reason. Moreover, you can withdraw your consent regarding optional tracking including cookies at any time in our [Cookie Notice](#).

You also have the right to lodge a complaint with a supervisory authority in the Member State of your habitual residence, place of work or of an alleged infringement of the GDPR.

#### 4. WHO ARE YOUR CONTACTS?



If you would like to exercise your rights, if you have questions about this Privacy Notice, complaints or wish to contact adidas for any other reason in relation to the processing of your personal data, please contact the responsible adidas Team:

*info@adidasfoundation.org*