

step BraWo 2021 - INFORMATION FOR PARENTS

Dear Parents,
Dear Guardians,

Below, we would like to inform you about the **step BraWo** project, in which your child's class will be taking part from 8th November 2021 to 2nd February 2022.

step BraWo is an interactive step competition, to motivate 3rd and 4th year children to exercise more with the help of the associated **step BraWo** app and the website www.step-brawo.de. **step BraWo** will start on 8th November 2021 at primary schools in the BraWo region with around 4,000 students participating over a period of thirteen weeks. The aim of **step BraWo** is to promote physical activity in children and to therefore have a positive and lasting influence on their health and well-being.

step BraWo is a project by the Cleven Foundation, the United Kids Foundation children's network and the RTL – Wir helfen Kinder (We Help Children) e.V. foundation in cooperation with planero GmbH (project manager for the Cleven Foundation) and is scientifically supported by the thinktank fischimwasser GmbH and the renowned sports scientist Prof. Dr Ingo Froböse.

At the start of the project, the children will be provided with fitness wristbands free of charge. The fitness wristbands measure physical activity by the number of steps taken, which can be read using the **step BraWo** app. The steps taken are compiled here in a virtual "class step account".

All participating classes in the BraWo region will compete against each other and against all classes in the nationwide **step** project as part of a step competition. To make the competition fair and to give smaller classes the same chance of winning, the collected steps are converted into score points using a formula based on the number of students,

which is then used in the table of results. The low-threshold competitive nature will strengthen the team spirit of the class.

Children are given access to regular exercise challenges on the website, as well as fun exercise incentives and information on healthy eating.

After completing **step BraWo**, the children can use the same app used in the **step** championship to count their individual steps and thus encourage daily physical activity. No separate registration or data entry is required.

As only the total number of steps for the class as a whole is displayed in score points on the app and website, no conclusions can be drawn about individual students. Subsequent participation in the **step** championship is voluntary. No personal data is collected here either, meaning that participation remains anonymised. Throughout the entire project, laws regulating schools and the EU General Data Protection Regulation will be observed and adhered to. It is not possible to use GPS location with the fitness wristbands. All fitness wristbands are certified and have been tested for harmful substances.

At the end of the project, the winning class will receive its award at a ceremony at the school, where there will also be a media presence. All **step BraWo** participants will also be able to download their personal participation certificate from the website.

Participation in step BraWo is completely free of charge for both the school and the children. All children are permitted to keep their fitness wristbands once the project has ended. They will then also have the opportunity to participate in the cross-project step championship.

Further details on the project schedule and answers to questions you may have can be found in the project description or on the official website www.step-brawo.de.

To enable your child to participate in the **step BraWo** project, it is essential that you submit the signed parents' agreement (see additional form). This must be submitted by **Friday, 15th October 2021** at the latest. The signed parents' agreement will be kept at the school. Unfortunately, for legal reasons, your child will not be permitted to participate in the project without a signed parents' agreement. Participation is, of course, voluntary.

Liability notice:

Parents and children assume no liability for the loss of the fitness wristband or for material damage of any kind that may result from using the fitness wristband. Likewise, neither planero GmbH nor the partners involved in the project are liable to users for damage, technical defects or loss of the fitness wristband or for any damages that may result in connection with the use of the fitness wristband (insofar as a limitation of liability is legally possible). In particular, there is no entitlement to a free replacement of a defective or lost fitness wristband.

Data protection notice

Data controller and contact details of the data protection officer

The data controller responsible for processing the data under data protection law is

planero GmbH
Sylvensteinstrasse 2
81369 Munich
Email: info@planero.de
Tel: 089 746614-60
Fax: 089 7253401

Planero GmbH has appointed an external data protection officer who can be contacted under the following contact details: Alarmstufe Red GmbH, Ms Bettina Sandrock, St. Georg Str. 44, 86911 Diessen, Tel. 08807-949596, b.sandrock@alarmstufe-red.de, www.alarmstufe-red.de

This project observes the laws regulating schools and the EU General Data Protection Regulation. The legal basis for data processing is Art. 6 (1) (1) (a) of the GDPR (consent to processing) and Art. 6 (1) (1) (f) of the GDPR (safeguarding the legitimate interests of the data controller or a third party).

Newroom Media GmbH, Hildeboldpl. 15-17, 50672 Cologne, provides IT services for the data controller and may also come into contact with personal data in this context. Newroom Media GmbH has concluded an order processing contract with the data controller, according to which Newroom Media GmbH processes data in accordance with data protection law and only on behalf of and in accordance with the instructions of the data controller.

The data entered by you or your child when registering for our website will be used for the purpose of using the services in question. Of course, we will also provide you and your child with information at any time and correct or delete the data at your request or at the request of your child, provided that there are no statutory retention requirements to the contrary.

As the data subject of your child's data, you or your child have the following rights with respect to us as the processing agency:

- The right to correct and, if necessary, supplement your child's personal data processed by us
- The right to transparent information about the handling of your child's personal data processed by us
- The right to information about your child's personal data processed by us
- The right to deletion and the right to "be forgotten"
- The right to restriction of processing – the right to data portability
- The right to object – the right to withdraw consent already granted, with effect for the future
- The right to complain to the competent supervisory authority for data protection

The recorded data, including the number of steps and class membership, will be deleted after the project has been completed.

You can exercise your rights simply by sending an email to datenschutz@planero.de or by fax to **089 746614-992**.

If you have any further questions about the **step BraWo** project, you are also welcome to arrange a telephone appointment with planero GmbH. To arrange an appointment, email us at info@step-fit.de. We will get in touch with you at the earliest opportunity.

We would like to thank you for your interest and participation in the **step BraWo** project!

Your **step BraWo** team