

INTERNATIONAL GS TROPHY 2026

PRIVACY NOTICE

Date of publication: 05.06.2025

The purpose of this document is to inform all participants of a national or international GS Trophy 2026 qualifier event (hereinafter the "Qualifier") about the privacy notice of the roof respectively final event, the "BMW Motorrad International GS Trophy 2026" (hereinafter the "Event" or "Int. GS Trophy 2026") hosted by Bayerische Motoren Werke Aktiengesellschaft (Munich, Germany). In case the participant of a Qualifier will be one of the winners of his/her Qualifier, the participant (winner) of the Qualifier will have the chance to register in the Int. GS Trophy 2026 as a competitor (hereinafter the "Competitor"). The following privacy policy applies to all Competitors of this Event.

1. Privacy Policy

1.1 Legal information on data protection

The high standards people expect from our products and services are our guideline for handling the Competitor's data. Our aim is to create and maintain the basis for a trusting business relationship with our customers and prospects. The confidentiality and integrity of the Competitor's personal data is top priority for us.

1.2 Who is responsible for data processing?

Bayerische Motoren Werke Aktiengesellschaft, Petuelring 130, 80788 Munich, Germany; registered office and registered court: Munich HRB 42243 (hereinafter "BMW") is organizer of the Int. GS Trophy 2026. For that purpose, BMW provides a registration website for all Competitors of the Event. Insofar BMW is responsible for data processing in this context.

1.3 What data does BMW process and for what purpose?

The data collected is processed for the following purposes:

1. **Participant handling** (invitation management, flight and shuttle bookings, visa invitations (if necessary), accommodation and catering planning, material and vehicle handling, etc.)
2. **Marketing purposes** (broad reporting (as described below) about the Qualifiers and Int. GS Trophy 2026 but also with regards to winners of the Qualifiers and Competitors of the Int. GS Trophy 2026 in particular)

1.4 In what way does BMW process data?

A) Registration for the Int. GS Trophy 2026 via registration website - data processing according to Article 6 (1) b) GDPR

The purpose of data processing via our registration website is to collect all Competitor's data which is necessary for the organization of the Event.

In the context of the registration, the Competitor will have the opportunity to get in touch with representatives of the Int. GS Trophy 2026 organizational team.

All Competitors will receive an e-mail containing their login data including an initial password which is to be changed upon first time login. For organizational reasons, all Competitors must register via this process.

Required data categories:

- **General data:** salutation, title, surname, first name, address, mobile phone number, email address, nationality
- **Data for VISA invitation and sanction party list check:** full name as shown on your passport, maiden name, sex, marital status, present residential address, phone number, address and period of residence of the country where you are a permanent resident, nationality, citizenship. Furthermore, date of birth, passport number, date of issue, place of issue, expiry date, place of birth, validity of passport to travel to the final GS Trophy destination, intended date and port of arrival, duration of visit.
- **Emergency contact details:** first name, last name, phone number
- **Flight information:** booking status, booking code, booking class, preferred departure airport, remarks flight booking, arrival flight: arrival date, arrival time, arrival vehicle, arrival airline, arrival flight number, last stopover before arrival, arrival airport, return flight: departure date, departure time, departure vehicle, departure airline, departure flight number, departure airport, first stopover after departure
- **Accommodation information:** accommodation date from, accommodation date to, tent allocation, remarks accommodation
- **Catering information:** food preferences (standard or vegetarian) and catering figures per day (packed lunch, lunch, dinner, breakfast)
- **Data according to the vehicle use agreement for Competitors' motorcycles:** First name, last name, address, licence category, license number, issuing authority, date of issue, passport number, place of issue, date of issue
- **Data for material provision:** Body height and sizes of various types of outdoor wear and rider's gear

B) Inquiry by email

- data processing according to Article 6 (1) f) GDPR

When the Competitor sends us a contact request by email, BMW processes the email address and the data contained in the email.

Required data categories:

- email address
- first name and last name

C) Event documentation and media coverage

- data processing according to Article 6 (1) b) GDPR

During the Event, photographic and audio-visual recordings (referred to hereafter as "audio-visual media") will be taken by photographers and camera operators working on behalf of BMW in connection with the Competitor's involvement on the Event to ensure a broad medial reporting about the Event itself but also with regards to the Competitors and winners of the Event in particular.

During the Qualifier, photographic and audio-visual recordings (referred to hereafter as "Qualifier audio-visual media") will be taken by photographers and camera operators working on behalf of BMW, a BMW entity, BMW Importer or a third party authorized by BMW (hereinafter "Qualifier Host") in connection with the qualifier participant's involvement on the Qualifier to ensure a broad medial reporting about the Qualifier and the winners of the Qualifier in particular.

The participants of the qualifier as well as the Competitors of the Int. GS Trophy 2026 are aware that the Event and its Qualifier will be accompanied by photographers and camera operators during the entire Event and its Qualifier (i.e., the medial support is not limited to the Special Stages or Exercises but may also cover interviews, side-events or other moments that reflect the character of the Event and its Qualifier) in order to make the spirit of the Qualifiers and the Int. GS Trophy 2026 globally accessible to as many people as possible. Audio-visual media and Qualifier audio-visual media are hereby essential for the Event and its Qualifier and therefore an essential part of the Terms & Conditions.

BMW will publish a team introduction with the Competitor's personal profile and the Competitor's portrait image on the website and social media channels of BMW, the Qualifier Hosts will copy the content and also publish the content as well on their website and social media channels.

Therefore questions (hereinafter "Interview Data") about the life and the activities of Competitors will be asked during the registration process. The answers enable BMW, its

affiliated entities and the BMW Importer who host a Qualifier to introduce the Competitors to the public.

All such Interview Data may be used and exploited at no cost by BMW and may be shared with its affiliated entities, BMW Importers, MRPs of the Event, BMW's official partners and audio-visual media service providers. All such Interview Data is hereby essential for and the Event and therefore an essential part of the Terms & Conditions.

All such Interview Data as well as the audio-visual media of the Event and the Qualifier audio-visual media may be used and exploited at no cost by BMW and may be shared with its affiliated entities, BMW Importers, MRPs of the Event, BMW's official partners and audio-visual media service providers as following: All such Interview Data, the audio-visual media of the Event and Qualifier audio-visual media may be used, published and copied free of charge at any time for an unlimited period in any geographical location and in any publications supporting in-house and external press and communications work. The use of the Interview Data, of audio-visual media of the Event and Qualifier audio-visual media for a broad medial reporting may include social media posts, marketing campaigns, press communication, online articles including photos, footage or videos, and publications by internal communications - in particular but not limited to - on BMW and its affiliated entities social media channels and BMW and its affiliated entities print materials as well as public radio, television, online television and print media. The same applies for any reproductions and modified versions thereof.

BMW, affiliated entities, BMW Importers, MRPs of the Event, BMW's official partners as well as audio-visual media service providers have the right to name the qualifier participant including but not limited to its start number, group function, team name, nationality and name.

It may happen that our service providers contact the Competitors via e-mail in case of any inquiry regarding their role as Competitor before, during and after the Event.

Required data categories:

- Start number, group function, team name,
- Surname, first name, nationality
- Participant email address
- Qualifier Audio-Visual Media
- Audio-Visual Media of the Event
- Interview Data

D) Photo und Video Challenges during the Event
- data processing according to (Art. 6 (1) b) GDPR

During the Event, there will be "Photo and Video Challenges" (special stages that contribute to the scoring of the Event) for which Competitors must submit photos or film recordings (hereinafter "audio-visual media of the Competitor").

Among others, BMW will use the audio-visual media of the Competitor for an online voting on BMW's or any Official Partner's websites and/or social media channels to find the best photo or video. The ranking will be according to the most clicks of the audience of those channels. The granting of rights in the audio-visual media of the Competitor is hereby essential for the Event and therefore an essential part of the Terms & Conditions.

All such audio-visual media of the Competitor may be used and exploited at no additional cost by BMW and may be shared with its affiliated entities, BMW Importers, MRPs of the Event, BMW's official partners and audio-visual media service providers as following: All such audio-visual media may be used, published and copied free of charge at any time for an unlimited period in any geographical location and in any publications supporting in-house and external press and communications work. The use of audio-visual media of the Competitor for a broad medial reporting may include social media posts, marketing campaigns, press communication, online articles including photos, footage or videos, and publications by internal communications - in particular but not limited to - on BMW and its affiliated entities owned websites, on BMW and its affiliated entities social media channels and BMW and its affiliated entities print materials as well as public radio, television, online television and print media. The same applies for any reproductions and modified versions thereof.

BMW, affiliated entities, BMW Importers, MRPs of the Event, BMW's official partners as well as audio-visual media service providers have the right to name the Competitor including but not limited to its start number, group function, team name, nationality and name.

Required data categories:

- Start number, group function, team name
- Surname, first name, nationality
- Audio-Visual Media of the Competitor

E) Information about other BMW Motorrad events
- data processing according to Article 6 (1) a) GDPR

If the Competitor has agreed to receive information about the upcoming BMW Motorrad events, BMW is going to inform the Competitor via email about those events (e.g. BMW Motorrad Days). The Competitor can withdraw the consent at any time via gs-trophy@bmw-motorrad.com.

Required data categories:

- email address
- first name and last name

F) Sanction party list screening**- data processing according to Article 6 (1) c) GDPR and Article 6 (1) f) GDPR**

BMW regularly conducts sanction list checks to ensure compliance with economic sanctions and export controls. This is legally required to prevent business transactions with persons or organizations that are listed on sanction lists.

During the check, personal data such as name, address, date of birth, and nationality are compared against the current sanction lists. The comparison is done to determine whether business relationships exist with listed persons or companies.

These checks help BMW to ensure compliance with applicable sanction regulations and avoid potential legal consequences. The processing of personal data is necessary to fulfill a legal obligation and is carried out in strict compliance with data protection regulations.

Required data categories:

- First and last names,
- Address,
- Date of birth
- Nationality

G) Cookies

BMW will use cookies to personalise the Competitor's user experience and continuously improve the registration website. Details on the use of cookies will be provided on the registration website, options for changing your cookie settings can be found at the registration website as well.

1.5 How long does BMW store the Competitor's data for?

BMW stores the Competitor's personal data only for as long as the relevant purpose requires it. If data is processed for multiple purposes, the data will be automatically deleted or stored in a form that cannot directly be traced back to the Competitors as soon as the last specified purpose has been fulfilled.

1.6 How is the Competitor's data stored?

BMW stores the Competitor's data based on the state of the art. For example, the following safeguards are used to protect the personal information from misuse or any other unauthorized processing:

- Access to personal data is restricted to a limited number of authorized persons for the stated purposes only.
- The data collected will only be transmitted in encrypted form.
- Sensitive data is stored only in encrypted form.
- The IT systems for processing the data are technically isolated from other systems to prevent unauthorized access, e.g. through hacking.
- In addition, access to these IT systems is continuously monitored to detect and ward off misuse at an early stage.

1.7 Who does BMW share information with and how does BMW protect it?

BMW is a company with an international presence. Personal data is preferably processed within the EU by BMW employees, national sales companies, authorized BMW Importers and dealers, and service providers commissioned by us.

Since some of the affiliated entities of BMW, BMW Importers, accompanying media related persons, BMW's official partners and service providers such as (social) media agencies, marketing agencies and organizational agencies supporting BMW and its affiliated entities with the communication of the Event are not part of the European Union, it may happen that the Competitor's personal data is transferred and processed outside the EU/EEA, in this case, BMW will ensure that the processing of the Competitor's personal data is in accordance with the GDPR.

The EU has already determined that some countries outside the EU, such as Canada and Switzerland, offer an adequate level of data protection. Given this adequate level of data protection, data transfers to these countries do not require specific approvals or agreements.

Where personal data is transferred to countries outside the EU/EEA which have not been found to provide for an adequate level of data protection, BMW uses EU standard contracts which have been pre-approved by the European Commission (so-called standard contractual clauses), including appropriate technical and organizational measures, to ensure that the Competitor's personal data is processed in accordance with European data protection standards.

If the Competitor would like to view the specific safeguards for data transfers to other countries, please contact BMW via the contact details provided below.

1.8 How can the Competitor view and change the Competitor's data protection settings?

If the Competitor has any questions about BMW's use of the Competitor's personal data or wants to change his/her personal data, the Competitor can contact the Int. GS Trophy 2026 organizational team by email at gs-trophy@bmw-motorrad.com.

1.9 Contact details, data subject rights, and the Competitor's right to complain to a supervisory authority.

If the Competitor has any questions about the way BMW processes his/her personal data, the Competitor may contact the Int. GS Trophy 2026 organizational team by email at gs-trophy@bmw-motorrad.com.

The Competitor can also contact the responsible data protection officer:

Data Protection Officer
BMW AG
Petuelring 130
80788 Munich, Germany
datenschutz@bmw.de

As an individual whose data is subject to processing, the Competitor may assert certain rights against BMW in accordance with the GDPR and other relevant data protection regulations.

The following section contains explanations of the Competitor's rights under the GDPR.

Rights of the Data Subject

In accordance with the GDPR, the Competitor, as an affected person, is entitled to the following rights in particular:

Right of withdrawal (Article 7 GDPR)

Consent that the Competitor has previously given can be withdrawn with effect for the future in accordance with Article 7 GDPR.

Right of access by the data subject (Art. 15 GDPR):

The Competitor may request information about the data BMW holds about him/her at any time. This information includes, but is not limited to, the categories of data BMW has processed, the purposes for which BMW has processed this data, the origin of the data if BMW did not collect it from the Competitor directly, and, if applicable, the recipients to whom BMW has transferred his/her data. The Competitor can request a copy of his/her data free of charge. If the Competitor is interested in obtaining additional copies, BMW reserves the right to charge him/her accordingly.

Right to rectification (Art. 16 GDPR):

The Competitor can ask BMW to rectify his/her data. BMW will take reasonable measures to keep the information BMW holds and processes about the Competitor accurate,

complete, and up to date, based on the most current information available to BMW.

Right to erasure (Art. 17 GDPR):

The Competitor can request the deletion of his/her data, provided there are legal requirements in place to support this. This may be the case under Art. 17 GDPR if:

- The data is no longer required for the purposes for which it was collected or otherwise processed;
- The Competitor's consent, which is the basis of data processing, is revoked and there is no other legal basis for the processing;
- The Competitor objects to the processing of the Competitor's data and there are no overriding legitimate grounds for processing, or the Competitor objects to the processing of data for direct marketing purposes;
- The data was processed unlawfully, unless processing is necessary
- to ensure compliance with a legal obligation that requires BMW to process the Competitor's data;
- particularly with regard to legal retention periods;
- to enforce, exercise, or defend legal claims.

Right to restriction of processing (Art. 18 GDPR):

The Competitor may require BMW to restrict the processing of his/her data if

- The Competitor disputes the accuracy of the data for the period of time that BMW needs to verify the accuracy of the data;
- The processing is unlawful, but the Competitor refuses the deletion of his/her data and instead demand a restriction of use;
- BMW no longer needs the Competitor's information, but the Competitor needs it to enforce, exercise, or defend legal claims;
- The Competitor has lodged an objection against processing as long as it is not clear whether BMW's justified reasons outweigh the Competitors'.

Right to data portability (Art. 20 GDPR):

At the Competitor's request, BMW can transfer his/her data to another person in charge as far as technically possible. However, the Competitor is entitled to this right only if the data processing is based on the Competitor's consent or is necessary to execute a contract. Rather than receive a copy of the Competitor's data, the Competitor may also ask BMW to transfer the data directly to another person in charge specified by the Competitor.

Right to object (Art. 21 GDPR):

The Competitor may object to the processing of his/her data at any time for reasons that arise from the Competitor's particular situation if the data processing is based on the Competitor's consent or on BMW's legitimate interests or those of a third party. In this case, BMW will no longer process the Competitor's data. The latter does not apply if BMW can provide compelling legitimate reasons for the processing that outweigh the

Competitor's interests or BMW needs the Competitor's data to enforce, exercise, or defend legal claims.

Time limits for the fulfilment of subject rights

BMW makes every effort to comply with all requests within 30 days. However, this period may be extended for reasons relating to the specific subject right or complexity of the Competitor's request.

Restriction of information in the fulfilment of subject rights

In certain situations, BMW may be unable to provide the Competitor with information about all the Competitor's data owing to legal requirements. If BMW must refuse the Competitor's request for information in such cases, BMW will inform the Competitor at the time of the reasons for the refusal.

Complaints to supervisory authorities

BMW takes the Competitor's rights and concerns very seriously. However, if the Competitor believes that BMW has not adequately addressed the Competitor's complaints or concerns, the Competitor is entitled to file a complaint with a competent data protection authority.