

Privacy Information Mosaik Hospitality – Dufte Berlin – Beer Thaler Program

We are pleased that you have chosen to participate as a registered member in our Beer Thaler Program and to use the Beer Thaler App for this purpose. When using the Beer Thaler App, we collect data about you. We take the protection of your personal data very seriously. Below, we inform you about the type, purpose, and scope of the data collected.

1. Separate Privacy Policies

Separate privacy policies apply to participation in the Beer Thaler Program as well as to visits to our websites

(<https://www.mosaikhospitality.com> or <https://www.dufteberlin.com>). You can view the privacy notices for our websites [here](#) and [here](#).

Data holding entity

The entity responsible for data processing and data protection in connection with operating the Beer Thaler App is:

Mosaik Hospitality Ltd.
42 Newington Causeway, London, SE1 6DR, United Kingdom
<https://www.mosaikhospitality.com>

In the following, terms such as “we,” “us,” or “Beer Thaler Program” refer to Mosaik Hospitality, headquartered in London.

2. Legal Basis for Data Processing

By personally registering for the Beer Thaler Program and the Beer Thaler App, we collect and process your data for various purposes. Unless otherwise stated, the legal basis for the functions described in the following sections is Article 6(1)(b) GDPR.

2.1 Requirements for General Use of the Beer Thaler App, Registration and Login

By collecting your data, we ensure the technical functionality of the Beer Thaler App and guarantee the ongoing availability and security of the application. The following technical data is automatically collected and stored from your device when using the Beer Thaler App:

- Date and time of your access to the Beer Thaler App and its functions
- Manufacturer and model of your mobile device
- Installed operating system, including version, of your mobile device
- Installed app version and application ID used

- General data such as country settings or language used
- Screen resolution and display settings
- Your IP address
- Errors occurring during use of the Beer Thaler App, including date and time

Additionally, for technical reasons, we log requests made by the app to our backend systems. These log files are automatically deleted after 30 days.

The Beer Thaler App is available for download from app stores. After downloading, we collect the following data necessary for the operation and functionality of the Beer Thaler Program for “registered participation”:

- First name, and surname
- Email address
- Date of birth

Providing your date of birth is optional. During registration, you set your personal password, which together with your email address is required to log into the Beer Thaler App.

2.2 Data from Membership in the Beer Thaler Program

All functions of the Beer Thaler App are based on your personal membership in the Beer Thaler loyalty program and relate to your personal Beer Thaler customer account, regardless of whether you identify yourself at the checkout using your personal Beer Thaler App.

When using the Beer Thaler App, we process your login and participant data. In addition, we analyse transactions recorded in connection with your customer number – see also Section 2.5.

In addition to the use of coupons within the Beer Thaler App, we analyse offers, promotions, or push notifications used by you in order to draw conclusions about your personal interests.

All data described in Section 2.2 is stored and continuously updated for the duration of your registered participation in the Beer Thaler Program. This data is not shared with third parties.

2.3 Location Data and Use within the Beer Thaler App

The Beer Thaler App contains a map showing all locations of Mosaik Hospitality Ltd. Using this function, you can find your nearest Mosaik location.

For this purpose, it is necessary that you allow the Beer Thaler App access to the location services of your mobile device. This function can be activated or deactivated at any time via the corresponding access permissions in your device settings.

We use Google Maps, a digital online map service, to display our locations and provide the map functionality. The provider of this service is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

If the Beer Thaler App is granted access to your location data, a connection may be established to a Google server that may also be located outside the European Economic Area. In this case, your mobile device's IP address is transmitted to Google.

Apart from this, no processing or storage of your location data takes place within the Beer Thaler App.

2.4 Push Notifications on Mobile Devices

The Beer Thaler App sends push notifications at regular intervals. Push notifications may include information about promotions, offers, coupons, or other content and are displayed even when the Beer Thaler App is not actively being used on your mobile device.

This function can be activated or deactivated at any time via the corresponding permissions in your mobile device settings.

2.5 Stored Transactions When Using the Beer Thaler App at Participating Locations

To ensure the functionality of the Beer Thaler App, we process your participant and transaction data when you identify yourself at a checkout using the QR code in your Beer Thaler App.

In this case, the customer number encrypted within the QR code refers to your personal customer account.

Within the Beer Thaler App, you will find offers ("coupons") that can be redeemed for drinks or other goods and through which you can collect additional Beer Thalers.

The Beer Thaler App also provides offers for redeeming the Beer Thalers you have collected. These redemption offers are likewise displayed in the Beer Thaler App and can be redeemed at all participating locations.

When using all functions described in Section 2.5, the following transaction data is collected upon recording your personal customer number at a participating checkout:

- Goods purchased
- Amounts spent
- Store address
- Date
- Beer Thalers collected
- Any special offers
- Any redeemed Beer Thaler points
- Coupons used for redemption

2.6 Duration of Data Storage

During your registered participation in the Beer Thaler Program, we store your personal data. Afterwards, it will be deleted unless retention obligations under commercial or tax law pursuant to Article 6(1)(c) GDPR prevent deletion.

3. Purpose of Data Storage

The processing and storage of your personal data is a prerequisite for registered participation in the Beer Thaler Program. In addition, we use your data for the following purposes:

3.1 Creation of Interest Categories

Based on the transaction data listed in Section 2.2, we derive your personal interest categories. This enables us to provide you with personalized suggestions for particularly relevant topics, products, or promotions.

The legal basis for data processing and usage analysis according to interest categories is our legitimate interest in the individualized design of the Beer Thaler App pursuant to Article 6(1)(f) GDPR.

3.2 Sending Regular Newsletters

When registering in the Beer Thaler App, you may consent to subscribing to various Mosaik newsletters.

After giving your consent, you will generally receive a newsletter every two weeks containing current, seasonal topics and other editorial content from the Mosaik environment and network.

In doing so, we analyse online data such as click and reading behaviour and can thereby continuously improve our offering. This data is not linked to your Beer Thaler customer account.

You may revoke your consent to receive newsletters at any time without stating reasons and without disadvantages for your participation in our loyalty program. To do so, either use the unsubscribe link in the newsletter or send an informal email to Info@MosaikHospitality.com.

3.3 Sending Personal Offers and Birthday Greetings

When registering in the Beer Thaler App, you may consent to personal communication by email.

This includes exclusive and seasonal offers and promotions such as attractive special rewards or multiple-points collection coupons.

In addition, if you provide your date of birth during registration, we will send you birthday greetings.

You may revoke your consent to receive these emails at any time without stating reasons and without disadvantages for your participation in our loyalty program. To do so, either use the unsubscribe link in the email or send an informal email to Info@MosaikHospitality.com.

3.4 Transfer of Data to Third Parties

Your personal data stored by the Beer Thaler App in connection with use of the Beer Thaler Program will not be shared with third parties.

Exceptions apply to transfers to technical service providers of Mosaik Hospitality Ltd., such as data centres, databases, or cloud service providers. In such cases, personal data may only be used for the performance of these tasks.

4. Your Rights

4.1 Right of Access pursuant to Article 15 GDPR

Upon request, you have the right at any time to view the personal data stored about you by Mosaik Hospitality Ltd. For this purpose, we will provide you with an overview in a machine-readable format as a digital copy.

4.2 Rectification, Erasure, or Restriction pursuant to Articles 16, 17, 18 GDPR

Where the legal requirements are met, you also have the right to rectification, restriction, or deletion of your data.

4.3 Withdrawal of Consent pursuant to Article 7(3) GDPR

You have the right to withdraw consent once given and thereby object to future processing of your personal data.

Processing of your personal data carried out before receipt of the withdrawal remains unaffected.

4.4 Right to Object pursuant to Article 21 GDPR

Where the legal requirements are met, you have the right to object to the storage and processing of your data based on balancing of interests.

You may also object to direct marketing at any time without giving reasons.

4.5 Supervisory Authority pursuant to Article 77 GDPR

You also have the right to lodge a complaint with the data protection supervisory authority responsible for us.

4.6 Exercising Your Rights

To exercise your rights, please contact:

Mosaik Hospitality Ltd.
42 Newington Causeway, London, SE1 6DR, United Kingdom
Info@MosaikHospitality.com