

MARKENHERBERGE GmbH - Privacy Policy

Concept Store SOIS BLESSED – Concept Store · Day Bar · Flower Studio · Event Venue

This Privacy Policy applies to the Concept Store SOIS BLESSED, the event venue, event operations and the gastronomic services of MARKENHERBERGE GmbH.

The operation of our online shop is subject to the separate Privacy Policy published for that purpose.

Prannerstraße 10
80333 Munich
Germany

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Welcome!

Thank you for your interest in **MARKENHERBERGE GmbH** and our **SOIS BLESSED Concept Store**.

The protection of your personal data is of great importance to us. We process personal data exclusively in accordance with the applicable data protection laws, in particular the General Data Protection Regulation (GDPR), the German Federal Data Protection Act (BDSG) and all other applicable legal provisions.

This Privacy Policy explains which personal data we process in connection with the operation of our Concept Store, event venue, gastronomic services, website and other business activities, as well as the purposes for which such processing takes place.

In particular, it explains:

- which personal data we process,
- for what purposes we use your data,
- the legal basis for processing,
- how long personal data is retained,
- to whom personal data may be disclosed, and
- your rights as a data subject.

Should you have any questions regarding data protection or the processing of your personal data, please feel free to contact us at any time.

§ 1 Controller

The controller responsible for the processing of personal data within the meaning of the General Data Protection Regulation (GDPR) is:

MARKENHERBERGE GmbH
Prannerstraße 10
80333 Munich
Germany

Phone: +49 (0)89 20941800

E-mail: contact@markenherberge.com

Website: www.soisblessed.com

§ 2 Data Protection Officer

MARKENHERBERGE GmbH has appointed a Data Protection Officer.

The Data Protection Officer can be contacted as follows:

Dipl.-Ing. Bernd Gombert
MARKENHERBERGE GmbH
Prannerstraße 10
80333 Munich
Germany

Phone: +49 (0)89 20941800

E-mail: bernd.gombert@markenherberge.com

§ 3 General Information on Data Processing

As a general rule, we process personal data only to the extent necessary for the operation of our website, the conduct of our business activities, the initiation and performance of contracts, the planning and execution of events, or to comply with legal obligations.

Personal data is processed on the basis of, in particular:

- your consent pursuant to Article 6(1)(a) GDPR,
- the performance of pre-contractual measures or contractual obligations pursuant to Article 6(1)(b) GDPR,
- compliance with legal obligations pursuant to Article 6(1)(c) GDPR,
- our legitimate interests pursuant to Article 6(1)(f) GDPR.

Special categories of personal data are processed only where a legal basis exists or where you have expressly provided your consent.

Personal data is processed exclusively for the purposes described in this Privacy Policy.

§ 4 Visiting Our Website

When you visit our website, personal data is processed only to the extent technically necessary or otherwise permitted by law.

This may include in particular:

- IP address of the requesting device,
- date and time of access,
- pages accessed,

- browser used,
- operating system,
- referrer URL (the previously visited website),
- amount of data transferred, and
- other technically necessary connection data.

The processing is carried out to ensure the proper operation of our website, maintain system security, analyse technical errors and protect our information technology systems against attacks.

The legal basis for this processing is Article 6(1)(f) GDPR. Our legitimate interest lies in ensuring the secure, stable and efficient operation of our website.

Server log files are processed exclusively for the above purposes and deleted once they are no longer required, unless statutory retention obligations apply.

Our website uses SSL/TLS encryption to ensure the secure transmission of confidential information.

§ 5 Cookies and Consent Management

Our website uses cookies and similar technologies where necessary for the operation of the website or where permitted on the basis of your consent.

Technically necessary cookies are used in particular to ensure the secure operation of the website, store your cookie preferences and provide essential website functions.

Non-essential cookies and similar technologies are used only with your prior consent.

You may withdraw or modify your consent at any time with future effect using the consent management tool provided on our website.

The legal basis for this processing is Article 6(1)(a) GDPR and, where applicable, Article 6(1)(f) GDPR.

§ 6 Contacting Us

If you contact us, for example

- via our contact form,
- by e-mail,
- by telephone,
- in writing, or
- in person at our Concept Store,

we process the personal data you provide solely for the purpose of handling your enquiry.

This may include in particular:

- your name,
- company,
- address,
- telephone number,
- e-mail address,
- the content of your enquiry, and
- any other information you voluntarily provide.

The processing is carried out either for the implementation of pre-contractual measures or the performance of a contract pursuant to Article 6(1)(b) GDPR, or on the basis of our legitimate interest in responding to your enquiry pursuant to Article 6(1)(f) GDPR.

Your personal data will be deleted once your enquiry has been fully processed, unless statutory retention obligations require a longer retention period.

§ 7 Quotations and Pre-Contractual Negotiations

In the course of preparing quotations and initiating contractual relationships, we process the personal data required for these purposes.

This may include in particular:

- contact details,
- company information,
- contact persons,
- event details,
- requested event services,
- number of participants,
- event dates,
- billing addresses,
- communication data, and
- any other information required for preparing a quotation.

The processing is carried out for the implementation of pre-contractual measures pursuant to Article 6(1)(b) GDPR.

Where statutory retention obligations apply or where legitimate interests exist in documenting business transactions, personal data may be retained beyond the conclusion of the contractual negotiations.

§ 8 Contract Performance and Event Management

Where a contractual relationship is established, MARKENHERBERGE GmbH processes personal data to the extent necessary for the preparation, execution and follow-up of the respective event.

This may include in particular:

- contact persons,
- number of participants,
- event schedules,
- delivery and installation times,
- technical requirements,
- service providers,
- caterers,
- photographers,
- artists,
- security service providers,
- billing information,
- payment information, and
- any other information required for the organisation and execution of the event.

Personal data is processed only to the extent necessary for the performance of the contract, compliance with legal obligations or the protection of our legitimate interests.

The legal basis for processing is Article 6(1)(b), (c) and (f) GDPR.

§ 9 Organisation and Execution of Events

In the preparation, execution and follow-up of events, MARKENHERBERGE GmbH processes personal data only to the extent necessary for the performance of its contractual services or to comply with legal obligations.

Depending on the nature of the event, this may include:

- organiser contact details,

- organiser contact persons,
- information relating to service providers, suppliers and other project participants,
- technical and organisational event information,
- billing and payment information, and
- any other information necessary for the execution of the event.

For events organised by third parties (e.g. companies, agencies or other organisers), the organiser is generally responsible for processing the personal data of event participants.

Where participant lists or similar personal data are provided to MARKENHERBERGE GmbH for the purpose of performing the contract, such data will be processed solely for the proper organisation and execution of the event and only to the extent necessary.

For events organised by MARKENHERBERGE GmbH itself, including product presentations, fashion shows, charity events and similar occasions, personal data of participants will be processed where necessary for the organisation, execution or follow-up of the event.

Processing is carried out on the basis of Article 6(1)(b), (c) or (f) GDPR and, where required, on the basis of consent pursuant to Article 6(1)(a) GDPR.

§ 10 Photography, Video and Audio Recordings

Photography, video and audio recordings may be made during events held at the SOIS BLESSED Concept Store or the event venue.

A distinction is made between events organised by MARKENHERBERGE GmbH and events organised by third parties.

Events organised by MARKENHERBERGE GmbH

During our own events, such as fashion shows, product presentations, charity events or similar occasions, photographs, videos and audio recordings may be created and published for the purposes of documenting the event, public relations, corporate communications, social media and the presentation of our services.

Processing is carried out on the basis of our legitimate interest pursuant to Article 6(1)(f) GDPR or, where legally required, on the basis of prior consent pursuant to Article 6(1)(a) GDPR.

Where required by law, affected individuals will be informed before recordings are made or published, or their consent will be obtained.

Events organised by third parties

For events organised by third parties, the respective organiser is solely responsible for the creation and use of photographs, video and audio recordings in accordance with applicable data protection legislation.

The organiser is responsible in particular for:

- properly informing affected individuals,
- obtaining any required consent,
- fulfilling all applicable data protection information obligations, and
- complying with data protection, copyright and personality rights.

Where MARKENHERBERGE GmbH becomes aware of personal data or image material during the performance of an event, such data will only be processed where necessary for contractual performance or to comply with legal obligations.

Photography, video and audio recordings must not interfere with the event, safety requirements or normal business operations.

Photography, video and audio recordings for commercial, advertising or editorial purposes extending beyond the documentation of the event, as well as recordings of artworks, design objects, vintage items or other furnishings, require the prior written consent of MARKENHERBERGE GmbH.

The use of drones inside or above the event venue is prohibited unless prior written approval has been granted by MARKENHERBERGE GmbH.

Employees of MARKENHERBERGE GmbH, visitors and guests may only be photographed, filmed or recorded in accordance with the applicable legal provisions.

§ 11 Video Surveillance

To protect our guests, visitors, employees, merchandise, artworks, design and vintage objects, other property and to safeguard our property rights, selected areas of the SOIS BLESSED Concept Store and the event venue are monitored by video surveillance.

Video surveillance serves in particular:

- to protect our property rights,
- to protect individuals,
- to safeguard property,
- to prevent and investigate criminal offences,
- to investigate property damage, and
- to establish, exercise or defend legal claims.

Processing is carried out on the basis of Article 6(1)(f) GDPR.

Video recordings are evaluated only where necessary in connection with a specific incident.

Continuous monitoring or performance monitoring of employees does not take place.

Recordings are automatically deleted no later than three (3) calendar days after recording unless they are required for the investigation of a specific incident or for the establishment, exercise or defence of legal claims.

In such cases, the recordings will be retained only for as long as necessary.

Access to video recordings is restricted to authorised personnel of MARKENHERBERGE GmbH.

Recordings will only be disclosed where required by law or where necessary for the establishment, exercise or defence of legal claims, in particular to law enforcement authorities, courts, insurance companies or legal advisers.

The monitored areas are clearly identified by appropriate signage.

No automated decision-making or facial recognition technology is used.

§ 12 Service Providers and Recipients of Personal Data

To fulfil our contractual and legal obligations, we use carefully selected external service providers.

These include in particular:

- IT service providers,
- hosting providers,
- tax advisers,
- accounting service providers,
- banks,
- payment service providers,
- legal advisers,
- insurance companies,
- catering companies,
- technical service providers,
- security companies,
- photographers,
- videographers,
- florists,
- logistics providers, and
- other service providers involved in our business operations or the organisation of events.

Personal data is disclosed only where:

- disclosure is permitted by law,
- necessary for the performance of a contract,
- based on your consent, or
- required to protect legitimate interests.

Where required by law, data processing agreements pursuant to Article 28 GDPR have been concluded with the respective service providers.

§ 13 Applications

Applications may be submitted to us, in particular by e-mail or by post.

The personal data provided during the application process will be processed exclusively for the purpose of carrying out the recruitment procedure.

The legal basis for processing is Article 6(1)(b) GDPR in conjunction with Section 26 of the German Federal Data Protection Act (BDSG).

If no employment relationship is established, application documents will generally be deleted no later than six (6) months after completion of the recruitment process, unless statutory retention obligations apply or the applicant has expressly consented to longer storage.

Applications submitted by e-mail are made voluntarily.

§ 14 Newsletter and Event Information

Where visitors or customers have expressly consented to receiving our newsletter or similar information, we process the personal data collected for the sole purpose of providing regular information about our offers, events, new products, promotions and other news relating to MARKENHERBERGE GmbH.

Newsletter registration is carried out using the double opt-in procedure.

The legal basis for processing is Article 6(1)(a) GDPR.

You may withdraw your consent at any time with future effect. Withdrawal may be made using the unsubscribe link included in every newsletter or by contacting MARKENHERBERGE GmbH directly.

Upon receipt of your withdrawal, the personal data processed for newsletter distribution will be deleted without undue delay unless another legal basis permits continued processing.

Where permitted by law, existing customers may receive information about similar products or services pursuant to Section 7(3) of the German Act Against Unfair Competition (UWG).

Newsletter Service Provider

We use Mailchimp, a service provided by Intuit Inc., for the distribution of our newsletters.

For this purpose, the personal data required for newsletter distribution, in particular your e-mail address and, where voluntarily provided, your name and salutation, is processed on Mailchimp's servers.

Newsletter subscriptions are managed using the double opt-in procedure.

Processing is based on your consent pursuant to Article 6(1)(a) GDPR.

Where personal data is transferred outside the European Union, such transfers are carried out only on the basis of appropriate safeguards, including the European Commission's Standard Contractual Clauses or, where applicable, the EU–U.S. Data Privacy Framework.

§ 15 Social Media Presence

MARKENHERBERGE GmbH maintains company profiles on various social media platforms in order to provide information about our services, events and products and to communicate with customers and interested parties.

These platforms may include, in particular:

- Instagram
- Facebook
- LinkedIn
- Pinterest
- TikTok
- other social media platforms

When visiting our social media pages, personal data may also be processed by the respective platform operators.

We have only limited influence over the nature, scope and purpose of such data processing.

The respective privacy policies of the platform operators also apply.

Where we receive personal data directly through our social media channels (for example through direct messages, comments or event enquiries), such data is processed solely for responding to your enquiry or providing the requested communication.

The legal basis for processing is Article 6(1)(b) and Article 6(1)(f) GDPR.

Where we share responsibility with operators of social media platforms for certain processing activities (for example page statistics or "Insights"), processing is carried out on the basis of the respective Joint Controller Agreements pursuant to Article 26 GDPR.

§ 16 Accounting and Financial Administration

To fulfil our legal obligations and ensure the proper administration of our business operations, we process personal data for accounting, invoicing, payment processing and compliance with tax and commercial record-keeping requirements.

This may include in particular:

- invoice data,
- contact details,
- payment information,
- contractual information,
- tax-related information, and
- other accounting-related data.

Where external service providers are engaged, processing is carried out exclusively in accordance with applicable legal requirements and, where required, on the basis of Data Processing Agreements pursuant to Article 28 GDPR.

Processing is carried out in particular on the basis of Article 6(1)(b), (c) and (f) GDPR.

Where customers choose PayPal as their payment method, payment processing is carried out by PayPal (Europe) S.à r.l. et Cie, S.C.A., Luxembourg.

For this purpose, the personal data required to process the payment will be transmitted to PayPal.

The legal basis for processing is Article 6(1)(b) GDPR.

§ 17 Data Retention

Personal data is retained only for as long as necessary for the respective processing purposes or where statutory retention obligations apply.

In particular, the following retention periods apply:

- tax and commercial records: up to ten (10) years;
- business correspondence: in accordance with statutory retention requirements;
- contractual documents: in accordance with applicable statutory limitation and retention periods;
- application documents: generally up to six (6) months after completion of the recruitment process, unless longer retention is permitted;
- video recordings: generally no longer than three (3) calendar days unless a longer retention period is necessary due to a specific incident.

After expiry of the applicable retention periods, personal data will be deleted or, where legally permissible, anonymised.

§ 18 Rights of Data Subjects

Every data subject has the following rights within the scope of the applicable legal provisions:

- the right of access pursuant to Article 15 GDPR;
- the right to rectification pursuant to Article 16 GDPR;
- the right to erasure pursuant to Article 17 GDPR;
- the right to restriction of processing pursuant to Article 18 GDPR;
- the right to data portability pursuant to Article 20 GDPR;
- the right to withdraw consent at any time pursuant to Article 7(3) GDPR;
- the right to object pursuant to Article 21 GDPR; and
- the right to lodge a complaint with a supervisory authority pursuant to Article 77 GDPR.

You may exercise your rights at any time by contacting MARKENHERBERGE GmbH or our Data Protection Officer.

§ 19 Right to Object

Where personal data is processed on the basis of our legitimate interests pursuant to Article 6(1)(f) GDPR, you have the right to object to such processing at any time on grounds relating to your particular situation.

Where personal data is processed for direct marketing purposes, you have the right to object to such processing at any time with future effect.

Upon receipt of your objection, we will cease processing your personal data unless compelling legitimate grounds for the processing prevail or processing is required for the establishment, exercise or defence of legal claims or to comply with legal obligations.

§ 20 Data Security and Amendments to this Privacy Policy

MARKENHERBERGE GmbH implements appropriate technical and organisational measures to protect personal data against loss, manipulation, unauthorised access or any other unlawful processing.

Our security measures are continuously reviewed and adapted in line with technological developments.

This Privacy Policy is regularly reviewed and updated where necessary to reflect changes in legal requirements, technological developments or our business processes.

The current version published on our website shall apply.

§ 21 Transfers of Personal Data to Third Countries

Where we engage service providers located outside the European Union (EU) or the European Economic Area (EEA), or where personal data is processed outside these territories, such transfers will take place exclusively in accordance with Articles 44 et seq. GDPR and on the basis of appropriate safeguards.

§ 22 Google Maps

Our website may use the Google Maps service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, to display our location.

When accessing a page containing an embedded Google Map, a connection is established to Google's servers. In this process, personal data, in particular your IP address and technical connection data, may be processed and transmitted to Google.

Where personal data is transferred to countries outside the European Union or the European Economic Area, such transfers are carried out in accordance with Articles 44 et seq. GDPR and on the basis of appropriate safeguards.

Further information regarding Google's processing of personal data can be found in Google's Privacy Policy.

§ 23 Sources of Personal Data

As a general rule, we collect personal data directly from you.

Where necessary for the performance of a contract or the organisation of an event, personal data may also be provided to us by event organisers, clients or authorised service providers acting on their behalf.

Language Notice

This Privacy Policy has been translated into English for the convenience of our international customers and business partners. In the event of any discrepancies, inconsistencies or differences in interpretation, the German version of this Privacy Policy shall prevail and shall be legally binding.

Final Remarks

Thank you for your trust in MARKENHERBERGE GmbH.

If you have any questions regarding data protection or the processing of your personal data, please do not hesitate to contact us at any time.

MARKENHERBERGE GmbH

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80333 Munich

Germany

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E-mail: contact@markenherberge.com
