



## Privacy policy

22.03.2021

If you use an offer from SV Veranstaltungen, Süddeutscher Verlag Veranstaltungen GmbH and, if applicable, the co-organizer expressly named in the event, will process your personal data. With this privacy policy we inform you how and why we process your data and how we ensure that it remains confidential and is protected.

We take data protection seriously: As a matter of principle, we only process personal data if it is necessary for the provision of a service or offer or if you provide it voluntarily. In addition, we protect your data against accidental or intentional manipulation, loss, destruction or access by unauthorized persons with the help of technical and operational backups. We regularly review and update these precautions.

This privacy policy applies to the following websites:

- SV Veranstaltungen: [www.sv-veranstaltungen.de](http://www.sv-veranstaltungen.de)
- Automobil-Elektronik-Kongress: [www.automobil-elektronik-kongress.de](http://www.automobil-elektronik-kongress.de)
- Bordnetze im Automobil: [www.bordnetze.eu](http://www.bordnetze.eu)
- Fabrik des Jahres: [www.fabrik-des-jahres.de](http://www.fabrik-des-jahres.de)
- EDPC: [www.edpc.eu](http://www.edpc.eu)
- SZ-Wirtschaftsgipfel: [www.sz-wirtschaftsgipfel.de](http://www.sz-wirtschaftsgipfel.de)
- SZ-Wissensforum: [www.sz-wissensforum.de](http://www.sz-wissensforum.de)

- Denkanstöße Stuttgarter Zeitung: [www.denkanstoesse.stuttgarter-zeitung.de](http://www.denkanstoesse.stuttgarter-zeitung.de)
- Denkanstöße Schwarzwälder Bote: [www.denkanstoesse.schwarzwaelder-bote.de](http://www.denkanstoesse.schwarzwaelder-bote.de)

## General information on data processing

Personal data is any information relating to an identified or identifiable natural person. This includes information such as your name, age, address, telephone number, date of birth, e-mail address, IP address or user behavior. Information where we cannot (or only with a disproportionate effort can) establish a connection to your person, e.g. by anonymizing the information, is not personal data.

We collect personal data as far as this is necessary for us to

- to be able to make our digital offers available (**guarantee of functionality**)
- to analyze what reach our website has and how we can optimize our products for customers (**product optimization**),
- to conduct events,
- to get in contact with the customers.

### Legal basis for data processing

Personal data are processed by us **for the fulfilment of contractual obligations** according to Art. 6 Para. 1 lit. b GDPR. This includes in particular:

- guarantee of functional safety
- the processing of orders such as subscriptions, purchases in our stores, etc.
- the creation of a user account
- the provision of services within the scope of the orders, such as redirection requests, changes of address, complaints, etc.
- to provide you with relevant information about your orders
- for establishing contact with you, as far as a permanent business relationship with you or your employer exists or is intended (business

contacts)

In addition, we process your data **to safeguard our legitimate interests** in accordance with Art. 6 Para. 1 lit. f GDPR,

- for the purpose of preventing, investigating and reporting crimes, e.g. fraud, e.g. credit card misuse, identity theft, obtaining special conditions or rates
- for the assertion of legal claims including collection and defense in legal disputes
- for auditing purposes
- for advertising, as long as you have not objected to the use of your data
- for the purpose of compiling statistics to improve products and services. In individual cases, we form user groups for this purpose by processing order and usage data; however, these groups are immediately made anonymous and are not used to analyze or predict aspects relating to your personal preferences.

We process your data **on the basis of your consent** in accordance with Art. 6 Para. 1 lit. a GDPR for specific purposes, in particular

- for the purpose of compiling statistics to improve products and services
- for personalized use of the website and personalized offers as well as optimization of the web offer
- to the newsletter dispatch with regular offers
- to receive special information and offers from us and our partner companies
- to market research
- to the customer survey
- to support website usage processes with reminder functions and live chats
- for analytical purposes in order to optimize our offer for you.

A given consent can be revoked at any time in the data protection settings. The revocation of a consent is only effective for the future and does not affect the legality of the data processed until the revocation.

If cookies, device identifiers or other information are stored or retrieved on your terminal device for processing, the legal basis for this is the European Cookie or e-Privacy Directive in conjunction with the German Telemedia Act (§ 12 ff. TMG) or the General Data Protection Regulation (Art. 6 para. 1 lit. a GDPR and Art. 6 para. 1 lit. f GDPR).

## **Data deletion and storage duration**

We delete or make anonymous your personal data as soon as it is no longer required for the purposes for which it was collected or used.

However, we may have to continue to store your data until the expiry of the retention obligations and periods stipulated by law or supervisory authorities, which may result from the German Commercial Code, the German Fiscal Code and the Money Laundering Act (generally 6 to 10 years). In addition, we may store your data until the expiry of the statutory limitation periods (i.e. as a rule 3 years; in individual cases, however, up to 30 years), insofar as this is necessary for the assertion, exercise or defence of legal claims. Afterwards, the corresponding data will be deleted.

## **Data security and security measures**

We are committed to protecting your privacy and treating your personal data confidentially. In order to prevent the manipulation, loss or misuse of your data stored with us, we take extensive technical and organizational security precautions, which are regularly checked and adapted to technological progress. These measures ensure the confidentiality, integrity, availability and resilience of your data. This includes the use of recognized encryption methods (SSL or TLS) and pseudonymization.

However, we would like to point out that due to the structure of the Internet, it is possible that the rules of data protection and the above-mentioned security measures may not be observed by other persons or institutions not within our area of responsibility. In particular, data disclosed in unencrypted form - e.g. when sent by e-mail - can be read by third parties. We have no technical influence on this.

## **Use of service providers**

When processing your data in connection with our services and products, we use service providers or transfer this data to companies that support us, for example, in processing payment orders. These service providers process the data exclusively within the scope of our instructions and are obliged to comply with the applicable data protection regulations. All service providers have been carefully selected and are only granted access to your data to the extent and for the period

of time required to provide the services or to the extent that you have consented to the processing and use of your data.

Service providers in countries such as the USA or in other countries outside the EU or the countries of the European Economic Area are subject to a data protection regime which generally does not protect personal data to the same extent as is the case in the member states of the European Union. If your data is processed in a country outside the EU/EEA that does not have a recognized high level of data protection like the European Union, we will ensure that your personal data is adequately protected by means of contractual arrangements or other recognized instruments.

## When you use our digital services

### Logfiles

When you access our website, we collect data about every access to the server on which this service is located (log files).

### Data processing in detail

Processed data	Purpose of processing
Used operating system	Evaluation by device to ensure optimized display of the website
Information about the browser type and version used	Evaluation of the browsers used to optimize our web pages for this purpose
Internet service provider of the user	Evaluation of the Internet service providers
IP address	Display of the website on the respective device
Date and time of access	Securing the proper operation of the website.

<b>Processed data</b>	<b>Purpose of processing</b>
If applicable, manufacturer and type designation of the smartphone, tablet or other terminal device	Evaluation of device manufacturers and types of mobile terminal devices for statistical purposes

This data is necessary for us from a technical point of view in order to show you our websites and to guarantee stability and safety. As we can in particular offer protection from misuse in this way, we process your data on the basis of our justified interest in data processing in accordance with Art. 6 Para. 1 lit. f GDPR, subject to the guarantee of data protection oriented to the current state of technology.

The data is also stored in the log files of our system. This data is not stored together with other personal data concerning you.

The data will be deleted as soon as you leave our websites and the respective session is terminated. The IP addresses are deleted at the latest after seven days.

As the data collection is absolutely necessary for the provision of the website, and the storage of the data in log files is likewise essential for the operation of the website, you have no possibility for objection.

Your data will be forwarded to our hosting service provider.

## **Liveblog**

In some of our event pages, we use an integrated live blog from storytile UG (with limited liability, Gollierstraße 70, 80339 München). By calling up the page with liveblog, Süddeutscher Verlag Veranstaltungen GmbH does not set any cookies on your computer. However, information from the page with liveblog leads to cookies being set on your computer by storytile, over which we have no influence. No personal data of website visitors is collected by storytile, beyond the usual log files/log files for analysis purposes, as described above.

The processing of these data is based on our legitimate interest in the purposes described (Art. 6 para. 1 lit. f GDPR).

The data is deleted after 3 months; in the event of special incidents, it is stored for up to 24 months.

## **Create a user account**

In principle you can use our digital offers without registration. This applies to our Internet presence and our websites as well as to the mobile applications of our company. For some event applications, the newsletter and the websites [www.sv-veranstaltungen.de](http://www.sv-veranstaltungen.de) sowie [www.edpc.eu](http://www.edpc.eu) for authors/speakers and the committee, registration is required.

## **Registration and login**

You can log in through our respective registration page for an event as a participant or representative of the press. In order to register, you must enter the following data:

- Salutation and name
- e-mail address
- Phone number
- Address.

You can also voluntarily provide us with additional data, such as position, department, industry, VAT number, fax and the contact details of the invoice recipient.

The legal basis for the processing of all data you provide during registration is Art.6 para. 1 lit. b GDPR.

You have the possibility of objecting to the use of your data at any time in writing to Süddeutscher Verlag Veranstaltungen GmbH, Justus-von-Liebig-Str. 1, 86899 Landsberg, Germany, or by email to [datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de) (please state email and name under which you are registered/logged in).

We may share some of your information with our service providers who assist us with registration and event management, hosting service providers, payment service providers and our financial accounting department. We have contractually obligated these parties neither to use your data for their own purposes nor to pass it on to others, and we regularly monitor compliance with data protection regulations.

## **Do Events**

On the websites

- SV Veranstaltungen: [www.sv-veranstaltungen.de](http://www.sv-veranstaltungen.de)
- Automobil-Elektronik-Kongress: [www.automobil-elektronik-kongress.de](http://www.automobil-elektronik-kongress.de)
- Bordnetze im Automobil: [www.bordnetze.eu](http://www.bordnetze.eu)
- Fabrik des Jahres: [www.fabrik-des-jahres.de](http://www.fabrik-des-jahres.de)
- EDPC: [www.edpc.eu](http://www.edpc.eu)
- SZ-Wirtschaftsgipfel: [www.sz-wirtschaftsgipfel.de](http://www.sz-wirtschaftsgipfel.de)

we use the service provider doo GmbH in Munich. Detailed information on data processing and data protection at doo can be found in the [doo Privacy Policy (<https://doo.net/de/about/datenschutzerklaerung.html>)].

## Xing Events

On the websites

- SZ-Wissensforum: <https://www.sz-wissensforum.de/>
- Denkanstöße Stuttgarter Zeitung: <https://denkanstoesse.stuttgarter-zeitung.de/>
- Denkanstöße Schwarzwälder Bote: <https://denkanstoesse.schwarzwaelder-bote.de/>

we use the service provider New Work SE (Xing Events) in Hamburg. Detailed information on data processing and data protection at New Work SE (Xing Events) can be found in the [privacy policy of New Work SE \(Xing Events\)](#).

## Special features on [www.sv-veranstaltungen.de](http://www.sv-veranstaltungen.de) and [www.edpc.eu](http://www.edpc.eu)

On the websites [www.sv-veranstaltungen.de](http://www.sv-veranstaltungen.de) and [www.edpc.eu](http://www.edpc.eu) you can register as author, speaker or representative of the press as well as for the committee. In order to register, you must enter the above-mentioned data; in addition, you must confirm that you have read and understood our Privacy Policy and accept our General Terms and Conditions. On a voluntary basis, you can provide us with additional information such as position, department, industry. The legal basis for the processing of all data you provide during this registration is art.6 para. 1 b GDPR.

You have the possibility at any time to object to the use of your data in writing to Süddeutscher Verlag Veranstaltungen GmbH, Justus-von-Liebig-Str. 1, 86899



Landsberg or by e-mail to [datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de). (please indicate the email and name under which you are registered/logged in).

## **Online events**

To offer our events online we use the following tools:

### **Calendly**

We use the tool Calendly (Calendly, LLC, BB&T, Tower 271 17th St NW, Atlanta, GA 30363) to schedule appointments for, among other things, technology checks at digital events.

When using Calendly, various types of data are processed. The scope of the data here also depends on what information about data you provide before or when responding to an appointment request where we use Calendly.

The following personal data are subject to processing:

- **Appointment Data:** A Calendly user, invitee or third party may voluntarily provide Calendly with certain information. This may include names, email addresses and phone numbers, email addresses of other individuals, the subject of the meeting, and any other information
- **Calendar Information:** For Calendly users, the duration and free/busy status of events in the calendar is checked

The data processing is carried out in accordance with Art. 6 Para. 1 lit. b GDPR.

Your personal data processed in connection with the response to an appointment request via Calendly will not be disclosed to third parties as a matter of principle, unless they are specifically intended for disclosure. The service provider Calendly necessarily receives knowledge of the above-mentioned data insofar as this is provided for in the context of our order processing agreement with them. If you are registered as a user with calendly, then reports on your scheduling (duration and free/busy status) may be stored at calendly.

You can find more information in the data protection notice of calendly:

<https://calendly.com/de/pages/privacy>

## **ExpolP**

We use the EXPO-IP tool (EXPO-IP GmbH, Robert-Bosch-Str. 7, 64293 Darmstadt, Germany) to conduct digital events and trade fairs. If we want to record such an online event, we will transparently inform you in advance and - if necessary - ask for consent.

Various types of data are processed when using EXPO-IP. In this context, the scope of the data also depends on the data you provide before or when participating in an online event.

The following personal data are subject to processing:

- Authentication data
- Usage data, e.g. log files (esp. names of users of IT systems or applications, IP addresses)
- Master data
- System access data

The data processing is carried out in accordance with Art. 6 para. 1 p. 1 lit. b DSGVO. A recording of the online event is only made if we have informed you of this in advance and you have consented to the recording. The legal basis in this case is Art. 6 para. 1 lit. a DSGVO.

As a matter of principle, your personal data processed in connection with your participation in our online events will not be disclosed to third parties unless it is specifically intended for disclosure. The service provider EXPO-IP necessarily receives knowledge of the above-mentioned data insofar as this is provided for under our order processing agreement with it. If you are registered as a user with EXPO-IP, then reports of online events (meeting metadata, questions and answers in webinars, survey function in webinars, chat histories) may be stored at EXPO-IP.

Your data will be deleted as soon as it is no longer necessary for the purpose for which it was collected.

We have concluded an order processing agreement with EXPO-IP that complies with the requirements of Art. 28 DSGVO.

For more information, please refer to the [data protection notice of EXPO-IP](#).

## **Hopin**

For our online events we use the online event platform Hopin (Hopin Ltd of Seedcamp Office, 5 Bonhill Street, Shoreditch, London, England), which is

operated on the website hopin.to, for the purpose of handling the registration process, the organization, implementation and possibly also for billing of the event.

The following personal data are subject of the processing:

- user data: first name, last name, phone (optional), e-mail, password (if SSO is not used), profile picture (optional), department (optional)
- Meeting metadata: Topic, description (optional), participant IP addresses, device/hardware information
- for cloud recordings (optional): Mp4 of all video, audio and presentations, M4A of all audio recordings, text file of all in meeting chats, audio log file
- IM Chat Logs
- Telephony usage data (optional): call in number, call out number, country name, IP address, 911 address (registered service address), start and end time, host name, host e-mail, MAC address of the used device
- Text, audio and video data: You may be able to use the chat, question or survey functions in an "event". In this respect, the text entries you make are processed in order to display them in the "event" and, if necessary, to log them. In order to enable the display of video and the playback of audio, the data from the microphone of your terminal device and from any video camera of the terminal device will be processed for the duration of the event. You can switch off or mute the camera or microphone yourself at any time using the zoom applications.

In these cases, we process your personal data on the basis of the consent given during registration for participation in an event (Art. 6 para. 1 sentence 1 lit. a DSGVO) or on the basis of the event contract concluded with you (Art. 6 para. 1 sentence 1 lit. b DSGVO).

We will store your data until the event has been fully processed and settled and until no more claims can be made under the participant contract, i.e. until the statute of limitations. As a rule, the statute of limitations shall apply within three years from the end of the event, starting on 31 December of the year in question.

If you have given your consent, we will store the data until you revoke this consent, which you can do informally at any time with effect for the future. As a rule, however, we delete such data after a maximum of three years if there has been no further contact between us during this period.

The following data may be processed when using Hopin:

- contact details: Address, e-mail address, telephone
- Identity data: First name, last name, username, birthday, gender and marital status
- transaction data: Product information and payments from other Hopin products and services
- Technical data: IP address, login data, browser type and version, browser plug-ins, hardware information, time zone, location, operating system, start and end time
- profile data: Username and Password
- usage data: User behavior

Hopin may also process your data in third countries. The transfer is based on EU standard contract clauses.

Here you can find the [data protection regulations](#) of Hopin.

## **MS Teams**

We use the tool "Microsoft Teams" to conduct telephone conferences, online meetings, video conferences and/or web conferences (hereinafter: "Online Meetings").

"Microsoft Teams" is a service of Microsoft Corporation (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). If we want to record online meetings, we will transparently inform you in advance and - if necessary - ask for consent. The fact of recording will also be displayed to you in the MS Teams app.

Note: Insofar as you call up the "Microsoft Teams" website, the "Microsoft Teams" provider is responsible for data processing. However, calling up the Internet page is only necessary for the use of "Microsoft Teams" in order to download the software for the use of "Microsoft Teams". If you do not want to or cannot use the "Microsoft Teams" app, you can also use "Microsoft Teams" via your browser. The service will then to that extent also be provided via the "Microsoft Teams" website.

## **Data**

The scope of the data depends on the information on data you provide before or when participating in an "online meeting". The following personal data are subject to processing:

- User details: e.g. display name ("Display name"), e-mail address if applicable, profile picture (optional), preferred language.
- Meeting metadata: e.g. date, time, meeting ID, phone numbers, location
- Text, audio and video data: you may have the option of using the chat function in an "online meeting". To this extent, the text entries you make are processed in order to display them in the "online meeting". In order to enable the display of video and the playback of audio, the data from the microphone of your terminal device and from any video camera of the terminal device will be processed accordingly for the duration of the meeting. You can turn off or mute the camera or microphone yourself at any time via the "Microsoft Teams" applications.

Chat content is logged when using Microsoft Teams. Files that users share in chats are stored in the OneDrive for Business account of the user who shared the file. Files that team members share in a channel are stored on the team's SharePoint site.

## \_\_Legal basis for data processing

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Insofar as personal data of employees is processed, Section 26 of the German Federal Data Protection Act (BDSG) is the legal basis for data processing.

If, in connection with the use of "Microsoft Teams", personal data is not required for the establishment, implementation or termination of the employment relationship, but is nevertheless an elementary component in the use of "Microsoft Teams", Art. 6 (1) lit. f) DSGVO is the legal basis for data processing. In these cases, our interest is in the effective implementation of "online meetings".

Otherwise, the legal basis for data processing when conducting "online meetings" is Art. 6 (1) lit. b) DSGVO.

Online meetings are only recorded if we have informed you of this in advance and you have consented to the recording. The legal basis in this case is Art. 6 para. 1 lit. a) DSGVO.

## **Storage period**

We generally delete personal data when there is no need for further storage. A requirement may exist in particular if the data is still needed to fulfill contractual services, to check and grant or defend against warranty and, if applicable, guarantee claims. In the case of statutory retention obligations, deletion will only be considered after expiry of the respective retention obligation.

## \_\_Data transfer \_\_

Personal data that is processed in connection with participation in "Online Meetings" is generally not passed on to third parties unless it is intended for transfer. Please note that, as in the case of face-to-face meetings, the content of online meetings is often used to communicate information to customers, prospects or third parties and is therefore intended for disclosure.

## \_\_Other recipients: \_\_

The provider of "Microsoft Teams" necessarily receives knowledge of the above-mentioned data, insofar as this is provided for in the context of our order processing agreement with "Microsoft Teams". In principle, no data processing takes place outside the European Union (EU), as we have limited our storage location to data centers in the European Union. However, we cannot exclude the routing of data via Internet servers that are located outside the EU. This may be the case in particular if participants in "Online Meeting" are located in a third country.

## \_\_Data transfer outside the EU/EEA \_\_

Since Microsoft is based in the USA, we have concluded an order processing agreement with Microsoft that complies with the requirements of Art. 28 DSGVO. An adequate level of data protection is guaranteed on the one hand by the conclusion of the so-called EU standard contractual clauses. As supplementary protective measures, we have also configured our system in such a way that only data centers in the EU, the EEA or secure third countries such as Canada or Japan are used to conduct "online meetings".

For more information, please see Microsoft's privacy notice:

<https://privacy.microsoft.com/de-de/privacystatement>

<https://www.microsoft.com/de-de/trust-center>

The data is encrypted during transport over the Internet and thus protected against unauthorized access by third parties.

## **Slido**

We use the tool Slido (sli.do s. r. o., Vajnorská 100/A, 831 04 Bratislava, Slovakia (European Union)) to conduct surveys and questions at digital events. If we want to record online events, we will transparently inform you in advance and - if necessary - ask for consent.

If it is necessary for the purposes of logging the results of an online meeting, we will log the content. However, this will generally not be the case.

When using Slido, different types of data are processed. The scope of the data also depends on the data you provide before or during participation in an online event where we use Slido.

The following personal data are subject to processing:

- User details: Username (optional)
- Text data: You have the option to use the chat, question or survey functions. To this extent, the text entries you make are processed in order to display them in the "online meeting" and to log them if necessary.

The data processing is carried out in accordance with Art. 6 Para. 1 lit. b GDPR.

Your personal data processed in connection with participation in our online events will not be disclosed to third parties as a matter of principle, unless they are specifically intended for disclosure. The service provider Slido necessarily obtains knowledge of the above-mentioned data insofar as this is provided for in the context of our order processing agreement with it. If you are registered as a user with Slido, then reports on online events (meeting metadata, questions and answers at events, survey function at events) may be stored at Slido.

For more information, please see Slido's privacy notice:

<https://www.sli.do/terms#privacy-policy>

## **Wonder.me**

We use the tool Wonder (Yotribe GmbH, Kommandantenstraße 77, 10117 Berlin, Germany) to conduct conference calls, online meetings, video conferences, webinars or other events. If we want to record online events, we will transparently inform you in advance and - if necessary - ask for consent.

If it is necessary for the purposes of logging the results of an online meeting, we will log the chat content. However, this will generally not be the case.

In the case of webinars, we may also process questions asked by webinar participants for purposes of recording and following up on webinars. When using Wonder, various types of data are processed. In this context, the scope of the data also depends on the information on data you provide before or when participating in an online event.

The following personal data are subject to processing:

- User details: User name, profile picture, e-mail (optional),
- Room metadata: Room name, description (optional), participant IP addresses, device/hardware information.
- IM chat logs
- Text, audio and video data: you may have the option to use chat, question or poll functions in an "online meeting". To this extent, the text entries you make are processed in order to display them in the "online meeting" and, if necessary, to log them. To enable the display of video and the playback of audio, the data from the microphone of your terminal device and from any video camera of the terminal device will be processed accordingly for the duration of the meeting. You can turn off or mute the camera or microphone yourself at any time through the Wonder applications
- Location data.

In order to participate in an online event or to enter the "meeting room", you must at least provide information about your name. The data processing is carried out in accordance with Art. 6 para. 1 p. 1 lit. b DSGVO.

We store your personal information in a form that permits identification only for as long as it is needed for those business purposes for which it was collected or is needed to comply with our legal obligations, resolve disputes and enforce our agreements.

As a matter of principle, your personal data processed in connection with your participation in our online events will not be disclosed to third parties unless they are specifically intended to be disclosed. The service provider Wonder necessarily obtains knowledge of the above-mentioned data insofar as this is provided for in the context of our order processing agreement with them. If you are registered as a user with Wonder, then reports of online events (meeting metadata, questions and answers in webinars, survey function in webinars, chat histories) may be stored at Wonder. We have entered into a contract for order processing with Wonder, which complies with the requirements of Art. 28 DSGVO.

For more information, please see [Wonder's privacy notice](#).

## **Zoom**

We use the Zoom tool (Zoom Video Communications, Inc., 55 Almaden Blvd, Suite 600, San Jose, California, USA) to conduct conference calls, online meetings, video conferences, webinars or other events. If we want to record online events, we will



inform you transparently in advance and - if necessary - ask for your consent. The fact of the recording will also be displayed in the zoom app.

If it is necessary for the purpose of logging the results of an online meeting, we will log the chat content. However, this will usually not be the case.

In the case of webinars, we can also process the questions asked by webinar participants for the purposes of recording and follow-up of webinars.

When using Zoom, different types of data are processed. The extent of the data also depends on the information you provide before or during participation in an online event.

The following personal data are subject to processing:

- user data: First name, last name, telephone (optional), e-mail, password (if SSO is not used), profile picture (optional), department (optional)
- Meeting metadata: Topic, description (optional), participant IP addresses, device/hardware information
- for cloud recordings (optional): Mp4 of all video, audio and presentations, M4A of all audio recordings, text file of all in meeting chats, audio log file
- IM Chat Logs
- Telephony usage data (optional): call in number, call out number, country name, IP address, 911 address (registered service address), start and end time, host name, host e-mail, MAC address of the used device
- Text, audio and video data: You may be able to use the chat, question or survey functions in an "online meeting". To this extent, the text entries you make are processed in order to display and, if necessary, log them in the "online meeting". In order to enable the display of video and the playback of audio, the data from the microphone of your terminal device and from any video camera of the terminal device will be processed for the duration of the meeting. You can switch off or mute the camera or microphone yourself at any time using the zoom applications
- location data.

In order to participate in an online event or to enter the "meeting room", you must at least provide information about your name.

The data processing is carried out in accordance with Art. 6 para. 1 sentence 1 lit. b DSGVO.

Your personal data, which is processed in connection with your participation in our online events, is generally not passed on to third parties, unless it is

specifically intended to be passed on. The service provider Zoom necessarily obtains knowledge of the above-mentioned data to the extent that this is provided for in our contract processing agreement with him. If you are registered as a user at Zoom, reports on online events (meeting meta data, data on telephone dial-in, questions and answers in webinars, survey function in webinars) can be stored at Zoom for up to one month. Furthermore Zoom reserves the right to pass on your data to third parties with your consent.

Since Zoom is based in the USA, we have concluded a contract with Zoom that meets the requirements of Art. 28 DSGVO. An appropriate level of data protection is guaranteed on the one hand by the conclusion of the so-called EU standard contract clauses. As additional protective measures, we have also configured our Zoom in such a way that only data centers in the EU, the EEA or safe third countries such as Canada or Japan are used for "online meetings".

You can find further information in Zoom's data protection notice:

<https://zoom.us/de-de/privacy.html>

## **Embeds**

We use embeds to optimize our offers and provide you with interesting content. These are not loaded without your consent (Art. 6 para. 1 lit. a GDPR) in order to protect your data.

Some content also originates from social networks or other companies in the USA. By integrating their content, cookies and similar techniques may be used by them and data may be transferred to them in the USA (e.g. your IP address, browser information, cookie ID, pixel ID, page accessed, date and time of access). The transfer of data to third countries is based on EU standard contract clauses.

## **Google Maps**

On some pages we use Google Maps (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) to display maps and geographical positions. The use of Google Maps is in the interest of an appealing presentation of our online offers and an easy findability of the indicated locations and is done with your consent according to Art. 6 para. 1 lit. a GDPR.

When you call up a website with a map from Google Maps, your browser automatically transfers data to Google Maps. This data is collected and used by

Google. Google uses cookies.

Here you will find more detailed information on the purpose and scope of data processing by Google and your options for setting your privacy.

## **Google reCaptcha**

We use Google reCaptcha to determine whether a person or computer is making a certain entry in our contact or newsletter form. Google (Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043. USA) uses the following data to determine whether you are a human or a computer: IP address of the terminal device used, the website you visit with us and on which the captcha is integrated, the date and duration of the visit, the identification data of the type of browser and operating system used, the Google account if you are logged in at Google and mouse movements on the reCaptcha areas. Based on this data, reCaptcha analyzes your actions on the website and evaluates them with a score between 0 and 1. The lower this value is, the more likely reCaptcha considers the respective user to be a bot.

Legal basis for the described data processing is art. 6 para. 1 lit. f GDPR. We use reCaptcha solely for the purpose of ensuring the security of our websites, to protect us from automated input (such as bot attacks) and to ensure an exclusively private, non-commercial use by human users.

You can find the opt-out for this under [this link](#).

You can find Google's privacy policy [here](#).

## **Vimeo**

We use Vimeo videos from Vimeo Inc, 555 West 18th Street, New York 10011, USA, for video payout. These are downloaded from or transmitted through Vimeo. Vimeo processes IP addresses and device information to enable video downloads/reproductions and to determine statistical data, such as download numbers. We have integrated this service in so-called "do-no-track" mode, which means that Vimeo prevents cookies from being set.

The playing of the videos and the analysis and optimization of our video offer is carried out with your consent in accordance with Art. 6 para. 1 lit. a DGDPR.

Here you will find more information about the purpose and scope of data processing by Vimeo and your options for adjusting your settings to protect your

privacy.

## **YouTube**

The embedding of a YouTube video is done by the technical process of so-called framing. Framing involves simply inserting an HTML link provided by YouTube into the code of a website to create a playback frame on the third-party site, thus enabling the video stored on YouTube servers to be played. We use the generated framing codes in the so-called "extended data protection mode", so that the cookie activity and the data collection initiated by it is only linked to the use of the playback function of the video itself. Against this background, the collection of data by merely using the website with framed content is prevented.

The playing of the videos and the analysis and optimization of our video offer is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR to a secure and efficient provision of this service.

In order to generate the embedding link based on the extended data protection mode, a click on "Share" below the desired embed and then on "Embed" is required. The adoption of this link ensures that cookies are only set when the embedded video is played by the user YouTube videos from the social network of YouTube, (Google Inc., Amphitheater Parkway, Mountain View, CA 94043, USA).

Here you will find more detailed information on the purpose and scope of data processing by Google and the settings you can make to protect your privacy.

## Analysis and tracking tools

We use cookies and tracking tools to provide you with the best experience when you visit our websites and use our apps and digital offerings. For this purpose we use analysis and tracking tools for

- Guarantee of functionality,
- Usage analysis, in order to be able to optimize the products,
- Market research to gain insights into target groups,
- for advertising.

A profile formation or an automated decision making process will only take place if this is explicitly stated below. Otherwise a profile formation or an automated decision making will not take place.

You will find an overview and revocation or objection options by clicking on Privacy Settings at the bottom of the website you visit.

## **Cookie Types**

Cookies are text files that contain data from visited websites or domains and are stored by a browser on users' computers. The primary purpose of a cookie is to store information about a user during or after his visit to an online service.

The following different types of cookies are used on our website:

On our website we use **Transient-Cookies**, which are automatically deleted as soon as you close your browser.

On our website **Persistent Cookies** are used. Persistent cookies are cookies that are stored in your browser for a longer period of time and transmit information to us. This type of cookie makes it possible to record your session ID. This enables us to assign various requests from your browser to a common session and enables us to recognize your terminal device during subsequent visits to the website. The respective storage period varies depending on the cookie. You can delete persistent cookies independently via your browser settings.

### **Required Cookies**

Essential cookies guarantee functions without which you would not be able to use this website as desired. Required cookies are used, for example, to store your decision regarding the use of cookies on our website. Your consent is not required for the use of required cookies.

Unconditionally required cookies cannot be deactivated using the function on this page. You can generally deactivate cookies at any time in your browser.

### **Analysis cookies**

We use web analytics services to help analyze your use of our website, in particular to measure reach.

During the usage analysis, we collect information about the way our websites are used and the behaviour of the users on them, for example website calls, duration, origin or error messages. We do not store any information that allows the user to be identified. The information collected is only aggregated and thus evaluated anonymously.

We process your data in order to further develop our site and offers according to

your usage habits and to see which sections and texts on our site are read more or how, for example, our navigation reaches you.

You will find an up-to-date overview of our analysis cookies and your selection options in our data protection settings at the end of this chapter.

## **Purpose of the cookies**

In general, a more specific breakdown of cookies by purpose can be made as follows:

- **User input cookies:** These are session cookies that are used in particular to track a user's input on the website, e.g. when filling out online forms or for a shopping cart.
- **User-oriented security cookies:** User-oriented security cookies can be used to increase and improve security on a website.
- **Multimedia player cookies:** These cookies can be used to provide you with video or audio content.
- **Load sharing cookies:** With the help of these cookies it is possible to ensure the distribution of web server requests.
- **Social plug-in cookies:** You can use these cookies to share content in social media, for example. At the same time, it is possible to store the behavior of users via these cookies.
- **Analysis cookies:** These cookies help us in particular to analyze and improve the website.

## **Cookies and their legal basis**

If cookies, device identifiers or other information are stored or retrieved on your terminal device for processing, the legal basis for this is the European Cookie or e-Privacy Directive in conjunction with the Telemedia Act (§§ 12 ff. TMG) or the Basic Data Protection Regulation (Art. 6 para. 1 lit. a GDPR and Art. 6 para. 1 lit. f GDPR). These services are largely integrated via the Google Tag Manager, which itself does not collect any data.

Cookies are text files which contain data from visited websites or domains and are stored by a browser on users' computers. The primary purpose of a cookie is to store information about a user during or after his visit to an online service.

Cookies can be set by us or by third parties.

In order to guarantee the **functionality** of our digital offers, we process your data on the basis of our legitimate interest (Art. 6 para. 1 lit. f GDPR) by

- Store and/or retrieve information on a device
- Ensure security, prevent fraud and correct errors
- Provide advertisements or content technically
- receive and use automatically sent device properties for identification

For **product optimization** we process your data on the basis of our legitimate interest (Art. 6 para. 1 lit. f GDPR) by

- Measure content performance
- Use market research to gain insights about target groups
- Develop and improve products

We do not actively request device characteristics for identification (fingerprinting).

Details on data processing for the above-mentioned purposes can be found [here](#).

## **Used services and cookies**

We cannot do without certain cookies and similar tracking services as they are indispensable for our business model. In addition to data that we need to provide and guarantee functionality and security, these include reliable reach measurements to measure or bill the use of digital advertising media according to uniform criteria, our content management system, and analyses on which our paid content offering is based, since we cannot make all content available free of charge.

The following tools and cookies are necessary in order to provide our services - as requested by the user.

### **Borlabs**

This cookie (borlabs-cookie) is used to store the settings that users make in the cookie box.

The duration is one year.

### **Sourcepoint**

In order to obtain and store your consent under data protection law, we use the consent management platform from Sourcepoint (Sourcepoint Technologies, Inc., 228 Park Avenue South, #87903, New York, NY 10003-1502, United States). This sets absolutely necessary cookies in order to query the Consent status and thus to be able to play out appropriate content. A usage analysis in order to be able to measure how the Consent request works is carried out on the basis of our legitimate interest (Art. 6 para. 1 p. 1 lit. f DSGVO).

The cookies

(<https://documentation.sourcepoint.com/implementation/general/cookies-and-local-storage>) are stored until you revoke them and deleted after 13 months at the latest.

As a third country transfer takes place, we have concluded EU standard contractual clauses to ensure that the processing of personal data is compatible with data protection laws, in particular the DSGVO.

You can find Sourcepoint's privacy policy [here](#).

Translated with [www.DeepL.com/Translator](http://www.DeepL.com/Translator) (free version)

## **Wordpress**

To operate our website we use the content management and blogging software Wordpress. Wordpress uses the following cookies to make our website more user-friendly and to provide various functions of the website:

- `wordpress_logged_in_{hash}`: Identification of the logged in Wordpress user
- `wordpress_test_cookie`: WordPress test cookie to determine whether cookies can be set
- `wp-settings-{User-ID}`: WordPress information about the current session
- `wp-settings-time-{user ID}`: WordPress information about the current session
- `wpe-auth`: Session - Logged in cookie from server
- `wordpress_{hash}`: Identification of the logged-in WordPress user
- `icl current language`: Detected browser and language
- `icl visitor lang js`: Detected browsers - Language (per Javascript)
- `Resolution`: Monitor width and ratio between physical and device-independent pixels for optimized web page display
- `PHPSESSID`: Internal use of the server to identify the user session



## **Privacy Settings**

You can obtain an overview of all the tools and cookies we use, as well as a revocation option, by clicking on Privacy Settings in the footer of the respective website.

## When you order our offers

If you purchase tickets for events, you must provide us with your address, contact and communication data as well as your credit card details, if applicable, when concluding the contract. We need these data for the initiation of a contract or for the fulfilment of the contract, so that Art. 6 para. 1 lit. b GDPR is the legal basis for this processing.

After termination of the contract, we will delete your data or block it, unless we are legally obliged to retain this data. Deletion usually takes place after ten years.

We pass on some of your data to our external or internal payment, sales, marketing and service providers (for example, for printing, delivery and telephony), who support us both in fulfilling the contract and in customer service. We contractually oblige these service providers neither to use your data for their own purposes nor to pass it on to others, and we regularly monitor compliance with data protection regulations.

## **Payment processing BS Payone**

We transmit your data (name, address and, if applicable, date of birth) to infoscore Consumer Data GmbH ("ICD"), Rheinstr. 99, 76532 Baden-Baden, Germany, for the purpose of credit assessment, obtaining information to assess the risk of non-payment based on mathematical-statistical methods using address data, and to verify your address (check for deliverability).

The legal basis for these transmissions is Art. 6 Para. 1 lit. f GDPR, because only by transmitting and checking the data can we assess whether the payment obligations can be met, so that we can carry out the contractual activities in a secure manner. Transmissions on the basis of these regulations may only take place if this is

necessary to safeguard the legitimate interests of our company or third parties and does not outweigh the interests or fundamental rights and freedoms of the person concerned, which require the protection of personal data.

Detailed information on the ICD in the sense of Art. 14 GDPR, i.e. information on the business purpose, on the purposes of data storage, on the data recipients, on the right of self-disclosure, on the right to deletion or correction etc. can be found under [this link](#).

## When we advertise our products

### **Advertising by e-mail, phone or letter**

For advertising purposes, we will only use your contact data beyond the contract-related use if you have consented to this (Art. 6 para. 1 lit. a GDPR), and for direct advertising for our own and related products if you have indicated this when ordering or registering.

If you no longer wish to receive advertising, you can revoke your respective consent or object to direct advertising at any time

- by clicking on the unsubscribe link at the end of the email
- by email to [datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de)
- by mail to Süddeutscher Verlag Veranstaltungen GmbH, Datenschutz, Justus-von-Liebig-Straße 1, 86899 Landsberg am Lech (please include your email and the name from the registration/login)
- or by phone at 08191/125-570.

Your personal data will be passed on to our external and internal marketing and newsletter service providers, provided they support us in data processing. These are contractually obliged by us neither to use data for their own purposes nor to pass it on to others. We will not pass on your data for commercial use without your express consent.

The data processed by us will be deleted as soon as they are no longer required for their intended purpose and the deletion does not conflict with any legal storage obligations. Deletion usually takes place after two years of inactivity.

## Newsletter

You will receive newsletters from us with news and current announcements from our editorial staff as well as on our product range if you order these newsletters explicitly via a so-called "double opt-in procedure", i.e. the entry of your e-mail address will be checked with the help of a confirmation email to this address. A processing of your personal data will then take place with your consent according to Art. 6 para. 1 lit. a GDPR. This also includes the use of search agents, for example on our marketplaces.

If you have consented, we will evaluate your clicks in newsletters with the help of so-called tracking pixels, i.e. invisible image files. These are assigned to your e-mail address and are linked to a unique ID to clearly assign clicks in the newsletter to you. The usage profile is used to tailor the newsletter offer to your interests. We record when you read newsletters and which links you click on and use this information to create an interest profile. Your data will not be processed outside the EU or EEA.

Your data will be deleted at the end of the year in which you have unsubscribed from the newsletter.

You can unsubscribe from each newsletter at any time and revoke your consent to the dispatch and evaluation by clicking on the corresponding link at the end of the respective newsletter or by email to [datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de) - however, you will then no longer receive any newsletter.

## Data processing in detail

Data	Purpose of processing	Legal basis of processing	Storage period
e-mail address	sending the newsletter	consent	until revocation
IP address for opt-in	proof of double opt-in	consent	until revocation
time of DOI verification	proof of double opt-in	consent	until revocation
salutation*	direct address	consent	until revocation
first name*	direct contact	consent	until revocation

<b>Data</b>	<b>Purpose of processing</b>	<b>Legal basis of processing</b>	<b>Storage period</b>
Surname*	Direct contact	Consent	until revocation
usage data	further development and improvement of the service	consent	until revocation
End devices	correct playing of the newsletter	consent	until revocation
* voluntary information			

Your data will be passed on to our service providers for newsletter management, who are contractually obliged by us neither to use data for their own purposes nor to pass it on to others.

## **Marketing for own products**

In order to show you advertising for our own products, we use the services of advertising partners or cooperate with advertising partners and advertising networks. These use cookies, pixels or similar technical means to display and evaluate advertisements.

Advertisements may be customized for each user, for example, by using browser usage information (such as pages visited, hours of use, length of stay). However, user-related advertisements are also possible. Furthermore, evaluations of the range or for billing purposes can be carried out in pseudonymized form. The details of the services used, cooperation partners and individual possibilities of objection are described below.

This advertising takes place with your consent (Art. 6 para. 1 lit. a GDPR).

## **LinkedIn Insight-Tag**

On websites

- SV Veranstaltungen: [www.sv-veranstaltungen.de/](http://www.sv-veranstaltungen.de/)

- SZ-Wirtschaftsgipfel: [www.sz-wirtschaftsgipfel.de/](http://www.sz-wirtschaftsgipfel.de/)

Within our online offer we use with your consent (Art. 6 para. 1 lit. a GDPR) the Insight tag of the social network LinkedIn (LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA, or, if you are resident in the EU, LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland), in order to analyze and optimize our online offer and to be able to operate it economically.

The LinkedIn Insight tag enables us to track transactions made after a click on one of our ads and to retarget our site visitors. This is done by targeting users who have already been to our websites and have thus shown interest in our products. This function helps us to evaluate and analyze our advertising activities. Furthermore, the pixel enables the collection of data on visits to our website, including URL, referrer URL, IP address, device and browser characteristics, and timestamps. All this data is encrypted or shortened and the direct IDs of the members are removed within seven days to pseudonymize the data. This pseudonymized data is then deleted within 90 days. In evaluations and reports we cannot see any personal data, but only summaries of website target groups and advertising performance.

The processing of data by LinkedIn takes place within the framework of LinkedIn's [Data Use Policy](#). For specific information and details about LinkedIn Insight tags and how they work, please refer to the LinkedIn help section (<https://www.linkedin.com/help/linkedin/answer/65521>).

You can control the collection through the LinkedIn Insight tag and the use of your information to display LinkedIn ads in [your account settings](#).

## When you get in contact with us

### **Contact by e-mail, contact form, phone or letter**

When you contact us, we only collect personal data (e.g. name, e-mail address, telephone number) if you provide us with this information voluntarily. You can send this information to us by email or letter, for example. Your personal data will only be used to contact you or for the purpose for which you have provided us with

this data, e.g. to process your inquiries, technical administration of the website and customer management.

Any communication of this information (including information on communication channels such as e-mail address, telephone number) is expressly on a voluntary basis. The data will be used exclusively to process your request (Art. 6 para. 1 lit. b or f GDPR). In the case of a telephone inquiry, your data will also be processed by telephone applications and, in some cases, by a voice dialogue system in order to support us in the distribution and processing of the inquiries.

This data is passed on to our service providers for customer service and is deleted if it is no longer required.

## What else you need to know

### **Controller and data protection officer**

Responsible in terms of the GDPR is

Süddeutscher Verlag Veranstaltungen GmbH, Hultschiner Str. 8, D-81677 Munich.

You can reach our data protection officer at atarax Norbert Rauch Consulting GmbH & Co. KG, Luitpold-Maier-Str. 7, D-91074 Herzogenaurach, Phone 0700 / 22 55 28 27 29, [swmh-datenschutz@atarax.de](mailto:swmh-datenschutz@atarax.de).

### **Contact for your privacy request**

Here you can ask your questions about data protection.

[datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de)

### **Your rights**

- According to Art. 15 of the GDPR you have the right to request **information** about your personal data processed by us. In this context, you also have the right to obtain a copy of the personal data processed by us, in accordance with Art. 15, par. 3-4 GDPR
- In accordance with Art. 16 GDPR, you can immediately request the **correction** of incorrect data or the completion of your personal data stored by us.
- In accordance with Art. 17 GDPR, you can request the **deletion** of your personal data stored with us.
- In accordance with Art. 18 GDPR, you can demand the **restriction of processing** of your personal data.
- In accordance with Art. 20 GDPR, you can request to receive your personal data that you have provided us in a structured, common and machine-readable format and you can request the **transfer** to another person responsible.
- In accordance with Art. 7 Para. 3 GDPR, you can **revoke** your consent, once granted, to us at any time. As a result, we may no longer continue to process the data based on this consent in the future.
- In accordance with Art. 77 GDPR you have the right to **complain** to a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence, your place of work or our registered office for this purpose.

### **Right of objection**

**If your personal data is processed on the basis of legitimate interests pursuant to Art. 6 Par. 1 lit. f GDPR or pursuant to Art. 6 Par. 1 lit. e GDPR, you have the right to object to the processing of your personal data pursuant to Art. 21 GDPR. In the event of such an objection, we will no longer process your personal data, unless we can prove compelling reasons for processing worthy of protection that outweigh the interests, rights and freedoms of the person concerned or the processing serves to assert, exercise or defend legal claims. In the case of direct marketing, you have the right to object to the processing of personal data relating to you at any time. If you object to processing for the purposes of direct marketing, the personal data will no longer be processed for those purposes.**

### **Joint controllership**

We are joint controller in the following cases.

## **Joint controllership for events**

If you book and visit our events, we are responsible for processing your personal data together with Süddeutscher Verlag Veranstaltungen GmbH (contact details see above).

If you participate in an event organized by us, we process your data in order to carry out the event and to enable you to participate. This also includes, if applicable, that we include your name, details of your company or institution and your current professional position in a list of participants, which is made available to the other participants of the event (if applicable also in electronic form), or, if applicable, we make your data (name, details of company/institution) available to the moderators of the event for the purpose of holding the event. In addition, we use this data to send you event-related materials (e.g. conference proceedings) produced after the event. Furthermore, we may pass on your data to cooperation partners if this is necessary to carry out the event and to enable your participation, e.g. external guest management. The legal basis for this data processing is Art. 6 para. 1 lit. b GDPR.

In addition, we use service providers (contract processors, e.g. dispatch service providers) in accordance with Art. 28 GDPR and subject to instructions, among other things for the postal or digital dispatch of invitations or within the scope of guest management. All processors will only have access to your data to the extent and for the period of time necessary for the provision of the services.

If we organize an event together with one or more other event organizers, a possible transfer of data is justified by the fact that we have contractually defined the purposes and means of processing together as jointly responsible for data protection in accordance with Art. 26 para. 1 GDPR.

We store the above-mentioned data for the purposes also mentioned above until you object, in order to be able to meet the justified mutual interest in communication or information. We will store your objection for the purpose of securing evidence for a period of 3 years.

## **Joint controllership with YouTube**

We rely on the technical platform and services of YouTube, a Google company with headquarters at Gordon House, Barrow Street, Dublin 4, Ireland. That is, if you are ordinarily resident in the European Economic Area or Switzerland, unless otherwise specified in any Additional Terms, the Services are provided to you by



Google Ireland Limited ("Google"), a company incorporated and organised under the laws of Ireland.

In accordance with the Google Privacy Policy, we assume that any transfer of personal data, including the processing thereof, will also be made to servers of Google LLC in the USA.

In its ruling in case C-210/16, the European Court of Justice decided that platform operators (here YouTube) and the operator of a channel located on the platform are jointly responsible for the data processing carried out via the respective channel. To this extent, platform operators and channel operators are to be regarded as joint responsible parties or joint controllers in accordance with Art 26 GDPR.

### **Data processed by us**

Your personal data is processed for the purpose of market observation and user communication, in particular by initiating and obtaining user feedback. We process the following access data for the above-mentioned purposes:

Access source, region, age, gender, subscription status regarding YouTube channel, subscription source, playlist, device type, YouTube product, live/on demand, playback location, operating system, subtitles, language for video information, translations used, element type, info card type, info card, where was shared.

The above data processing can be legitimized according to Art. 6 para. 1 lit. f GDPR as well as our "legitimate interest". We have referred to the right of objection according to Art. 21 GDPR (see below). Our legitimate interest lies in playing video content on YouTube with the widest possible reach. With the help of the data collected, the topics, design, length and play time of the videos can be better adapted to user behavior.

If you, as a YouTube user, contact us directly, for example through inquiries, comments and feedback, this contact and the communication of your information is expressly on a voluntary basis and with your consent (Art. 6 para. 1 lit. a GDPR). If necessary, we will forward your comments or reply to them or also write comments that refer to your account. The data you freely publish and disseminate on our YouTube channel will thus be included by us in our offer and made accessible to our followers and other users. In addition, we process the data that you voluntarily give us in the context of a personal message, if necessary to answer the message.

### **Data processed by YouTube**

For information about what data is processed by YouTube and the purposes for which the data is used, please see the [YouTube Privacy Policy](#). By using YouTube, your personal information will be collected, transferred, stored, disclosed and used by YouTube and transferred, stored and used in the United States and any other country in which YouTube does business, regardless of your residence.

YouTube will process your voluntarily submitted personal information, such as your name and username, email address, phone number or the contacts in your address book when you upload or synchronize. YouTube also evaluates the content you share to determine what topics you are interested in, stores and processes confidential messages that you send directly to other users, and can determine your location using GPS data, wireless network information or your IP address to send you advertisements or other content. For evaluation purposes, YouTube may use analysis tools such as Google Analytics. If tools of this kind are used by YouTube for the channel by us, this is not done on our behalf. The data obtained during the analysis is not made available to us. We can only view the information on access activities listed under point 1.

Finally, YouTube also receives information when you view content, for example, even if you have not created your own account. This so-called "log data" may include your IP address, browser type, operating system, information about the previously visited website and pages you viewed, your location, your mobile operator, the device you are using (including device ID and application ID), the search terms you used, and cookie information.

You can restrict the processing of your data in the settings of your YouTube account and information about these options at <https://support.google.com/accounts?hl=de#topic=3382296>. In addition, for mobile devices (smartphones, tablet computers), you can restrict YouTube access to contact and calendar information, photos, location information, etc. in the settings of these devices. However, this depends on the operating system used.

You may also request information through the YouTube Privacy Policy or the YouTube Terms of Use or through the YouTube Community Guidelines and Security at

<https://www.youtube.de/t/privacy>.

<https://www.youtube.com/t/terms>

[https://www.youtube.de/t/community\\_guidelines](https://www.youtube.de/t/community_guidelines)

Further information on YouTube's privacy policy can be found at

<https://www.youtube.com/?gl=DE&hl=de>

## **Data protection information in terms and conditions**

We point out that this data protection declaration and the duties of information which it fulfils pursuant to the General Data Protection Regulation exclusively apply to the offers made by Süddeutscher Verlag Veranstaltungen GmbH. Please also see the data protection law information in our general terms and conditions of business, which you can view here. There, we in particular explain the processing of your personal data which we need for the implementation of the contracts. In addition, we inform you about the processing of your personal data for the purpose of an identity check and a check on credit-worthiness.

## **Links to other websites**

Our websites can contain links to websites of other providers. We have no influence on this and do not monitor the compliance of other providers with applicable data protection provisions.

## **Alterations of the privacy policy**

We reserve the right to alter and/or adjust this data protection declaration at any time, taking into consideration the current applicable data protection provisions.