

**ADIDAS PRIVACY NOTICE - TRAINING EVALUTION PLATFORM HOMERUN  
MAY 2023****1. WHAT IS THIS ABOUT?**

adidas is committed to comply with all relevant privacy laws and regulations. This Privacy Notice describes how adidas processes the personal data which we collect when you visit this website. This Privacy Notice also provides you with information on your rights under applicable data protection laws, and how you can exercise those rights.

**2. CONTROLLER**

Your personal data is controlled by:



adidas AG  
Adi-Dassler-Str. 1  
91074 Herzogenaurach  
Germany

When this document refers to “we” or “us”, the above mentioned adidas entity is meant.

**3. YOUR PERSONAL DATA – WHAT INFORMATION DO WE PROCESS?**

In relation to your visit to the website we collect and process the following categories of personal data.

**Identity & contact information** – This includes first and last name and private/corporate email address.

**Profile information** - This includes all or some of the following information: email address, first name, last name, user name, profile picture, store location, sales channel information, career level, company, country and language used for platform User Interface.

**Usage information** – Information that is also collected when you visit the website is your IP address, the time you spend on the website, how often you visited the website and information on the overall training hours or learning time.

**4. PURPOSES – WHY DO WE PROCESS YOUR PERSONAL DATA?**

Personal data is processed solely for the below described purposes.

**Enabling access to the training platform** – we process your personal data to enable your access to the training platform.

**Provide relevant training material** – we also process your personal data to provide you with training material relevant for you and the market you are located in.

**Improvement of our services, procedures and other purposes** – Your personal data is processed in order to enhance your experience on the HOMERUN platform and to give you a tailored experience, to enhance our business processes, to offer you a first-class user experience, to guarantee technical security, to comply with laws, to exercise our legal rights and to protect ourselves from legal claims.

## 5. LEGAL BASIS – WHAT IS THE LEGAL BASIS FOR PROCESSING YOUR PERSONAL DATA?



**Your consent** – Where you have given consent regarding the usage of your personal data, adidas will use your personal data as consented. You are free to revoke this consent for the future without giving any reason.

**Legitimate interests** – We process your personal data for the purposes of our legitimate interests. Our interests contain the enhancement of our business processes and to enable adidas wholesale customers and franchise partners to sell-out products, to improve our services, the assurance of the functionality and safety of the website and our systems, the offer of a first-class user experience, the processing of your requests, the exercise of our legal rights or the protection from legal claims.

**Compliance with laws** – We will process your personal data to comply with laws, e.g. answering authority requests in the course of investigation proceedings.

## 6. SHARING – WITH WHOM DO WE SHARE YOUR PERSONAL DATA?



For the abovementioned purposes your personal data may be shared with the following categories of recipients (including recipients outside the European Economic Area) in accordance with applicable laws:

**Affiliates** - The adidas enterprise is comprised of several companies operating globally which is headquartered in Germany. We will share your personal data with adidas affiliates such as local adidas companies if it is necessary for the purposes explained in this Privacy Notice. A list of adidas affiliates with whom your personal data may be shared can be found under ‘List of Shareholdings’ of the financial statements of adidas AG.

**Service Providers** – We share your personal data with service providers, who help us to manage the overall business. Such service providers include hosting providers, IT service providers or consultants.

**Government Authorities, Law Enforcement Agencies, Courts** - Your personal data may be shared with government authorities, law enforcement agencies and/or courts if mandated by law or if required for the legal protection of our legitimate interests.

## 7. INTERNATIONAL DATA TRANSFERS – WHICH SAFEGUARDS DO WE UNDERTAKE DURING INTERNATIONAL DATA TRANSFERS?



adidas will protect your data, regardless of whether it is inside or outside the European Economic Area. We share your personal details with recipients outside the European Economic Area only after having assessed their reliability and after having made sure that personal data is adequately protected for example by having them sign E.U. Commission approved standard contractual clauses.

## 8. RETENTION – HOW LONG DO WE KEEP YOUR PERSONAL DATA?



We will delete your personal data, if a storage of those data is no longer necessary. This depends on the purpose for what it was collected. Your personal data will be retained during our relationship and for an appropriate period thereafter, to comply with laws, to exercise our legal rights and to protect ourselves from legal claims.

The personal data connected with your profile/account will be deleted after your account has been inactive for 6 months or longer.

## 9. SECURITY – HOW DO WE SECURE YOUR PERSONAL DATA?



We have appropriate technical and organizational measures in place and signed contractual agreements with our service providers to protect your personal data, including among other things against loss, alteration, or unauthorized access to personal data. Please note that any transmission of your personal data through the internet is at your own risk. Once we have received your personal data we will protect these data.

## 10. COOKIES – WHAT TRACKING TOOLS ARE WE USING?

**Matomo** - The website uses Matomo Analytics, a web analytics service provided by Matomo (by InnoCraft Ltd., 150 Willis St, 6011 Wellington, New Zealand) (“Matomo”). Matomo uses cookies to help the website analyze how users use the site. We have activated IP-anonymization on this website and therefore your IP address will be truncated within the European Economic Area. The data collected using the Matomo technology (Usage information, including your anonymized IP address) will be processed on adidas servers.

We will use this information for the purpose of evaluating your use of the website, to compile reports on website activity, to discover errors, develop features and overall improve the website. The IP-address that your browser conveys within the scope of Matomo Analytics will not be associated with any other data held by adidas.

This cookie will be stored for 13 months.

You can opt-out from being tracked by Matomo by deleting your cache/local files or by going to your profile, where you have the option to manage cookie settings.

## 11. YOUR RIGHTS – WHAT ARE YOUR RIGHTS?



We would like to give you an overview over the rights you have under applicable data protection laws. We may need to confirm your identity before we can deal with your enquiry. Some of the rights are subject to restrictions. Where your enquiry has been rejected, we will provide you with the relevant reason.

Among other things, you can ask adidas for access to your personal data and to get a copy of your personal data undergoing processing. You have the right to obtain the rectification or the erasure of your personal data and to restrict its processing. You can object to the processing if you doubt our legitimate interests in processing your personal data.

You have the right to receive your personal data in a structured, commonly used and machine-readable format and to request the transmission of your data to another company. Additionally, you have the right to lodge a complaint with a Data Protection Authority,

## 12. QUESTIONS AND COMPLAINTS – WHO ARE YOUR CONTACTS?



If you wish 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 reach out to the Privacy Officer or the Legal Department with subject “HOMERUN training evaluation platform - request”.

They can be reached at:

adidas AG / HOMERUN support team  
Adi-Dassler-Strasse 1  
91074 Herzogenaurach  
Germany

email: [gsatechsupport@adidas.com](mailto:gsatechsupport@adidas.com)

Contact of Data Protection Authority which oversees adidas:

Bayerisches Landesamt für Datenschutzaufsicht (BayLDA)

Promenade 18  
91522 Ansbach  
Germany  
Tel.: +49 (0) 981 1800930

email: [poststelle@lda.bayern.de](mailto:poststelle@lda.bayern.de)

**13. UPDATES TO THIS NOTICE – WILL THERE BE UPDATES TO THIS NOTICE?**

This Privacy Notice may be updated periodically. adidas will update the date at the top of its first page accordingly and encourage you to check for changes that it has made, which will be available on the website. On some occasions, adidas may also actively advise you of significant changes to this Privacy Notice.