

Data Privacy Policy

We are greatly committed to protecting the personal data of our users and customers. Our Data Privacy Policy complies with the statutory provisions of the German Federal Data Protection Act (BDSG) as amended, the German Telemedia Act (TMG) as amended and the provisions of the General Data Protection Regulation of the European Union. This Data Protection Policy explains which data are processed on our website and how we use them.

The name and contact details of the controller and, if applicable, its representative:

Freie Universität Berlin
represented by its president
Kaiserswerther Straße 16-18
14195 Berlin
Germany

Contact details of the data protection officer:

The data protection officer of Freie Universität
Ingrid Pahlen-Brandt, email: datenschutz@fu-berlin.de

Deputy data protection officer of Freie Universität
Andreas Hübinger, email: andreas.huebinger@fu-berlin.de

Purposes, for which personal data are to be processed

On behalf of Freie Universität Berlin, Universität Hamburg Marketing GmbH collects, stores and processes personal data if you provide such data voluntarily to us when registering or when you contact us and use such data for the following purposes:

- to respond to your wish for us to establish communication,
- to update our offer to you,
- for conference and event management purposes,
- to send our email newsletter/information updates about the conference (also with respect to third-party suppliers) via email
- for quality assurance purposes,
- for marketing purposes, and
- for our statistics.

Legal basis for processing

The personal data concerning you is processed on the following legal bases:

- your consent, point (a) of Art. 6 (1) GDPR
- in order to perform a contract with you, point (b) of Art. 6 (1) GDPR
- legitimate interests, point (f) of Art. 6 (1) GDPR (see below)

Legitimate interests

We pursue the following legitimate interests when processing your data:

- to improve our offers
- to prevent misuse
- to compile statistics

Recipients or categories of recipients of personal data

When processing your personal data, we work with the following service providers, which have access to your data:

- Universität Hamburg Marketing GmbH
- Web hosting providers

Duration, for which the personal data are stored

- If processing is based on your consent, we store your data until you withdraw your consent at the latest.
- If processing is necessary for the performance of a contract with you, we store your data for no longer than the contractual relationship with you exists or until the statutory periods of preservation have expired.
- If processing is based on legitimate interests, we store your data for as long as your interest in erasing or anonymising the data does not override our legitimate interest.

Data sources

We receive the data directly from you (and the devices you use).

Data transmission to third countries

Data are transmitted to third countries outside the European Union. They are transmitted on the basis of contractual provisions that were designed to meet the applicable law and to ensure an appropriate level of protection of your personal data. Upon request, you may read these contractual provisions.

Right to access to personal data and to rectification or erasure of data and restriction of processing, right to object to processing and right to data portability

Provided that certain conditions are met, you have the right

- to request information on how your data is processed,
- to have incorrect data rectified,
- to have your data erased or blocked,
- to restrict data processing,
- to object to the processing of the data concerning you,

- to receive your data in a portable format and to transmit such data to a third party,
- to withdraw your consent to processing with immediate future effect,
- to lodge a complaint with the competent supervisory authority about unlawful data processing. The competent supervisory authority is Berliner Senatsverwaltung für Bildung, Jugend und Wissenschaft, Bernhard-Weiß-Straße 6 in 10178 Berlin, Germany.

Requirement or obligation to make data available

Unless explicitly stated otherwise when the data is collected, you are neither required nor obliged to make data available.

Use of the Google Analytics analysis tool

Universität Hamburg Marketing GmbH, operating on behalf of Freie Universität Berlin, uses the Google Analytics service of Google LLC. This service, which uses cookies, helps us to analyse the way our webpages are used. The information generated by the cookie, such as your anonymised IP address, is, for this purpose and on behalf of Universität Hamburg Marketing GmbH, which acts on our behalf, transmitted to a Google LLC. server in the US and stored and analysed there. On this website, Google Analytics uses the code “gat.anonymizeIp()”, ensuring that IP addresses are only recorded anonymously. Usually, your IP address is anonymised by Google LLC. shortening your IP address within the European Union or other states party to the Agreement on the European Economic Area. In exceptional cases, the full IP address will be transmitted to a Google LLC. server in the US and anonymised there. Your IP address that is transmitted in this process is not associated with other Google LLC. data.

In the scope of the Google Analytics marketing function, Remarketing and performance reports use demographic characteristics and interests. These purpose of these procedures is to gain information on user behaviour and to thus adjust marketing measures better to the interests of the respective users. In the scope of Remarketing, personalised advertisements may be displayed on other websites based on the user’s internet behaviour on the website of Universität Hamburg Marketing GmbH, which acts on our behalf. The advertising media may contain products that the user has previously viewed on the website of Universität Hamburg Marketing GmbH, which acts on our behalf. If you agreed that your Google web and app browser cache may be linked to your Google account and that information from your Google account is used to personalise advertisement, Google will use these data for Remarketing measures independent of the device you are using. You may at any time object to your data being recorded by Google Analytics, and have the following options to do so:

Most browsers are configured by default to accept cookies. You can, however, adjust the settings of your browser to refuse cookies. In this case you may not be able to use all the features of the website, though. You need to change the settings of every browser you use individually. You can further prevent Google Inc. from recording and processing these data by downloading and installing the browser ad-on available from:

<https://tools.google.com/dlpage/gaoptout?hl=en>

Alternatively, or if you are using a browser on a mobile device, please click the following link: deactivate Google Analytics An opt-out cookie is stored for the browser currently in use on your device for the Internet pages of Universität Hamburg Marketing GmbH, which acts on behalf of

Freie Universität Berlin. If you delete the cookies in your browser, you need to click this link again.

More information on the terms and privacy policy are available from <http://www.google.com/analytics/terms/de.html> and <https://www.google.de/intl/de/policies/>.

Google Remarketing

The Remarketing technology of Google Ireland Limited (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) helps to re-address users, who have already visited the website of Universität Hamburg Marketing GmbH, which acts on behalf of Freie Universität Berlin, through interest-based marketing on the websites within the Google Partner Network. Such advertisements may contain products that the user previously looked at on the adviqo website (Remarketing). For this purpose, our website contains Google Remarketing tracking pixels that record user behaviour on the website (e.g. consultants clicked), the technical details of the website access (e.g. the browser used, the IP address) and purchasing behaviour (e.g. consultants last clicked) without reference to the identity of the user and then transmit such information to Google. Google uses cookies to be able to recognise and classify users. If users have agreed that their Google web and app browser cache is linked to their Google account and that Google may use information from the Google account of Universität Hamburg Marketing GmbH, which acts on our behalf, to personalise advertisement, Google will use the data of the registered users, together with data Google collects itself, to compile and define custom audiences for Remarketing measures independent of the device that is used. In order to support this feature, Google Analytics records authenticated IDs for these users. These personal data of Google are temporarily combined with Google Analytics data of Universität Hamburg Marketing GmbH, which acts on our behalf, in order to compile custom audiences.

For more information and information on how to deactivate this type of advertising, please go to <http://www.google.com/settings/u/0/ads/anonymous?hl=de>.

Google Maps

Universität Hamburg Marketing GmbH, which acts on our behalf, uses Google Maps (API) from Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Maps is an online service that shows interactive maps, visualising geographical information. This service shows you our location, making it easier to find us. As soon as you access one of the web pages that includes a map from Google Maps, information about your use of the website of Universität Hamburg Marketing GmbH, which acts on our behalf, (e.g. your IP address) is transmitted to a Google server in the USA and stored there. This happens even if you are not logged into a Google user account or do not have a Google account. When you are logged into Google, your data will be attributed to your account. If you do not wish your data to be attributed to your Google profile, you have to log out before activating the button. Google stores your data (even the data of users that are not logged in) as user profiles and analyses them. This analysis is based in particular on point (f) of Art. 6 (1) GDPR and Google's legitimate interest to show personalised advertisements, to conduct market research and/or to customise its

website to meet the users' needs. You have the right to object to such user profiles being compiled, which you can exercise by addressing Google directly. The Google website offers detailed information on data protection in connection with the use of Google Maps ("Google Privacy Policy").

<http://www.google.de/intl/de/policies/privacy/>

Google Fonts

Universität Hamburg Marketing GmbH, which acts on our behalf, uses Google fonts, a service provided by Google LLC. ("Google"). These web fonts are incorporated via a server call that is usually addressed to a Google server in the US. This shows to the server which of our websites you visited. Google furthermore stores the IP address of the browser on the device belonging to the visitor of these websites.

More information is provided in the privacy policy of Google, which is available at: [www.google.com/fonts#AboutPlace:about www.google.com/policies/privacy/](http://www.google.com/fonts#AboutPlace:about%20www.google.com/policies/privacy/).

Additional data protection information

Contact form/Customer support

The contact form on the website of Universität Hamburg Marketing GmbH is an easy way to get in touch with us quickly. Some of the fields are marked as mandatory fields to enable us to communicate with you. When you fill in the fields and click "Submit", you consent to your data being transmitted via email to Universität Hamburg Marketing GmbH, which acts on our behalf. The data are not stored on the webserver.

Within the scope of customer support, you have the opportunity to contact Universität Hamburg Marketing GmbH, which acts on our behalf, via the website of Universität Hamburg Marketing GmbH. In doing so, you voluntarily provide your contact data to Universität Hamburg Marketing GmbH, which acts on our behalf.

Your personal data transmitted to Universität Hamburg Marketing GmbH, acting on our behalf, will be stored automatically, whereby the processing exclusively serves the purpose of processing your request to Universität Hamburg Marketing GmbH on our behalf. We do not forward data to third parties.

Automatic storage of access data

Whenever a user accesses one of the web pages of Universität Hamburg Marketing GmbH, acting on our behalf, the data associated with such access is automatically stored in a log file. This refers to general information, such as the referral page (the page from which the file was requested), the name of the file requested, date and time of the visit, the data volume transmitted, the protocol that was used and some internal identifiers sent by the internet browser and, if applicable, information on the operating system.

This general information is anonymous, i.e. it is not stored together with any personal data concerning you that Universität Hamburg Marketing GmbH, acting on our behalf, may already

have and is not attributed to such data in any other way. The information is analysed purely for statistical purposes and used to improve the contents and features of the website. These data are not forwarded to third parties, neither for commercial nor for non-commercial purposes.

Cookies

Furthermore, this website also uses so-called cookies. A cookie is a small text file with an identifier that is transmitted to the user's computer when the user visits our website, together with the information that was actually requested and is stored on the user's computer. The file is kept available there for later access and serves to identify the user.

Cookies do not pose an immediate danger to the computer as they are simple files and not executable programmes. Cookies do not contain any personal data, meaning that your privacy is protected. Depending on the settings made by the user in his/her internet browser, the browser will automatically accept cookies. However, these settings can be changed to deactivate the storage of cookies or to request the browser to issue a warning every time a cookie is placed. However, if the use of cookies is deactivated, some website features may no longer be available or limited.

The website of Universität Hamburg Marketing GmbH, acting on our behalf, uses temporary cookies (so-called session cookies) that are only valid for the duration of a so-called session and that are automatically deleted as soon as the browser is closed. Our website also uses persistent cookies that are stored even after the session ends. The website of Universität Hamburg Marketing GmbH, acting on our behalf, may link to other websites which may also use cookies.

For more information on cookies and how to delete them, please go to:

<https://www.digitaltrends.com/computing/how-to-delete-cookies/>
Universität Hamburg Marketing GmbH

The services of Universität Hamburg Marketing GmbH are used to manage events. A corresponding order data processing agreement pursuant to GDPR was concluded with the company Universität Hamburg Marketing GmbH. The data protection policy of Universität Hamburg Marketing GmbH is available at <https://www.marketing.uni-hamburg.de/en/privacypolicy.html>.

Hetzner Hosting, LambdaLogic

Universität Hamburg Marketing GmbH, acting on our behalf, operates its online offering and internet services on servers that are rented from Hetzner Online GmbH (<https://www.hetzner.de>) and administered by themselves. In this context, we concluded a data processing agreement pursuant to GDPR with Hetzner Online GmbH. The data privacy policy of Hetzner Online GmbH is available at <https://www.hetzner.com/rechtliches/datenschutz/>.

Universität Hamburg Marketing GmbH, acting on our behalf, uses the "Regasus" service offered by LambdaLogic Informationssysteme GmbH ("LambdaLogic") to plan events. [In this context, a data processing agreement was concluded pursuant to GDPR with](#) LambdaLogic. The

data privacy policy of LamdaLogic is available in German at <http://www.lambdalogic.de/datenschutzerklaerung/>

This Data Protection Policy was last amended:

December 2018

We reserve the right to amend this Data Protection Policy at any time, effective for the future.