

**Data Protection Declaration**  
**Süddeutscher Verlag Veranstaltungen GmbH**  
**www.automobil-elektronik-kongress.de**  
As at: 4 January 2019

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## Our Understanding

If you take advantage of an offer of the Süddeutscher Verlag Veranstaltungen GmbH, we process personal data. This can take place through the use of our website, when ordering our products or when we communicate with each other. Here, we would like to show you how we protect your data. The data remains confidential and will only be processed for the purpose which we notify to you at the time the data is collected. Processing of your data only takes place within the framework of the statutory provisions on data protection. The provisions of the General Data Protection Regulation and the New Federal Data Protection Act (are the standard. With the aid of technical and organisational measures, we protect your data from manipulation, loss, destruction or access by unauthorised persons. These measures are regularly reviewed and adapted.

In principle, we process personal data if this is necessary for the provision of a functioning service or offer.

**In order to provide you with a uniform and transparent explanation, we have put together information for you in the respective chapters about the type, scope and purpose of the data processing. In addition, you will also find a description of the legal basis, as well as information about the duration of storage. If data is transferred to third parties or to so-called third countries, we specify that this is the case in the respective chapter.**

In case of data transfer outside the European Union, the high level of European data protection in principle does not exist. It may be that, in case of a transfer, there is no current adequacy decision of the European Commission as defined in Art. 45(1), (3) General Data Protection Regulation.

### I. Use of our digital offers

In principle, you can use our digital offers without registration. This applies to our Internet presence and websites as well as to the mobile applications of our company.

Log-in/registration is necessary for some/special event apps and newsletters.

#### A. Log files

Each time our Internet pages are visited, your browser transmits the following information to our server:

Data	Processing Purpose	Legal Basis	Storage Duration
Operating system used	Analysis according to equipment in order to ensure optimised depiction of the website	Preparation for the conclusion of a contract pursuant to Art. 6(1) sentence 1 b General Data Protection Regulation.	The data will be deleted once the respective session has finished. The IP address is deleted after seven days.
Information about browser type and the version used	Analysis of the browsers used in order to optimise our websites for them		
Internet service provider of the user	Analysis of the Internet service provider		
IP address	Display of the website on the respective device	Legitimate interest pursuant to Art. 6(1) sentence 1 f General Data Protection Regulation	
Date and time of the visit	Ensuring the proper operation of the website		
Possibly manufacturer and type of the smartphone, tablets or other end devices	Analysis of the device manufacturer and types of mobile end devices for statistical purposes		

Log files	Ensuring the proper operation of the website		

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 have come to the conclusion that this data can be processed, subject to the guarantee of data protection oriented to the current state of technology, whereas due consideration is given to your interest in processing in conformity with data protection. 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.

## B. Cookies and tracking

Our websites use cookies. Cookies are text files which are stored in or by the Internet browser on the user's computer system. If the user visits a website, a cookie can be stored on the user's operating system. This cookie contains a characteristic series of signs which enables clear identification of the browser when the website is visited again. In order to measure the success and the range of our website, we conduct analyses of user behaviour (so-called web analyses). In this context, so-called tracking tools are regularly used.

A distinction is made between: (i) cookies which are technically necessary, (ii) cookies for measuring range, (iii) tracking tools for use analysis, and (iv) tracking tools for use-based online advertising.

Your data will be forwarded to our hosting service provider.

### 1. Cookies which are technically necessary

We currently use cookies in order to make our websites more user-friendly. For the operation of our website, we use the content management and blogging software WordPress. WordPress uses the following cookies in order to make different functions of the website available:

- wordpress\_logged\_in\_{hash}  
Identification of the logged-in WordPress user
- wordpress\_test\_cookie  
WordPress test cookie to find out whether cookies can be placed
- wp-settings-{user-ID}  
WordPress information about the current session
- wp-settings-time-{user-ID}  
WordPress information about the current session
- wpe-auth  
Setting – registered cookie from server
- wordpress\_{hash}  
Identification of the logged-in WordPress user

- `_icl_current_language`  
Identified browser and the language
- `_icl_visitor_lang_js`  
Identified browser and the language (per Javascript)
- Resolution  
Width of the monitor and ratio between physical pixels and pixels regardless of the device for optimised display of the website
- PHPSESSID  
Internal use of the server to identify the user session
- `viewed_cookie_policy`  
Storage of the agreement that cookies are used on the site

## 2. Cookies for measuring range

We currently do not use cookies for measuring range.

## 3. Tracking for use analysis with Google Analytics

In use analysis, we collect information about the way in which our website is used, e.g. website visits or fault notifications. We do not store any information which permits the identification of the user. The information collected is only aggregated and therefore analysed anonymously.

We use technology which is usual in the market to further develop our website and our offers in accordance with your use habits. We use Google Analytics. With the aid of this service, we can see which rubrics and texts on our website are read more frequently or how, for example, you like our event pages or the navigation.

Google analyses the use of the website in order to compile reports for us about the website activities.

Name of provider	Type of service provider	Data transfer to third country	Third country	Guarantees pursuant to Art. 44 et seq. General Data Protection Regulation
Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA;	Processor upon instruction	YES	United States of America	Privacy shield

Data category affected	Processing purpose	Legal basis of processing	Storage duration	Objection
IP address (will be stored anonymously)	Production and alteration of the cookie information	Legitimate interest pursuant to 6(1) sentence 1 f	14 months	If you do not agree with the processing for the purposes stated, you can object by
Device-specific data such as device type,	Optimisation of the website and adaptation of the	General Data Protection Regulation		

model, operating system browser type and version	content as well as aggregated use analysis			clicking the following <a href="#">[Button]</a>
Use-related information such as time of use, duration, place of origin	Optimisation of the website and adaptation of the content as well as aggregated use analysis			

#### 4. Tracking for use-based online advertising

We currently do not use tracking for use-based online advertising in order to approach our users with advertising tailored to their interests.

#### C. Log-in/registration

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; in addition, you must confirm that you have read and understood our data protection provisions, and have accepted our general terms and conditions of trade. You can also provide us with additional data on a voluntary basis, such as position, department, sector. The legal basis for the processing of all data which you provide upon registration is Art.6(1) sentence 1 b General Data Protection Regulation. 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 or by E-Mail to [datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de). (please state the E-Mail address and name under which you are registered /logged in).

Data	Processing purpose	Legal basis for processing	Storage duration
IP address upon registration	Data transfer upon registration to web server	Preparation for a contract or a contract pursuant to Art. 6 (1) sentence General Data Protection Regulation;	Until the end of the connection being established
Title	Direct communication		Until revocation by the user
First name	Direct communication/ proper invoicing and proof of taxes charged		Until the expiry of the prescribed periods of safekeeping under commercial law and tax law
Surname	Direct communication/ proper invoicing and proof of taxes charged		Until the expiry of the prescribed periods of safekeeping under commercial law and tax law
*Department	Improvement of handling the enquiry		Until revocation by the user or until the expiry of the prescribed periods of safekeeping under commercial law and tax law

*Position	Improvement of handling the enquiry		Until revocation by the user or until the expiry of the prescribed periods of safekeeping under commercial law and tax law
E-Mail address of participant	Customer communication		3 years after the last business contact
Telephone number	Customer communication		Until revocation by the user or until the expiry of the prescribed periods of safekeeping under commercial law and tax law
*Address	Direct communication/ proper invoicing and proof of taxes charged		Until the expiry of the prescribed periods of safekeeping under commercial law and tax law
*Company/company address	Direct communication/ proper invoicing and proof of taxes charged		Until the expiry of the prescribed periods of safekeeping under commercial law and tax law
*VAT identification number.	Proper invoicing and proof of taxes charged		Until the expiry of the prescribed periods of safekeeping under commercial law and tax law
*Sector	Improvement of handling the request		Until revocation by the user or until the expiry of the prescribed periods of safekeeping under commercial law and tax law
*Fax	Customer communication		Until revocation by the user or until the expiry of the prescribed periods of safekeeping under commercial law and tax law
*E-Mail address of person placing order	Customer communication		Until revocation by the user or until the expiry of the prescribed periods of safekeeping under commercial law and tax law
*Invoice recipient	Direct communication/		Until the expiry of the prescribed periods of

	proper invoicing and proof of taxes charged		safekeeping under commercial law and tax law
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\* voluntary information

Your data is passed on to our hosting service provider, payment service provider and financial accounting.

#### D. Embeds

The company amongst other things uses so-called embeds of content in online offers. These embeds can, for example, come from the platform Youtube, Vimeo or Google Maps. A classic example of an embed is a video on the Youtube platform or the display of a map through Google Maps. Embedding takes place through the technical procedure of so-called framing. Framing means that through the mere insertion of an HTML link made available by the respective platform into the code of a website, a frame is produced for the third-party presence which enables you to call up content stored on an external server.

Our legitimate interest is in the data processing procedures which are specified below and in the purposes pursued by them. The legal basis for this is Art. 6(1) sentence 1 f General Data Protection Regulation.

##### 1. Youtube platform

On some pages, we incorporate the video player of YouTube for the presentation of editorial content. In the course of this, Google collects information about user behaviour and personal data, such as for example the IP address or the user agent and can set cookies in this context. You will find more detailed information about the type, purpose and scope as well as the further use of your data by Google and/or YouTube, more about your rights and the privacy settings in the [Google data protection guideline](#).

The company uses the framing codes generated by Youtube in the so-called “extended data protection mode”. According to information provided by the Youtube platform, cookie activity in this context and the data collection initiated by this is only linked to the use of the play function of the video itself. In the light of this, data collection is prohibited on the basis of mere use of the website with framed content.

In order to generate the embedding link on the basis of the extended data protection mode, a click on “share” and then on “embed” below the desired video on Youtube is necessary. The inclusion of this link ensures that cookies are only set if the user watches the embedded video.

Süddeutscher Verlag Veranstaltungen GmbH does not set any cookies on your computer when you call up a video on our webpage. However, information generated through the playing of the video leads to cookies possibly being set on your computer by YouTube/Google, on which we have no influence.

##### 2. Vimeo platform

On some pages, we incorporate the video player of Vimeo for the presentation of editorial content. In the course of this, Vimeo collects information about user behaviour and personal data, such as for example the IP address or the user agent and can set cookies in this context. You will find more detailed information about the type, purpose and scope as well as the further use of your data by Google and/or YouTube, more about your rights and the privacy settings in the [Vimeo data protection guideline](#).

The company uses the framing codes generated by Vimeo in the so-called “extended data protection mode”. According to information provided by the Vimeo platform, cookie activity in this context and the data collection initiated by this is only linked to the use of the play function of the video itself. In the light of this, data collection is prohibited on the basis of mere use of the website with framed content.



In order to generate the embedding link on the basis of the extended data protection mode, a click on “share” and then on “embed” below the desired video on Vimeo is necessary. The inclusion of this link ensures that cookies are only set if the user watches the embedded video.

No cookies are stored on your computer by Süddeutscher Verlag Veranstaltungen GmbH as a result of calling up a video on our webpage. However, information from playing the video leads to cookies possibly being stored on your computer by Vimeo, on which we have no influence.

### 3. Google Maps

We use Google Maps for embedding map material. The company uses the framing codes produced by Google in so-called “extended data protection mode”. According to information provided by Google, cookie activity and the data collection initiated by this is first linked to use of the navigation function of the map. In view of this, data collection by mere use of the website with framed content is prohibited.

You will find more detailed information about the type, purpose and scope as well as the further use of your data by Google, more about your rights and the privacy settings in the [Google data protection guideline](#).

Süddeutscher Verlag Veranstaltungen GmbH does not set any cookies on your computer when you call up a map on our webpage. However, information generated through the calling up of a map leads to cookies possibly being set on your computer by Google, on which we have no influence.

### 4. Google reCaptcha

We use Google reCAPTCHA to determine whether it is a human user or a computer that is entering information into our contact or newsletter form. Google uses the following information to ascertain whether you are a human user or a computer: the IP address of the device you are using, the website you are visiting with the embedded CAPTCHA, the date and duration of your visit, data to identify your browser type and operating system, your Google account if you are logged in to Google, your mouse movements across the reCAPTCHA fields and tasks, which require you to identify images. Point (f) of Article 6(1) of the GDPR forms the legal basis for our processing of your data as described above. We have a predominantly legitimate interest in using this tool in order to keep our websites secure, to protect ourselves from automated input (such as bot attacks) and to ensure exclusively private, non-commercial use by human users.

In order to opt-out, you can contact Google via [this link](#).

### 5. PayPal

To use our direct payment option, our users are redirected to the PayPal payment service from our registration forms. This gives our participants the opportunity to pay the registration fee directly using PayPal, e.g. by credit card.

When using PayPal payment methods, e.g. credit card via PayPal, direct debit via PayPal or – if available – “purchase on account” or “purchase by instalments” via PayPal, we pass your payment data on to [PayPal \(Europe\) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg](#) (hereinafter “PayPal”). Your data is transferred in accordance with Article 6 (1) lit. (b) of the GDPR and only insofar as is required for the processing of your payment. For the payment methods of credit card via PayPal, direct debit via PayPal or – if available – “purchase on account” or “purchase by instalments” via PayPal, PayPal reserves the right to carry out credit checks. For this purpose, your payment data may be passed on to credit agencies on the basis of PayPal’s legitimate interest in determining your solvency pursuant to Article 6 (1)

lit. (f) of the GDPR. PayPal uses the result of the credit assessment linked to the statistical probability of non-payment to determine whether the respective payment method will be made available. The credit assessment may contain probability values (also “scores”). Should scores be included in the result of your credit assessment, they are based on a scientifically recognised mathematical-statistical method. Data used to calculate scores includes, but is not limited to, address information. For more information regarding data protection law, including the relevant credit agencies, please refer to PayPal’s privacy policy: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

You can object to the processing of your data at any time by sending a message to PayPal. However, PayPal may still be entitled to process your personal data, if this is necessary for contractual payment processing.

### 6. Deutsche Bahn

We use a reservation button of Deutsche Bahn on our event pages.

Süddeutscher Verlag Veranstaltungen GmbH does not set any cookies on your computer when you visit the page with the reservation button on our website. However, information provided by a click on the reservation button leads to cookies possibly being set on your computer by Deutsche Bahn, on which we have no influence.

### 7. Storytile

On some of our event pages, we use an integrated live blog from storytile UG (with limited liability).

Süddeutscher Verlag Veranstaltungen GmbH does not set any cookies on your computer when you visit the page with the live blog on our website. However, information provided by a visit to the page with the live blog leads to cookies possibly being set on your computer by storytile, on which we have no influence.

Cookies are text files which are stored in or by the Internet browser on the user’s computer system. If the user visits a website, a cookie can be stored on the user’s operating system. This cookie contains a characteristic series of signs which enables clear identification of the browser when the website is visited again.

Storytile does not collect any additional personal data from website visitors apart from the usual log files/record files for analysis purposes, see the following table:

Name of provider	Type of service	Data transfer to third country	Third country	Guarantees pursuant to Art. 44 et se. General Data Protection Regulation
Storytile UG Westendstr. 123 80339 Munich	Processor on request	No		----

Data category affected	Processing purpose	Legal basis for processing	Storage duration	Objection
IP address	Usual log files (record files), in order to be able to start analyses in case of		3 months	Objections to the storage of data in log

	problems or potential attacks		+ in case of special occurrences, up to 24 months	files is not possible
Device-specific data such as device type, operating system, browser type and version	Usual log files (record files), in order to be able to start analyses in case of problems or potential attacks		3 months  + in case of special occurrences, up to 24 months	

### E. Additional data processing in our apps

You will find the detailed description of the data processing inside the apps of Süddeutscher Verlag Veranstaltungen GmbH in each case directly in the data protection information of the respective app. The app data protection information is available online under:

<https://svkonferenz.quickmobileplatform.eu/#/event/1bbb6493c8800713dbd7fbd11fcc947/63342/ActivityFeed>

### II. Booking offers of Süddeutscher Verlag Veranstaltungen GmbH

You can book participation in an event through web forms. In order to do this, you must provide us with your address, contact and communication data at the time of the conclusion of the contract. The legal basis for the processing is the preparation for the conclusion of a contract or the fulfilment of a contract (Art. 6 (1) b General Data Protection Regulation). After the end of the contract, we delete your data or block it unless we have a statutory duty to keep such data. Deletion usually takes place at the latest after ten years. Automated decision-making including profiling does not take place. You have the possibility to object in writing to the use of your data 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 provide the E-Mail address and name under which you are registered/logged in). Your data is passed on to our payment service provider, sales, marketing and debt collection service providers, such as, for example, financial accounting, letter shop, who support us amongst other things with the implementation of contracts and with customer service. They are obliged by us under contract not to use your data for their own purposes, nor to pass it on to third parties, and we regularly check compliance with the data protection provisions.

### III. Newsletter

In principle, you will only receive newsletters from us if you have explicitly consented to them. Your data is only used to send newsletters to you and is not passed on to third parties.

- You receive newsletters from us about our product range if you have explicitly ordered the newsletters in each case. For the sake of security, we use the double opt-in procedure: after actually ordering the newsletter as a first step, you are then sent a link through which you actually activate the newsletter service in a second step. You can de-register for a newsletter at any time and revoke your consent to receipt by clicking on the relevant link at the bottom of the newsletter or by writing an E-Mail to the stated E-Mail address.
- We use your E-Mail address and other information pursuant to Section 7(3) Act Against Unfair Competition for direct advertising for our own products and services, and for

products and services related to the publishing house, if you have stated this in your order or registration. If you no longer wish to receive direct advertising on this basis, you can object, whereby transmission costs are only charged according to the base tariff, by E-Mail to [datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de) or in writing to SV Veranstaltungen GmbH, Justus-von-Liebig-Str. 1, 86899 Landsberg am Lech or you click on the de-register link at the end of the E-Mail.

The following data is collected in this context:

Data	Processing purpose	Legal basis for processing	Storage duration
IP address upon registration	Proof of double opt-in (DOI)	Consent pursuant to Art. 6(1) sentence 1 a General Data Protection Regulation	3 years to the end of the year after deletion of the data for newsletter receipt
Time of registration	Proof of double opt-in		3 years to the end of the year after deletion of the data for newsletter receipt
IP address at DOI	Proof of double opt-in		3 years to the end of the year after deletion of the data for newsletter receipt
Time of DOI verification	Proof of double opt-in		3 years to the end of the year after deletion of the data for newsletter receipt
E-Mail address	Newsletter receipt		Until revocation/objection
*Title	Direct communication		Until revocation/objection
*First name	Direct communication		Until revocation/objection
*Surname	Direct communication		Until revocation/objection

\* voluntary information

We point out to you that we analyse your user behaviour when sending the newsletter. For this analysis, the E-Mails sent contain so-called web-beacons, also referred to as tracking pixels. These constitute a pixel picture file providing a link to our website, enabling us to evaluate your user behaviour. This takes place through the collecting web beacons which are allocated to your E-Mail address and linked to an individual ID. Links contained in the newsletter can also clearly be attributed in this way. We use the data collected in this way to create a user profile in order to be able to provide you with the newsletter tailored to your interests. In this context, we record when you read our newsletter, which links in it you click on, and draw conclusions about your personal interests from this. [We link this data with acts you perform on our website]. You can object to this tracking at any time by clicking on the separate link which is provided in every E-Mail or by informing us through the contact opportunities specified. Further receipt of the newsletter after an objection against tracking is not possible.

Data	Processing purpose	Legal basis for processing	Storage duration
IP address	Establishment of connection with E-Mail analysis tool	Consent pursuant to Art. 6(1) sentence 1 a General Data	Until revocation/objection

Personalised link	Measurement of click behaviour	Protection of Regulation	Until revocation/objection
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Your data is passed on to our hosting service provider and newsletter service provider for newsletter management. The legal basis for the data processing procedures specified above is Art. 6(1) sentence 1 a General Data Protection Regulation and Art. 6(1) sentence 1 b General Data Protection Regulation.

#### IV. Advertising

##### A. By electronic communication (e.g. E-Mail, etc.)

We also use your E-Mail addresses for advertising in addition to the contractual use if you have consented to this or consent has been granted (Art. 6(1) sentence 1 a, and/or f General Data Protection Regulation). If you no longer wish to receive advertising on this basis, you can revoke your consent at any time:

- by E-Mail to [datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de)
- by clicking on the de-register link at the end of the E-Mail
- in writing to Süddeutscher Verlag Veranstaltungen GmbH, Datenschutz, Justus-von-Liebig-Straße 1, 86899 Landsberg am Lech (please state the E-Mail address and the name of the registration/log-in)
- or by telephone under 08191/125-570

Data	Processing purpose	Legal basis of processing	Storage duration
Title, first name, surname, E-Mail address	Advertising	Consent pursuant to Art. 6(1) sentence 1 a General Data Protection Regulation Legitimate interest pursuant to Art. 6(1) sentence 1 f General Data Protection Regulation	Until revocation of consent

Your personal data is passed on to our call centre, newsletter service provider and possibly to co-organisers of events expressly named in the event for the specified advertising purposes.

##### B. By telephone

We only use your telephone contact data for purposes of approaching you with advertising for our products, and for products connected with our company, if you have expressly consented to this or we are entitled to do so by statute (Art. 6(1) sentence 1 a and/or f General Data Protection Regulation).

If you no longer wish to receive direct advertising on this basis, you can revoke your consent at any time:

- by telephone under 08191/125-570
- by E-Mail to [datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de)
- in writing to Süddeutscher Verlag Veranstaltungen GmbH, Datenschutz, Justus-von-Liebig-Straße 1, 86899 Landsberg am Lech (please state the E-Mail address and the name of the registration/log-in)

Your personal data can be passed on to call centre service providers for the specified advertising purposes.

##### C. By Post

We also use your postal address in addition to the contractual use for advertising if you have consented to this or consent has been granted (Art. 6(1) sentence 1 a and/or f General Data Protection Regulation).

Protection Regulation). If you no longer wish to receive advertising on this basis, you can revoke your consent at any time:

- by E-Mail to [datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de)
- in writing to Süddeutscher Verlag Veranstaltungen GmbH, Datenschutz, Justus-von-Liebig-Straße 1, 86899 Landsberg am Lech (please state the E-Mail address and the name of the registration/log-in)
- by telephone under 08191/125-570

Data	Processing purpose	Legal basis of processing	Storage duration
Title, first name, surname, address or company address, possibly department/position	Advertising	Consent pursuant to Art. 6(1) sentence 1 a General Data Protection Regulation  Legitimate interest pursuant to Art. 6(1) sentence 1 f General Data Protection Regulation	Until revocation of consent

Your personal data is passed on to our call centre, letter shop and possibly to co-organisers of events expressly named in the event for the specified advertising purposes.

#### V. [When you contact us](#)

We can exchange information and documents by telephone, in writing or electronically by E-Mail for the purpose of fulfilment and/or implementation of a contract, contract management, contract analysis and/or for market research (e.g. contract correspondence, invoicing or debt collection receipts, etc.).

##### A. [Contacting by E-Mail, etc.](#)

You have the possibility of contacting us by our E-Mail address. We will use the personal data transmitted to us in this way for the fulfilment of the contract, the implementation of the contract, contract management, contract analysis and for market research.

##### B. [By telephone](#)

You have the possibility of contacting us by telephone. We will use the personal data transmitted to us in this way for the fulfilment of the contract, the implementation of the contract, contract management, contract analysis and for market research.

Data	Processing purpose	Legal basis of processing	Storage duration
Telephone and mobile telephone numbers	Processing through speech dialogue or through the telephone system	Consent pursuant to Art. 6(1) sentence 1 a General Data Protection Regulation  Preparation of the conclusion of a contract or a contract pursuant to Art. 6(1) sentence 1 General Data Protection Regulation;  Legitimate interest pursuant to Art. 6 (1) sentence 1 f General Data Protection Regulation	Until the expiry of the prescribed periods of safekeeping under commercial law and tax law

### C. By post

You have the possibility of contacting us by post. We will use the personal data transmitted to us in this way for the fulfilment of the contract, the implementation of the contract, contract management, contract analysis and for market research.

Data	Processing purpose	Legal basis of processing	Storage duration
Title, first name, surname, address or company address, possibly department/position	Direct communication and answering the enquiry	Consent pursuant to Art. 6(1) sentence 1 a General Data Protection Regulation  Legitimate interest pursuant to Art. 6 (1) sentence 1 f General Data Protection Regulation	Until revocation of consent

## VI. Your rights

The following list encompasses all rights of the persons affected (data subjects) pursuant to the General Data Processing Regulation. If your personal data is processed, you are a person affected (data subject) as defined by the General Data Processing Regulation and you are entitled to the following rights in relation to the responsible party (data controller):

### A. Right to information

You can require the data controller to provide you with confirmation whether personal data which relates to you is processed by us.

If such processing takes place, you can require the data controller to provide you with information about the following:

- (1) the purposes for which the personal data is being processed;
- (2) the categories of personal data which are being processed;



- (3) the recipients and/or categories of recipients to whom the personal data relating to you has been or will be disclosed;
- (4) the planned duration of storage of the personal data relating to you or, if specific information about this is not possible, criteria for establishing the storage duration;
- (5) the existence of a right to correction or deletion of the personal data relating to you, a right to restrict the processing by the data controller or a right to object to this processing;
- (6) the existence of a right to complain to a supervisory authority;
- (7) all available information about the origins of the data if the personal data is not collected from the person affected;
- (8) the existence of automated decision-making including profiling pursuant to Art. 22 (1) and 4 General Data Processing Regulation and – at least in these cases – authoritative information about the logistics involved and the range and intended effects of such processing for the data subject affected.

You are entitled to the right to require information about whether the personal data which relates to you is transmitted to a third country or to an international organisation. In this context, you can require that you are informed about appropriate guarantees pursuant to Art. 46 General Data Processing Regulation in connection with the transmission.

#### B. Right to correction

You have the right to the correction and/or completion in relation to the data controller if the processed personal data which relates to you is incorrect or incomplete. The data controller must make the correction without undue delay.

#### C. Right to restrict processing

You can require the restriction of processing of the personal data which relates to you under the following preconditions:

- (1) If you dispute the correctness of the personal data which relates to you for a period of time which enables the data controller to check the correctness of the personal data;
- (2) If the processing is illegal and you refuse deletion of the personal data, instead requiring the restriction of the use of the personal data;
- (3) If the data controller no longer requires the personal data for processing purposes, but you still need it for the assertion, exercise or defence of legal claims, or
- (4) If you have lodged an objection against processing pursuant to 21(1) General Data Processing Regulation and it is not yet certain that the legitimate interests of the data controller outweigh your reasons.

If the processing of the personal data which relates to you is restricted, this data – apart from its storage – may only be processed with your consent or for the assertion, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or on grounds of important public interest of the European Union or of a member state.

If the restriction of the processing is itself restricted under the preconditions specified above, you will be informed of this by the data controller before the restriction is lifted.

#### D. Right to deletion

##### a) Duty of deletion

You can require of the data controller that the personal data which relates to you is deleted without undue delay and that the data controller has an obligation to delete this data without undue delay if one of the following grounds applies:

- (1) The personal data which relates to you is no longer required for the purposes for which it was collected or otherwise processed.
- (2) You revoke your consent on which the processing is based pursuant to Art. 6(1) a or Art. 9(2) a General Data Protection Regulation and there is no other legal basis for the processing.



(3) You object to the processing pursuant to Art. 21 Abs. 1 General Data Protection Regulation and there are no overriding legitimate grounds for processing, or you object to the processing pursuant to Art. 21(2) General Data Protection Regulation.

(4) The personal data which relates to you was processed illegally.

(5) Deletion of the personal data which relates to you is necessary for the fulfilment of a legal obligation under European Union law or the law of the member states to which the data controller is subject.

(6) The personal data which relates to you was collected in relation to offered services of the information society pursuant to Art. 8(1) General Data Protection Regulation.

b) Information to third parties

If the data controller has made the personal data which relates to you public, and if it has an obligation to delete it pursuant to Art. 17(1) General Data Protection Regulation, then taking into consideration the available technology and the implementation costs, it must take reasonable steps, including measures of a technical nature, in order to inform the party responsible for the processing of the personal data that you, as the person affected, have required that it must delete all links to this personal data or of copies or duplicates of this personal data.

c) Exceptions

The right to deletion does not exist to the extent to which the processing is necessary

(1) to exercise the right to freedom of opinion and freedom of information;

(2) to fulfil a legal obligation which governs the processing under the law of the European Union or the member states to which the responsible party is subject or for the fulfilment of a task which is in the public interest or is undertaken in the exercise of public authority which was transferred to the responsible party;

(3) for reasons of public interest in the sphere of public health pursuant to Art. 9(2) h and i as well as Art. 9(3) General Data Protection Regulation;

(4) for archive purposes in the public interest, for purposes of academic or historical research or for statistical purposes pursuant to Art. 89(1) General Data Protection Regulation, to the extent to which the right specified under section a) probably makes the realisation of these aims of processing impossible or seriously adversely affects them, or

(5) for the assertion, exercise or defence of legal claims..

## E. Right to information

If you have asserted the right to correction, deletion or the restriction of processing in relation to the data controller, the data controller is obliged to notify all recipients to whom the personal data which relates to you was disclosed of this correction, deletion or the restriction of processing unless this proves impossible or involves a disproportionate amount of time, effort and expenditure. You are entitled to the right to require that the data controller informs you about these recipients.

## F. Right to Data Transferability

You have the right to receive the personal data which relates to you and which you have provided to the data controller in a structured and usual machine-readable form. In addition, you have the right to transmit this data to another responsible party without hindrance by the data controller to whom the personal data was provided if

(1) the processing is based on consent pursuant to Art. 6(1) a General Data Protection Regulation or Art. 9(2) a General Data Protection Regulation or on a contract pursuant to Art. 6(1) b General Data Protection Regulation and

(2) processing takes place with the aid of automated procedures.

In exercising this right, you also have the right to have the personal data which relates to you transmitted directly from one data controller to another responsible party to the extent to which this is technically possible. The freedoms and rights of other persons may not be adversely affected by this.

The right to data transferability does not apply to the processing of personal data which is necessary for the fulfilment of a task in the public interest or which is performed in the exercise of public authority which was transferred to the data controller.

#### G. Right of objection

You have the right to object at any time to the processing of personal data which relates to you and which takes place on the basis of Art. 6(1) e or f General Data Protection Regulation, for reasons connected with your special situation; this also applies to profiling based on these provisions.

The data controller will no longer process the personal data which relates to you unless it can prove mandatory grounds for processing which are worthy of protection which override your interests, rights and freedoms, or the processing serves the assertion, exercise or defence of legal claims.

If the personal data which relates to you is processed in order to implement direct advertising, you have the right to object at any time to the processing of the personal data which relates to you for such advertising purposes; this also applies to profiling to the extent to which it is connected with such direct advertising.

If you object to processing for purposes of direct advertising, the personal data which relates to you will no longer be processed for these purposes.

You have the possibility to exercise your right of objection in connection with the use of service of the information society – regardless of Directive 2002/58/EC – by means of an automated procedure in which technical specifications are used.

#### H. Right to revoke data protection law declaration of consent

You have the right to revoke your data protection law declaration of consent at any time. Revocation of your consent does not affect the legality of the processing which took place on the basis of the consent before it was revoked.

#### I. Automated decision in an individual case including profiling

You have the right to be subjected to a decision which is not exclusively based on automated processing including profiling, which has legal effect in relation to you or which adversely affects you to a significant extent in a similar way. This does not apply if the decision

(1) is necessary for the conclusion or fulfilment of a contract between you and the data controller,

(2) is permissible due to legal provisions of the European Union or the member states to which the data controller is subject, and these legal provisions contain reasonable measures to safeguard your rights and freedoms, as well as your legitimate interests, or

(3) has been made with your express consent.

However, these decisions may not be based on special categories of personal data pursuant to Art. 9(1) General Data Protection Regulation unless Art. 9(2) a or g General Data Protection Regulation apply and reasonable measures have been taken to safeguard your rights and freedoms, as well as your legitimate interests

As regards the cases specified in (1) and (3), the data controller takes reasonable measures in order to safeguard your rights and freedoms, as well as your legitimate interests, which at least include the right to secure the intervention of one person on the part of the data controller, to demonstrating your own standpoint and to challenge the decision.

#### J. Right to complain to a supervisory authority

Notwithstanding any other rights of appeal under administrative law or through the courts, you are entitled to the right to complain to a supervisory authority, in particular in the member state of your place of abode, your workplace or the place of the alleged breach if you take the view that the processing of the personal data which relates to you breaches the General Data Protection Regulation. The supervisory authority to whom the complaint was submitted informs

the complainant about the stage reached with the complaint and the results, including the possibility of a right of appeal in court pursuant to Art. 78 General Data Protection Regulation.

## VII. Data protection law duties of information pursuant to Art. 12, 13, 14 General Data Protection Regulation (second Level duties of information)

We contact you in different situations (e.g. order form, by telephone, etc.). In such situations, we always fulfil the data protection law duties of information in reduced form pursuant to the General Data Protection Regulation in relation to you. In all situations, we inform you about a link where you can find **detailed information about data protection and the duties of information**. We explain this to you in the following lines. In addition, you will find all data protection law information in this data protection declaration.

### A. Processing personal data within the framework of the contract

We inform you about the processing of your personal data through the duties of information which we fulfil.

You have already been informed that your personal data is passed on within the framework of the fulfilment of the contract. In particular, we process your data for the fulfilment of contracts, for customer care, market research and give your personal data to the following categories of recipient to the extent to which this is necessary:

Service providers in the spheres of accounting, hosting, marketing, logistics, etc.

We will delete your personal data at the end of the contract unless there are statutory duties of safekeeping which prevent this. Deletion usually takes place after ten years.

### B. Contact for advertising purposes

This processing is based on your consent pursuant to Art. 6(1) sentence 1 a) General Data Protection Regulation if you have granted such consent. For purposes of proof of your consent, we process data pursuant to Art. 6(1) c) in conjunction with Art. 7(1) General Data Protection Regulation.

If we are entitled by statute to use your personal data for the specified advertising purposes, we base the processing of your data on Art. 6(1) sentence 1 f) General Data Protection Regulation, i.e. on a so-called legitimate interest. From our point of view, our interest in use for advertising prevails if this is permissible within the framework of the narrow statutory boundaries, in particular the Act Against Unfair Competition.

In addition, you have already been informed that your personal data will likewise be passed on by us for making contact with you (advertising purposes). In order to provide you with the greatest possible transparency in dealing with your personal data, you will find further information in this data protection declaration.

Your personal data for the purpose of making contact is regularly deleted after two years unless we have processed your consent up until then.

If you object to processing, revoke your consent or the legal preconditions for an advertising approach are no longer fulfilled, your data will no longer be used for making contact for advertising purposes. Your data will be kept for a further three years for purposes of proof and then subsequently deleted.

The provision of your personal data is dictated neither by statute nor by contract. Automated decision-making including profiling does not take place. You will find further information in our [general terms and conditions of trade](#).

### C. Your rights

We would like to point out to you that you are entitled to a right to information (Art. 15 General Data Protection Regulation), correction (Art. 16 General Data Protection Regulation), cancellation (Art. 17 General Data Protection Regulation), restriction of processing (Art. 18 General Data Protection Regulation), data transferability (Art. 20 General Data Protection Regulation) and a right of objection against processing (Art. 21 General Data Protection Regulation).

**As we also use your personal data for advertising purposes on the basis of the so-called legitimate interests, we would particularly like to point out the right of objection associated with this. In case of objection, we will no longer process your personal data unless we can prove mandatory grounds for processing worthy of protection which outweigh your interests, rights and freedoms, or such processing serves the assertion, exercise or defence of legal claims.**

**If we process your personal data for direct advertising, then according to Art. 21(2) General Data Protection Regulation you have the right to object to the processing of the personal data relating to you for the purpose of such advertising at any time. In case of your objection against processing for the purpose of direct advertising, we will no longer process your data for these purposes.**

In addition, you have a right to complain to the competent supervisory authority (Art. 77 General Data Protection Regulation). You also have the right to withdraw your consent at any time without this affecting the legal validity of the processing due to your consent applicable up until the time of your revocation.

### VIII. Responsibly party and data protection officer

#### 1. The responsible agency and service provider is:

[Süddeutscher Verlag Veranstaltungen GmbH](#)  
[Hultschiner Str. 8](#)  
[81677 Munich](#)

#### 2. Contact to data protection officer

In case of questions concerning data protection, you can contact us by E-Mail: [datenschutz@sv-veranstaltungen.de](mailto:datenschutz@sv-veranstaltungen.de)

#### 3. Data protection law information in general terms and conditions of business

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.

#### 4. 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.

#### 5. Alterations of the data protection declaration

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.

As at: January 2019