

Privacy Policy NEON WALL

Introduction

We appreciate you using NEON WALL and we thank you for your interest in this service. Protection of personal data is a very important issue for us. Therefore, the processing of personal data of a data subject, for instance of names, postal or e-mail addresses and phone numbers, is carried out in accordance with the applicable European and national legislation.

If you like to know more deeply how we process your personal data and which rights **as a “data subject” are granted to you, please notice the “Data Protection Statement”** on our website <https://neonwood.com/privacy-policy/>

If data processing is necessary, but there is no legal basis for such processing, we generally request a consent from the data subject. You can revoke your declaration of consent with future effect at any time. Please contact then the controller. Contact information is indicated at the end of this privacy policy.

Subject matter

Under the following link you will find our data protection details for your information (relationship between tenant and landlord).

§ 1 Local digital installation "Neon Wall"

At the Frankfurter Tor location, all Neon Wood tenants in the building have access to the "Neon Wall", a multifunctional digital installation, set up in the lobby area.

- (a) Users can interact with the installation via several integrated touch screens (e.g. confirm participation in events in the "Event Calendar App", post search/offers via "Blackboard App") and create content (e.g. take photos via "Photobooth App").
- (b) The key card allows access to the installation. If requested the activation for use can be switched off at any time by the team on site or via neonwall@neonwood.com.
- (c) Usage information (user history) and textual content generated on the "Neon Wall" in the form of posts (via the "Blackboard" app) are stored on the Neon Wood server. They can be edited by the users at any time directly at the installation and permanently deleted on the Neon Wood server.

Certain textual content created by the user (e.g. via the "Mission app") cannot be deleted directly at the installation. However, the user can request an overview or obtain a deletion of these contents at any time via neonwall@neonwood.com or from the team on site. Before the content is created, the user receives a note in the dialog box of the respective application.

- (d) Audiovisual content (photo/video) can be sent to a freely selectable e-mail address after being recorded by the user. However, the images are not saved and cannot be subsequently edited by the user.

Users also have the option to release the recorded audio-visual content for use by the Neon Wood team on corporate channels (for presentation as "Idle-Pic" in the screensaver mode of the "Neon Wall", use on the Neon Wood website and the Neon Wood Facebook and Instagram channels). An overview of the released contents as well as their deletion can be requested by the users at any time via neonwall@neonwood.com or from the team on site.

- (e) User posts on the "Blackboard App" are time-stamped and will be – similar to postings on a physical bulletin board – permanently deleted after two weeks at the earliest. However, at the latest when too many new postings appear on the screen of the app.
- (f) No content of a discriminatory (e.g. ethnicity, gender), pornographic or offensive nature may be posted or placed on the apps of the installation. The user bears full legal responsibility for all content and content references. In the event of a violation, the Neon Wood Team reserves the right to permanently delete the content without prior warning.
- (g) The privacy policy for the "Neon Wall" installation can be viewed at any time in the personal Membership Area under www.neonwood.com.

Name and address of the controller:

Party responsible for the processing of personal data for the purposes of the European Union General Data Protection Regulation (GDPR), or of other applicable data protection laws in the Member States of the European Union, and of other provisions relating to protection of personal data, is

Cresco Immobilien Verwaltungs GmbH
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10969 Berlin
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E-Mail: info@crescocapitalgroup.de

Representatives:

Alexander Bürk & Olaf Schlüter (General Managers)
Alessio Furci (Director of Operations)

Name and address of the data protection officer:

SHIELD GmbH
Martin Vogel
Perleberger Straße 10b

25421 Pinneberg
Phone: +49 (0) 4101 / 77 44 70
E-Mail: info@shield-datenschutz.de

Berlin, September 2018

Changes to the Privacy Policy

We reserve the right to change our privacy practices and this policy in order to adapt it to changes in relevant laws or regulations, as appropriate, or to better meet your needs. Any changes to our privacy practices will be posted accordingly at this point. Please note the current version date of the Privacy Policy.