



ABOUT YOU[©]

Information about Data Protection

CONVENIENCE TRANSLATION

Information about Data Protection

As controller within the meaning of Article 4 no. 7 of Regulation (EU) No. 2016/679 of 27 April 2016 ("**General Data Protection Regulation**"; "**GDPR**"), ABOUT YOU processes in particular the following personal data: Contact information (e.g., postal address, email address as well as name of shareholder representative authorised by shareholder, if applicable), personal information (e.g., name, date of birth), information about shares (e.g., number of shares, class of shares, type of shareholding), data and device information (in webserver log files) generated in connection with the use of the AGM Portal (e.g., personal log-in data, date and time of access, log recording whether access was successful, type of web browser and operating system used, IP address of requesting device, access data (e.g., Access ID) and Session ID, acknowledgment, and acceptance of terms of use), submissions received (video submissions, questions) and administrative data (e.g., third-party authorisations; registration confirmation ID) on the basis of applicable data protection law in order to enable shareholders to exercise their rights as part of the Annual General Meeting. ABOUT YOU is legally represented by its Management Board, with two members of the Management Board or one such member and an executive officer (*Prokurist*) together representing ABOUT YOU. The Management Board is composed of Tarek Müller, Sebastian Betz and Hannes Wiese.

ABOUT YOU's contact information as controller is as follows:

ABOUT YOU Holding SE
-Management Board-
Domstraße 10
20095 Hamburg
Germany

Insofar as shareholders and shareholder representatives do not provide personal data as part of their registration for the Annual General Meeting, including but not limited to motions and nominations, the bank keeping the shareholder's securities account or a third party involved in the registration process transmits the personal data of the shareholders or shareholder representatives to ABOUT YOU.

ABOUT YOU is legally obligated to conduct the Annual General Meeting in accordance with Regulation (EC) No. 2157/2001 of the Council of 8 October 2001 on the Statute for a European Company (SE) in connection with AktG. For the Annual General Meeting to be held, the processing of shareholders' personal data is essential. ABOUT YOU is the controller responsible for such processing.

The entire Annual General Meeting is broadcast in real time in video and audio via the AGM Portal. Shareholders may exercise their voting and other exercisable shareholder rights before the meeting – using the AGM Portal, for instance. ABOUT YOU processes personal data insofar as it is necessary for registering shareholders on the AGM Portal, broadcasting the Annual General Meeting in video and audio as well as exercising other exercisable shareholder rights on the AGM Portal.

To such extent, shareholders' personal data are processed for purposes of preparing, conducting and implementing the Annual General Meeting, including but not limited to communicating with shareholders, preparing the record of the Annual General Meeting and meeting the Company's obligations under stock corporation law after the Annual General Meeting.

In each instance, the legal basis for processing is Article 6 (1) lit. c) GDPR.

Personal data are further used for statistical purposes – e.g., to depict changes to the shareholder structure or trading volumes. The legal basis for such processing of personal data is ABOUT YOU's legitimate interest – especially in tracking changes to the shareholder structure – pursuant to Article 6 (1) lit. f) GDPR.

As a rule, ABOUT YOU does not share personal data with third parties. By way of exception, third parties hired to organise the Annual General Meeting receive only those personal data from ABOUT YOU that are needed for rendering the contracted services.

ABOUT YOU has hired Better Orange IR & HV AG, Haidelweg 48, 81241 Munich, Germany, to conduct the Annual General Meeting. Better Orange will take up work as a processor contracted by ABOUT YOU within the meaning of Article 28 GDPR and, to such extent, is bound by ABOUT YOU's directions.

Other third parties engaged in connection with the Annual General Meeting include the notary preparing the record as well as attorneys and auditors.

In addition, personal data of shareholders and shareholder representatives will be made public in connection with the answers provided to questions, which may have been submitted in advance (Section 1 (2) sentence 1 no. 3 and sentence 2 COVMG). ABOUT YOU reserves the right, in connection with its answers, to identify questioners by name, provided that they previously consented to being so identified. Subject to certain conditions and as permitted by applicable law, personal data of shareholders and shareholder representatives are further published or made accessible or available to other shareholders and shareholder representatives in cases of motions for amending the agenda, counter-motions, nominations, questions or video submissions as well as objections.

With regard to the transmission of personal data to third parties as part of the announcement of shareholder demands for the amendment of the agenda as well as counter-motions and nominations submitted by shareholders, reference is made to the explanations provided in item 12 above.

Personal data are not intended to be transmitted outside of the European Union.

ABOUT YOU anonymises or erases personal data as soon and insofar as they are no longer needed for the purposes mentioned herein unless ABOUT YOU is bound by statutory duties of documentation or retention (under AktG, HGB, the German Tax Code (*Abgabenordnung*) or other legal provisions) to continue storing such data. Data collected in connection with Annual General Meetings is typically stored for up to three years, such period starting at the end of the year in which the Annual General Meeting was held. In individual cases, personal data may be stored for a longer period if further data processing is needed to handle motions, decisions or legal processes related to the Annual General Meeting.

Shareholders and shareholder representatives are entitled to the rights pursuant to Chapter III of GDPR – namely, the right of access pursuant to Article 15 GDPR, the right pursuant to Article 16 GDPR to demand prompt rectification of inaccurate or incomplete personal data, the right pursuant to Article 17 GDPR to demand prompt erasure of personal data, the right pursuant to Article 18 GDPR to demand restriction of processing of personal data and the right pursuant to Article 20 GDPR to receive personal data in a format meeting legal requirements, and to transmit such data to another controller without hindrance (right to data portability).

Insofar as the processing of personal data is undertaken on the basis of a legitimate interest of ABOUT YOU pursuant to Article 6 (1) lit. f) GDPR, shareholders and shareholder representatives have the right to object, on grounds relating to their particular situation, to the processing of personal data concerning them.

You may exercise these rights in relation to ABOUT YOU free of charge using the following contact information:

ABOUT YOU Holding SE
-Data Protection Officer-
Domstraße 10
20095 Hamburg
Germany
Email: datenschutzbeauftragter@aboutyou.de

Under Article 77 GDPR, shareholders and shareholder representatives further hold a right to lodge a complaint, especially with a supervisory authority with jurisdiction over the (habitual) residence of the shareholder or shareholder representative, or the German federal state in which the alleged infringement was committed.

You can reach our internal data protection officer at:

ABOUT YOU Holding SE
-Data Protection Officer-
Domstraße 10
20095 Hamburg
Germany
Email: datenschutzbeauftragter@aboutyou.de

Hamburg, July 2022

ABOUT YOU Holding SE
Management Board