

## Data Protection Policy of <https://mi3.lambdalogic.de/unihamburg-online/CPLD2019.do>

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:**

Zentrum für Geburtshilfe, Kinder- und Jugendmedizin  
Universitätsklinikum Hamburg-Eppendorf  
Martinistraße 52  
Gebäude Ost 45  
D-20246 Hamburg

Contact details of the data protection officer:

Datenschutzbeauftragter, Universitätsklinikum Hamburg- Eppendorf, Martinistr. 52, 20246 Hamburg,  
Tel.: 040/7410-56890, E-Mail: m.jaster@uke.de

### **Purposes, for which personal data are to be processed:**

We collect, store and process personal data if you provide such data to us voluntarily in the scope of registration 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 information updates on the conference (also with respect to third-party suppliers) via email
- for quality assurance purposes, and
- 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
- Compiling 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:

- Web hosting providers
- LambdaLogic
- Universität Hamburg Marketing GmbH

### **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 from you/from the conference participant stated in the email, including data on any accompanying person (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.

### **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.

### **Additional data protection information**

#### **Using the registration form**

As soon as you use the registration form to register for the event, we collect the following personal data. Some fields are marked as mandatory fields and are required for registration. These data are necessary for implementing the contract with you (point (b) of Art. 6 (1) GDPR). By filling in the other fields, you agree that your data will be transmitted to us. Such data includes the following data or categories of data:

- First name and surname
- Form of address
- Title
- Company
- Job title and position
- Address
- Telephone number (fixed line and mobile)
- E-mail address
- Date of registration
- Contract billing and payment information

## **Contact and customer support**

You can easily contact us by using our contact form on the website. Some of the fields are marked as mandatory fields to enable us to communicate with you (name, email address). When you fill in the fields and click "Submit", you consent to your data being transmitted to us via email (point (a) of Art. 6 (1) GDPR. The data are not stored on the webserver.

Alternatively, you can contact us via the e-mail address provided. In this case, the personal data concerning you that are transmitted by e-mail will be stored.

You can contact us via our website if you need our customer support services. In this case, you voluntarily provide your contact details. We automatically store the personal data transmitted to us and process such data exclusively for the purpose of dealing with your request to us. We do not forward data to third parties.

## **Automatic storage of access data**

Whenever a user accesses one of our web pages, 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 we 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 (point (f) of Art. 6 (1) GDPR. 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 a 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.

Our website 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. We also link to other websites, which might 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/>.

## **Use of the Google Analytics analysis tool**

We use Google Analytics tool 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, transmitted to a Google LLC. server in the US, and stored and analysed on our behalf. 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 our website. The advertisements may contain products that the user previously looked at on our website. 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](#). This link places an opt-out cookie on your device that deactivates GoogleAnalytics for our web pages on the browser you are currently using. 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/en/policies/>.

### **Hetzner Hosting, LambdaLogic**

We operate our online offering and our internet services on servers that we rent from Hetzner Online GmbH (<https://www.hetzner.de>) and administer ourselves. In this context, we concluded a data processing agreement pursuant to GDPR with Hetzner Online GmbH. The technical and organisational measures (TOM) of Hetzner Online GmbH are available at <https://www.hetzner.com/AV/TOM.pdf>, while the data privacy policy of Hetzner Online GmbH is available at <https://www.hetzner.com/rechtliches/datenschutz/>.

We use the "Regasus" service offered by LambdaLogic Informationssysteme GmbH ("LambdaLogic") to plan events. In this context, we concluded a data processing agreement pursuant to GDPR with LambdaLogic. The data privacy policy of LambdaLogic is available in German at <https://www.lambdalogic.de/en/datenschutzerklaerung/>.

### **Your rights:**

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 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 as per point (a) of Art. 6 (1) GDPR and
- to lodge a complaint with the competent supervisory authority about unlawful data processing. The competent supervisory authority is the Hamburg Representative for Data Protection and Freedom of Information (HmbBfDI).

**Furthermore, if the legal requirements as per Art. 21 GDPR are met, you have the right to object to data processing which is based on a "legitimate interest" of the controller as per point (f) Art. 6 (1) GDPR or which is carried out for direct marketing purposes.**

**Validity and last amendment to this Data Protection Policy:**

This Data Privacy Policy is currently valid and was last amended in June 2019.

Further developments to our website and offering or changes to statutory or official regulations may require us to amend this Data Privacy Policy. The current data protection declaration is available on our website to be downloaded and printed as needed.