

Data protection information for 'Smart Visitor Flows Berlin'

Only the German version of the contract is legally binding; the translation is for information purposes only.

Data protection information in accordance with Art. 13 of the EU General Data Protection Regulation (GDPR) for participation in the 'Smart Visitor Flows Berlin' research project

SRH Hochschulen GmbH and motiontag GmbH, as independent controllers in the Smart Visitor Flows Berlin project, process the personal data listed in point 2.

In order to gain detailed insights into tourist mobility patterns and visitor flows in Berlin and to develop strategies based on these insights for sustainable travel management and to relieve overtourism hotspots, the mobility survey is being conducted by motiontag GmbH. motiontag GmbH provides a smartphone application (hereinafter referred to as 'app') for download, which participants can use to voluntarily track their movements and mobility behaviour in everyday life and during visits to Berlin.

The personal GPS and smartphone data is processed by motiontag as part of this project and then made available to SRH Hochschulen GmbH in the form of route chains for further processing.

In order to make the results of the survey comparable with other traffic surveys and tourism studies, SRH Hochschulen GmbH will collect socio-demographic data and attitude characteristics. This information will be collected via an in-app survey. Participation in the survey is voluntary.

By completing your registration in the motiontag app for the Smart Visitor Flows Berlin project, you consent to the processing of your data in accordance with the description of the above-mentioned project.

1. Name and contact details of the data controller and data protection officer

Institutions responsible for data processing

SRH Hochschulen GmbH – SRH University of Applied Sciences Heidelberg (Berlin Campus)

School of Technology and Architecture (TEAC) in the Master of Engineering and Sustainable Technology Management programme – Focus on Mobility and Automotive Industry

Postal address:

SRH Hochschulen GmbH Berlin Campus
Sonnenallee 221
12059 Berlin

Central Data Protection Department (administrative headquarters):

SRH Hochschulen GmbH
Ludwig-Guttman-Straße 6
69123 Heidelberg.
By email: datenschutz.hshd@srh.de

Data Protection Officer

frankenDSB DatenschutzManufaktur GmbH
Jörg Flierenbaum
Unterer Steinberg 11
97453 Schonungen

By email: datenschutzbeauftragter-srh@frankendsb.de

Technical partner for data collection (app development and provision, mobility data recording)

motiontag GmbH
Rudolf-Breitscheid-Straße 162
14482 Potsdam

For more information on how motiontag processes your data, please visit:
<https://api.motion-tag.de/de/privacy>

2. Collection and storage of personal data and the nature and purpose of its use

2.1 Type of personal data

When using the app:

We collect your movement data using the app. We use this movement data to carry out traffic analyses and tourism research. This serves to derive mobility-related and tourism-specific indicators (e.g. modal split, visitor types, route analyses). Furthermore, travel purposes are determined on the basis of daily stay patterns and spatial analyses are carried out. Particular attention is paid to the analysis of hotspots and less frequented neighbourhoods. These analyses are used for scientific purposes without any conclusions being drawn about your person and are published in relevant journals or presented at scientific conferences.

The results will also be made available to project partners, in particular VisitBerlin and operators of attractions and points of interest, to support visitor management, traffic planning and structural optimisation in the interests of sustainable, city-friendly tourism development. As soon as you start recording in the app, data points containing spatial coordinates, times and movement states are collected. We have developed algorithms that interpret this data in terms of stages with different modes of transport and the associated attributes such as duration and route.

When the app is used over several days, multi-day movement profiles are created. Even though the movement profiles are collected in pseudonymised form, recurring locations can be used to draw conclusions about places of residence and work and thus about individual persons. Even if participants are not identified, the movement profiles collected are personal data. Accordingly, they are treated with the utmost sensitivity.

Both the app for the iOS and Android operating systems transmit the following information from your mobile device to motiontag GmbH:

- the mobile phone model,
- the version of the respective operating system,
- the version of the app,
- location data (GPS coordinates) and the movement activity pre-evaluated by the mobile phone (e.g. 'motorised' or 'on foot').

In addition, motiontag GmbH collects the following data in the app:

- Primary identification data (e-mail address for contact purposes and, if applicable, for participation in the project)
- Login information for registration via the app (e-mail address)
- Time of localisation
- Geo-coordinates and accuracy (determined by the GPS chip)
- Acceleration values (determined by sensors in the mobile phone)
- Gyroscope values (determined by sensors in the mobile phone)
- Barometer/air pressure data (determined by sensors in the mobile phone)
- Magnetometer (determined by sensors in the mobile phone)
- Movement activity from the operating system
- Recognition reliability (confidence) of movement activity

All other information, such as the means of transport used or the purpose of the journey, is generated using algorithms based on this input data and by comparing it with geodata (known as 'geomatching').

When using the in-app survey:

- Email address
- Place of residence (in/outside Berlin)
- Gender
- Age groups
- Occupation/industry
- Country of origin (if not the United Kingdom)
- Frequency of visits to Berlin
- Purpose(s) of visit and interests

2.2 Use of data and its purpose

Your data will be processed for the following purposes:

1. Scientific analysis of tourist mobility patterns in Berlin
2. Identification of typical visitor routes and sequences
3. Analysis of hotspots and less frequented neighbourhoods
4. Categorisation of different visitor types and mobility styles
5. Development of data-supported strategies for visitor management
6. Support for measures to relieve areas affected by overtourism
7. Optimisation of sustainable mobility in tourism practice
8. Scientific publications and conference contributions
9. Provision of anonymised findings to project partners

Your data will not be processed for any purposes other than those mentioned above.

2.3 Storage period of personal data

Personal data will be completely deleted upon completion of the project. Participants will be informed of the exact duration of the project at the start of the project.

3. Transfer of data to third parties

We will only transfer your personal data to third parties if there is a legal obligation to do so in accordance with Art. 6 (1) (c) GDPR. Anonymised and aggregated analysis results may be made available to project partners without this constituting a transfer of personal data.

4. Your rights in relation to data processing (data subject rights)

You have the right:

- a) to request information about your personal data processed by us in accordance with Art. 15 GDPR;
- b) to request the immediate correction of incorrect or incomplete personal data stored by us in accordance with Art. 16 GDPR;
- c) to object to the further processing of your data and to request the erasure of your personal data stored by us in accordance with Art. 17 GDPR;
- d) to request the restriction of the processing of your personal data in accordance with Art. 18 GDPR;
- e) to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format (right to data portability) or to request its transfer to another controller in accordance with Art. 20 GDPR;

- f) pursuant to Art. 7(3) GDPR, to withdraw your consent at any time;
- g) pursuant to Art. 77 GDPR, to lodge a complaint with a supervisory authority.

5. Right to object

If your personal data is processed on the basis of legitimate interests pursuant to Art. 6(1)(f) GDPR, you have the right to object to the processing of your personal data pursuant to Art. 21 GDPR, provided that there are reasons for this arising from your particular situation.

6. Complaints office

If you have any questions about data protection or wish to assert your rights as a data subject, please contact:

SRH Hochschulen GmbH
Ludwig-Guttman-Straße 6
69123 Heidelberg.

By email: datenschutz.hshd@srh.de or datenschutzbeauftragter-srh@frankendsb.de (data protection officer)

You can also contact the technical partner of SRH Hochschulen GmbH:

motiontag GmbH
Rudolf-Breitscheid-Straße 162
14482 Potsdam

By email: info@motiontag.com

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