Privacy notice

1) Information on the Collection of Personal Data and Contact Details of the Controller

1.1 We are pleased that you are visiting our website and thank you for your interest. On the following pages, we inform you about the handling of your personal data when using our website. Personal data is all data with which you can be personally identified.

1.2 The controller in charge of data processing on this website, within the meaning of the General Data Protection Regulation (GDPR), is Johannes Wilhelmus Lodewijk Fronik, Play Trend, Schmelendriss 41, 47559 Kranenburg, Germany, Phone: 0049 2821 7749999, e-mail: play@playtrend.eu. The controller in charge of the processing of personal data is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data.

2) Data Collection When You Visit Our Website

2.1 When using our website for information only, i.e. if you do not provide us with additional information, we only collect data that your browser transmits to our server (so-called "server log files"). When you visit our website, we collect the following data that is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the moment of access
- Amount of data sent in bytes
- Source/reference from which you came to the page
- Browser used
- Operating system used
- IP address used (if applicable: in anonymized form)

Data processing is carried out in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. This data is not used for advertising. However, we reserve the right to check the server log files subsequently, if there are any concrete indications of illegal use.

2.2 This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g. enquiries sent to us). You can recognize an encrypted connection by the character string https:// and the connection information provided by your browser.

Server logs are retained only for as long as needed for reliable website operation, troubleshooting and investigating security incidents. They are deleted when they are no longer needed for these purposes. Where there are specific indications of misuse, the relevant data may be retained longer to the extent necessary to resolve the incident or establish, exercise or defend legal claims.

3) Hosting

We host and technically manage this website ourselves. We do not appoint a separate external hosting provider for this hosting. We process the connection and server data described in section 2 to deliver, secure and maintain the website. The legal basis is Article 6(1)(f) GDPR; our legitimate interest is reliable and secure website operation. YouTube, which you may choose to activate, is covered separately in section 6.

4) Strictly necessary cookies

We do not set our own analytics or advertising cookies. Section 6 additionally applies to YouTube content that you choose to activate. Strictly necessary cookies are used only where needed to provide a function that you have expressly requested. Such storage or access falls under section 25(2), point 2, of the German TDDDG and does not require consent. The current pages do not themselves set cookies or store language preferences. The page address you choose determines the language.

Where personal data is processed, the legal basis depends on the purpose: Article 6(1)(b) GDPR for contract-related functions, or Article 6(1)(f) GDPR for secure and functional website operation. Before introducing any new cookies, we will add their purpose and retention period to this notice. A cookie is not strictly necessary merely because it is useful.

5) Contacting Us

The information below covers general enquiries; section 5a explains how we process your data for the Demon Combi Challenge 2026, including participation checks and retention periods.

When you contact us (e.g. by email or telephone), personal data is collected. This data is stored and used exclusively for the purpose of responding to your request or for establishing contact and for the associated technical administration.

The legal basis for processing data is our legitimate interest in responding to your request in accordance with Art. 6 (1) point f GDPR. If your contact is aimed at concluding a contract, the additional legal basis for the processing is Art. 6 (1) point b GDPR. Your data will be deleted after final processing of your enquiry; this is the case if it can be inferred from the circumstances that the facts in question have been finally clarified, provided there are no legal storage obligations to the contrary.

5a) Privacy and the Demon Combi Challenge 2026

This section explains how we handle your enquiry for the Demon Combi Challenge 2026 and check that each person takes part only once. It supplements the general information in this privacy notice.

Controller and contact details

The controller responsible for your data in this promotion is Johannes Wilhelmus Lodewijk Fronik, Play Trend (PlayTrend CYes), Schmelendriss 41, 47559 Kranenburg, Germany. For privacy enquiries or to exercise your rights, contact play@playtrend.eu or +49 (0)2821 7749999. This information supplements our website’s general privacy notice.

Handling your enquiry

We use your name, email address, product and size choices, quantities, price proposal, delivery country, postcode, payment preference and related correspondence to assess and answer your enquiry. The legal basis is Article 6(1)(b) GDPR: taking steps at your request before a possible purchase. You are not legally required to provide this information, but we cannot assess your price proposal without the information needed to do so.

Checking one entry per person

To apply the one-entry-per-person rule, we keep a limited record of your name, email address, the relevant promotion, receipt date and processing status. We use delivery country and postcode for this check only where needed to resolve an uncertain match. We compare the details manually and personally review possible matches. The legal basis is Article 6(1)(f) GDPR. Our legitimate interest is to run the promotion fairly and prevent repeated entries by the same person.

Limited use and access

We do not request identity-document copies, date of birth, your full home address or bank and card details to check participation. We do not use device fingerprinting or an additional IP-address register for that check. Access is limited to authorised people handling the enquiries and service providers needed for the technical operation of email, within their respective tasks. We do not send promotion enquiries to Demon United USA, publish a participant list or treat participation as a newsletter subscription. Normal technical processing involved in website and email use is explained in our general privacy notice.

How long we keep the data

We delete the full correspondence relating to a declined enquiry as soon as it is no longer needed to complete the handling of that enquiry and resolve any outstanding questions, and no later than 90 days after the decision. For withdrawn enquiries, other enquiries definitively closed without a purchase, and positively assessed enquiries where the offer expires without a purchase, we also delete the full correspondence as soon as it is no longer needed, and no later than 90 days after definitive closure or the expiry of the offer, as applicable. This does not apply where a specific legal retention obligation or a specific dispute requires further storage; those records remain limited to that purpose. We retain the limited participation record only while this promotion actually runs and the record remains necessary to apply the one-entry-per-person rule. After the promotion ends, we delete it without unnecessary delay unless a separate retention ground applies to an individual case. We review the need for retention regularly. If a purchase takes place, the relevant contract and invoice records are subject to the usual statutory retention requirements.

A personal assessment

We personally assess your price proposal. No decision about your participation or offer is made solely by automated means. We do not use your enquiry to make an automated assessment of your financial circumstances. Your payment preference helps us prepare a possible offer; payment details are processed only as part of a later payment method you choose.

Your privacy rights

Subject to the applicable legal conditions, you can request access, correction, erasure or restriction of processing and exercise your right to data portability. You can also complain to a data protection supervisory authority, in particular the Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen (LDI NRW). Further information about your rights and our general data processing is available in our privacy notice.

Objecting to participation checks

You may object at any time, on grounds relating to your particular situation, to processing for the participation check. Contact play@playtrend.eu to do so. We will review your objection and stop that processing unless we can demonstrate compelling legitimate grounds that override your interests, rights and freedoms, or the processing is needed to establish, exercise or defend legal claims.

Assessing the test using anonymous totals

To assess this test campaign, we use only aggregated results from the normal handling of enquiries. These totals cannot be traced back to individual people. For example, this helps us understand which product combinations attract interest overall. We do not create additional research profiles about individuals or keep lists of identifiable enquiries for market research. The purposes, limits on data use and retention periods described above for your enquiry and participation checks remain unchanged; assessing the test does not extend those periods.

6) YouTube videos

Our website offers Demon United videos through YouTube. The player is provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Initially, we display only a preview image stored on our own server. Selecting “Agree and load YouTube” permits the connection to YouTube. This is optional; all other content remains available without activating the player.

When the player loads, Google receives information including your IP address, browser and device details, our website address, the selected video and your use of the player. Google processes such data to provide and secure its services, analyse their use and potentially display advertising. Cookies and similar storage may be used. If you are signed into Google, the data may be associated with your account. We use privacy-enhanced mode through youtube-nocookie.com. This does not mean that the player processes no data or is guaranteed to operate without cookies.

The legal bases are your consent under Article 6(1)(a) GDPR and, for storage on or access to your device, section 25(1) of the German TDDDG. Your choice applies only to this video on the current page. We do not save it in cookies or browser storage, or keep an individual viewing log. “Deactivate YouTube” removes the player and withdraws consent for further transfers through this integration. A new page visit requires fresh activation. This does not delete data already transferred or information stored by Google.

Processing by Google LLC in the United States is possible. Google states that it uses the EU-US Data Privacy Framework for transfers covered by it and standard contractual clauses where needed. Its data transfer information describes these safeguards. Google’s retention periods depend on the data, purpose and account settings; see its data retention information. Further details and controls are available in Google’s privacy policy.

The separate “Open video on YouTube (external website)” link opens YouTube only when you follow it. Google’s privacy terms apply there.

7) Rights of the Data Subject

7.1 The applicable data protection law grants you the following comprehensive rights of data subjects (rights of information and intervention) vis-à-vis the data controller with regard to the processing of your personal data:

- Right of access by the data subject pursuant to Art. 15 GDPR;
- Right to rectification pursuant to Art. 16 GDPR;
- Right to erasure (“right to be forgotten”) pursuant to Art. 17 GDPR;
- Right to restriction of processing pursuant to Art. 18 GDPR;
- Right to be informed pursuant to Art. 19 GDPR;
- Right to data portability pursuant to Art. 20 GDPR;
- Right to withdraw a given consent pursuant to Art. 7 (3) GDPR;
- Right to lodge a complaint pursuant to Art. 77 GDPR.

7.2 RIGHT TO OBJECT

IF, WITHIN THE FRAMEWORK OF A CONSIDERATION OF INTERESTS, WE PROCESS YOUR PERSONAL DATA ON THE BASIS OF OUR PREDOMINANT LEGITIMATE INTEREST, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THIS PROCESSING WITH EFFECT FOR THE FUTURE ON THE GROUNDS THAT ARISE FROM YOUR PARTICULAR SITUATION.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED. HOWEVER, WE RESERVE THE RIGHT TO FURTHER PROCESSING IF WE CAN PROVE COMPELLING REASONS WORTHY OF PROTECTION FOR PROCESSING WHICH OUTWEIGH YOUR INTERESTS, FUNDAMENTAL RIGHTS AND FREEDOMS, OR IF THE PROCESSING SERVES TO ASSERT, EXERCISE OR DEFEND LEGAL CLAIMS.

IF WE PROCESS YOUR PERSONAL DATA FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR PERSONAL DATA WHICH ARE USED FOR DIRECT MARKETING PURPOSES. YOU MAY EXERCISE THE OBJECTION AS DESCRIBED ABOVE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED FOR DIRECT ADVERTISING PURPOSES.

8) Duration of Storage of Personal Data

For data relating to the Demon Combi Challenge 2026, the purpose-specific retention periods set out under “How long we keep the data” in section 5a apply.

The duration of the storage of personal data is based on the respective legal basis, the purpose of processing and - if relevant – on the respective legal retention period (e.g. commercial and tax retention periods).

If personal data is processed on the basis of express consent pursuant to Art. 6 (1) point a GDPR, this data is stored until the data subject revokes his consent.

If there are legal storage periods for data that is processed within the framework of legal or similar obligations on the basis of Art. 6 (1) point b GDPR, this data will be routinely deleted after expiry of the storage periods if it is no longer necessary for the fulfillment of the contract or the initiation of the contract and/or if we no longer have a justified interest in further storage.

When processing personal data on the basis of Art. 6 (1) point f GDPR, this data is stored until the data subject exercises his right of objection in accordance with Art. 21 (1) GDPR, unless we can provide compelling grounds for processing worthy of protection which outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

If personal data is processed for the purpose of direct marketing based on Art. 6 (1) point f GDPR, this data is stored until the data subject exercises his right of objection pursuant to Art. 21 (2) GDPR.

Unless otherwise stated in the information contained in this declaration on specific processing situations, stored personal data will be deleted if it is no longer necessary for the purposes for which it was collected or otherwise processed.

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