

PRIVACY POLICY

This is a translation from the German version of our privacy policy. It is for information purposes. Only the German version of the privacy policy is legally binding.

This data protection declaration clarifies the type, scope and purpose of the processing of personal data (hereinafter referred to as "data") in the context of the provision of our services and within our online offering and websites, functions and content associated with it, as well as external online presences, such as our Social Media Profile (hereinafter jointly referred to as "online offering"). With regard to the terms used, such as "processing" or "data controller", we refer to the definitions in Art. 4 of the EU General Data Protection Regulation (GDPR).

Person in charge

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Types of data processed

- Inventory data (e.g. person master data, names or addresses)
- Contact data (e.g. e-mail, telephone numbers)
- Content data (e.g. text input, photographs, videos)
- Usage data (e.g. websites visited, interest in content, access times)
- Certification data (e.g. names, contact data, position)
- Meta/communication data (e.g. device information, IP addresses)

Categories of data subjects

Visitors and users of the online offer (hereinafter referred to collectively as "users").

Purpose of processing

- Provision of the online offer, its functions and contents
- Answering contact requests and communication with users
- Security measures
- Reach measurement/Marketing

Terms used

"Personal data" means any information relating to an identified or identifiable natural person (hereinafter "data subject"); a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, online identifier (e.g. a cookie) or to one or more specific characteristics which express the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person, is regarded as identifiable.

"Processing" means any operation or set of operations which is carried out with or without the aid of automated processes and which involves personal data. The term reaches far and covers practically every handling of data.

"Pseudonymisation" means the processing of personal data in such a way that the personal data can no longer be attributed to a specific data subject without the provision of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures ensuring that the personal data is not attributed to an identified or identifiable natural person.

"Profiling" means any automated processing of personal data consisting of the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects relating to the work performance, economic situation, health, personal preferences, interests, reliability, conduct, whereabouts or movements of that natural person.

"data controller" means any natural or legal person, public authority, agency or body which alone or jointly with others determines the purposes and means of the processing of personal data.

"Processor" means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

Applicable legal bases

In accordance with Art. 13 GDPR we inform you about the legal basis of our data processing. The following applies to users from the scope of the General Data Protection Regulation (GDPR), i.e. the EU and the EEC, unless the legal basis is mentioned in the data protection declaration:

The legal basis for obtaining consent is Art. 6 para. 1 lit. a and Art. 7 GDPR;

The legal basis for the processing for the fulfilment of our services and the implementation of contractual measures as well as the answering of inquiries is Art. 6 para. 1 lit. b GDPR;

The legal basis for the processing for the fulfilment of our legal obligations is Art. 6 para. 1 lit. c GDPR;

In the event that vital interests of the data subject or another natural person necessitate the processing of personal data, Art. 6 para. 1 lit. d GDPR serves as the legal basis.

The legal basis for the processing necessary for the performance of a task carried out in the public interest or in the exercise of official authority entrusted to the controller is Art. 6 para. 1 lit. e GDPR.

The legal basis for the processing to safeguard our legitimate interests is Art. 6 para. 1 lit. f GDPR.

The processing of data for purposes other than those for which they were collected is governed by the provisions of Art. 6 (4) GDPR.

The processing of special categories of data (pursuant to Art. 9 para. 1 GDPR) is governed by the provisions of Art. 9 para. 2 GDPR.

Safety precautions

We take appropriate technical and organisational measures in accordance with the legal requirements, taking into account the current state of technology, the implementation costs and the type, scope, circumstances and purposes of the processing as well as the different probabilities of occurrence and the severity of the risk to the rights and freedoms of natural persons, in order to ensure a level of protection appropriate to the risk.

Measures shall include, in particular, ensuring the confidentiality, integrity and availability of data by controlling physical access to, access to, inputting, disclosure, securing and separation of data. In addition, we have established procedures to ensure that data subjects' rights are exercised, that data is deleted and that we react to data threats. Furthermore, we take the protection of personal data into account as early as the development or selection of hardware, software and processes, in accordance with the principle of data protection through technology design and through data protection-friendly default settings.

Cooperation with contract processors, joint managers and third parties

Insofar as we disclose data to other persons and companies (contract processors, jointly responsible persons or third parties) within the scope of our processing, transfer them to them or otherwise grant them access to the data, this shall only take place on the basis of legal permission (e.g. if a transfer of the data to third parties, such as to payment service providers, if it is necessary for the fulfilment of the contract, e.g. certification), users have consented, a legal obligation provides for this or on the basis of our legitimate interests (e.g. when using agents, web hosts, etc.).

Insofar as we disclose, transfer or otherwise grant them access to data to other companies of our group of companies, this shall take place in particular for administrative purposes as a legitimate interest and beyond that on a basis corresponding to the legal requirements.

Transfers to third countries

If we process data in a third country (i.e. outside the European Union (EU), the European Economic Area (EEA) or the Swiss Confederation) or if this is done in the context of the use of third party services or disclosure or transfer of data to other persons or companies, this only occurs if it is done to fulfil our (pre)contractual obligations, on the basis of your consent, a legal obligation or on the basis of our legitimate interests. Subject to express consent or contractually required transfer, we process or allow the data to be processed only in third countries with a recognised level of data protection, which includes US processors certified under the "Privacy Shield" or on the basis of special guarantees, such as a contractual obligation through so-called standard protection clauses of the EU Commission, the existence of certifications or binding internal data protection regulations (Art. 44 to 49 GDPR, [information page of the EU Commission](#)).

Rights of data subjects

You have the right to request confirmation as to whether the data in question will be processed and to be informed of this data and to receive further information and a copy of the data in accordance with the provisions of the law.

You have the right, in accordance with the law, to request the completion of the data concerning you or the rectification of the incorrect data concerning you.

In accordance with the statutory provisions, you have the right to demand that the relevant data be deleted immediately or, alternatively, to demand that the processing of the data be restricted in accordance with the statutory provisions.

You have the right to demand that you receive the data concerning you that you have provided to us in accordance with the statutory provisions and to demand that it be passed on to other persons responsible.

Please contact us regarding your rights without exception via datenschutz@donausoja.org.

Furthermore, you have the right to file a complaint with the competent supervisory authority in accordance with the statutory provisions.

Right of withdrawal

You have the right to revoke any consent you have given with effect for the future.

Right of objection

You may object at any time to the future processing of the data concerning you in accordance with the statutory provisions. The objection may in particular be lodged against processing for the purposes of direct marketing.

Cookies and right to object to direct advertising

"Cookies" are small files that are stored on the user's computer. Different data can be stored within the cookies. A cookie is primarily used to store information about a user (or the device on which the cookie is stored) during or after the user's visit to an online service. Temporary cookies, or "session cookies" or "transient cookies", are cookies that are deleted after a user leaves an online offer and closes his browser. The content of a shopping cart in an online shop or a login status, for example, can be stored in such a cookie. Cookies referred to as "permanent" or "persistent" remain stored even after the browser is closed. For example, the login status can be saved if users visit it after several days. The interests of the users can also be stored in such a cookie, which are used for range measurement or marketing purposes. "Third-Party-Cookies" are cookies that are offered by other providers rather than the responsible person who operates the online service (otherwise, if they are only their cookies, one speaks of "First-Party Cookies").

We may use temporary and permanent cookies and explain this in our privacy policy.

If we ask the user to consent to the use of cookies (e.g. in the context of a cookie consent), the legal basis for this processing is Art. 6 Para. 1 lit. a. GDPR. Otherwise, the personal cookies of the user will be stored according to the following explanations within the framework of this data protection declaration on the basis of our legitimate interests (i.e. interest in the analysis,

optimisation and economic operation of our online offer in the sense of Art. 6 Para. 1 lit. f. GDPR) or insofar as the use of cookies is necessary for the provision of our contract-related services, pursuant to Art. 6 Para. 1 letter b. GDPR, or if the use of cookies is necessary for the performance of a task in the public interest or in the exercise of official authority, pursuant to Art. 6 para. 1 lit. e. GDPR, processed.

If users do not wish cookies to be stored on their computer, they are asked to deactivate the corresponding option in the system settings of their browser. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.

A general objection to the use of cookies for online marketing purposes can be raised for a large number of services, especially in the case of tracking, via the US website <http://www.aboutads.info/choices/> or the EU website <http://www.youronlinechoices.com/>. Furthermore, the storage of cookies can be achieved by switching them off in the browser settings. Please note that in this case not all functions of this online offer can be used.

Deletion of data

The data processed by us will be deleted in accordance with the statutory provisions or their processing will be restricted. Unless expressly stated in this data protection declaration, the data stored by us will be deleted as soon as it is no longer required for its intended purpose and there are no legal obligations to retain it.

If the data is not deleted because it is required for other and legally permissible purposes, its processing will be restricted. This means that the data will be blocked and not processed for other purposes. This applies, for example, to data that must be stored for commercial or tax reasons.

Changes and Updates to the Privacy Policy

We ask you to inform yourself regularly about the content of our data protection declaration. We will adapt the data protection declaration as soon as changes in the data processing we carry out make this necessary. We will inform you as soon as the changes require your cooperation (e.g. consent) or other individual notification.

Agency services

We process the data of our customers within the scope of our contractual services, which include conceptual and strategic consulting, campaign planning, software and design development / consulting or maintenance, implementation of campaigns and processes / handling, server administration, data analysis / consulting services and training services.

We process inventory data (e.g., customer master data, such as names or addresses), contact data (e.g., e-mail, telephone numbers), content data (e.g., text entries, photographs, videos), contract data (e.g., subject matter of contract, term), payment data (e.g., bank details, payment history), usage and metadata (e.g., within the scope of evaluating and measuring the success of marketing measures). We do not process special categories of personal data in principle, unless these are components of a commissioned processing. Affected parties include our customers,

interested parties and their customers, users, website visitors or employees as well as third parties. The purpose of the processing is the provision of contractual services, billing and our customer service. The legal basis for the processing results from Art. 6 para. 1 lit. b GDPR (contractual services), Art. 6 para. 1 lit. f GDPR (analysis, statistics, optimisation, security measures). We process data which is necessary for the justification and fulfilment of the contractual services and point out the necessity of its specification. Disclosure to external parties only takes place if it is required within the framework of an order. When processing the data provided to us within the framework of an order, we shall act in accordance with the instructions of the customer and the statutory requirements for order processing pursuant to Art. 28 GDPR and shall not process the data for any purposes other than those specified in the order.

We delete the data after expiration of legal warranty and comparable obligations. The necessity of the storage of the data is reviewed every three years; in the case of legal archiving obligations the deletion takes place after their expiration (6 y, according to § 257 Abs. 1 HGB, 10 y, according to § 147 Abs. 1 AO). In the case of data disclosed to us by the client within the scope of an order, we delete the data in accordance with the specifications of the order, in principle after the end of the order.

Contractual services

We process the data of our contractual partners and interested parties as well as other clients, customers, or contractual partners (uniformly referred to as "contractual partners") in accordance with Art. 6 para. 1 lit. b. GDPR in order to provide them with our contractual or pre-contractual services. The data processed, the type, scope and purpose of their processing and the necessity of their processing are determined by the underlying contractual relationship.

The processed data includes the master data of our contractual partners (e.g., names and addresses), contact data (e.g. e-mail addresses and telephone numbers) as well as contract data (e.g., services used, contract contents, contractual communication, names of contact persons) and payment data (e.g., bank details, payment history).

We do not process special categories of personal data, unless these are components of an authorised representative or processing in accordance with the contract.

We process data which is necessary for the justification and fulfilment of the contractual services and point out the necessity of their indication, if this is not evident for the contracting parties. Disclosure to external persons or entities is made only when required under a contract. When processing the data provided to us within the framework of an order, we shall act in accordance with the instructions of the customer and the statutory requirements.

Within the scope of using our online services, we can store the IP address and the time of the respective user action. The storage takes place on the basis of our legitimate interests, as well as the interests of the users in the protection against misuse and other unauthorised use. A passing on of this data to third parties does not take place in principle, unless it is necessary for the pursuit of our claims according to art. 6 para. 1 lit. f. GDPR is necessary or there is a legal obligation to do so pursuant to Art. 6 para. 1 lit. c. GDPR.

The data will be deleted when the data is no longer required for the fulfilment of contractual or statutory welfare obligations and for the handling of any warranty and comparable obligations,

whereby the necessity of data retention is reviewed every three years; otherwise the statutory retention obligations apply.

Administration, financial accounting, office organisation, contact management

We process data in the context of administrative tasks as well as the organisation of our business, financial accounting and compliance with legal obligations, such as archiving. Here we process the same data that we process within the framework of the provision of our contractual services. The processing bases are Art. 6 para. 1 lit. c. GDPR, Art. 6 para. 1 lit. f. GDPR. Customers, interested parties, business partners and website visitors are affected by the processing. The purpose and our interest in the processing lies in the administration, financial accounting, office organisation, archiving of data, i.e. tasks which serve the maintenance of our business activities, performance of our tasks and provision of our services. The cancellation of the data with regard to contractual services and contractual communication corresponds to the data specified in these processing activities.

We disclose or transmit data to the tax authorities, consultants, such as tax consultants or auditors, as well as other fee offices and payment service providers.

Furthermore, on the basis of our business interests, we store information on suppliers, organisers and other business partners, e.g. for the purpose of establishing contact at a later date. This data, which is mainly company-related, is stored permanently.

Economic analyses and market research

In order to run our business economically, to be able to recognise market trends, wishes of our contractual partners and users, we analyse the data available to us on business transactions, contracts, enquiries, etc., in order to identify the most suitable and appropriate solutions for your needs. We process inventory data, communication data, contract data, payment data, usage data, metadata on the basis of Art. 6 para. 1 lit. f. GDPR, whereby the persons concerned include contractual partners, interested parties, customers, visitors and users of our online services.

The analyses are carried out for the purpose of economic evaluations, marketing and market research. We can take into account the profiles of registered users with information, e.g. on the services they make use of. The analyses serve us to increase the user friendliness, the optimisation of our offer and the business economy. The analyses serve us alone and are not disclosed externally unless they are anonymous analyses with summarised values.

If these analyses or profiles are person-related, they will be deleted or anonymised upon termination by the user, otherwise after two years from the conclusion of the contract. In addition, macroeconomic analyses and general trends are prepared anonymously wherever possible.

Performance of our statutory and business services

We process the data of our members, supporters, interested parties, customers or other persons in accordance with Art. 6 para. 1 lit. b. GDPR, insofar as we offer them contractual services or act within the framework of an existing business relationship, e.g. with members, or ourselves are recipients of services and benefits. We also process the data of data subjects in accordance with

Art. 6 Para. 1 lit. f. GDPR on the basis of our legitimate interests, e.g. when it comes to administrative tasks or public relations.

The data processed, the type, scope and purpose of the processing and the necessity of its processing are determined by the underlying contractual relationship. This basically includes the inventory and master data of the persons (e.g., name, address, etc.), as well as the contact data (e.g., e-mail address, telephone, etc.), the contract data (e.g., services used, contents and information communicated, names of contact persons), certification data and, if we offer services or products subject to payment obligations, payment data (e.g., bank details, payment history, etc.).

We delete data that is no longer necessary for the provision of our statutory and business purposes. This is determined according to the respective tasks and contractual relationships. In the event of business processing, we shall retain the data for as long as it is relevant to the business transaction and also with regard to any warranty or liability obligations. The necessity of storing the data is reviewed every three years; otherwise the statutory storage obligations apply.

Microsoft Cloud Services

We use the cloud and cloud software services offered by Microsoft (Software as a Service, Microsoft Office 365 and SharePoint) for the following purposes: storing and managing documents, managing calendars, sending e-mail, spreadsheets and presentations, exchanging documents, content and information with specific recipients or publishing web pages, forms or other content and information, and chatting and participating in audio and video conferences.

Here the personal data of the users is processed, as far as these become part of the documents and contents processed within the described services or are part of communication procedures. This can include, for example, user master data and contact data, data on processes, contracts, other processes and their contents. Microsoft also processes usage data and metadata used by Microsoft for security and service optimisation purposes.

In the course of using publicly accessible documents, websites or other content, Microsoft may store cookies on the user's computer for purposes of web analysis or to remember user settings.

We use the Microsoft Cloud services on the basis of our legitimate interests pursuant to Art. 6 para. 1 lit. f GDPR in efficient and secure administrative and cooperation processes. Furthermore, the processing shall be carried out on the basis of an order processing contract with Microsoft.

For more information, see the Microsoft Privacy Statement (<https://privacy.microsoft.com/de-de/privacystatement>) and the Microsoft Cloud Services Security Notes (<https://www.microsoft.com/de-de/trustcenter>). You can object to the processing of your data in the Microsoft Cloud in accordance with the legal requirements. In addition, the deletion of data within Microsoft's Cloud Services is determined by the other processing procedures in which the data is processed (e.g. deletion of data no longer required for contractual purposes or storage for purposes of taxation of data required).

The Microsoft Cloud services are offered by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399 USA. If data is processed in the USA, we refer to the certification of

Microsoft under the Privacy Shield

(<https://www.privacyshield.gov/participant?id=a2zt0000000KzNaAAK&status=Active>).

Data protection information in the application process

We process the applicant data only for the purpose and within the framework of the application procedure in accordance with the legal requirements. The processing of applicant data is carried out to fulfil our (pre)contractual obligations within the scope of the application procedure as defined by Art. 6 Para. 1 lit. b. GDPR Art. 6 para. 1 lit. f. GDPR if the data processing e.g. in the context of legal proceedings for us becomes necessary (in Germany applies additionally § 26 BDSG).

The application procedure requires that applicants provide us with the applicant data. If we offer an online form, the necessary applicant data is marked, otherwise they result from the job descriptions and basically include personal details, postal and contact addresses and the documents belonging to the application, such as cover letter, curriculum vitae and certificates. In addition, applicants may voluntarily provide us with additional information.

By submitting their application to us, applicants consent to the processing of their data for the purposes of the application procedure in accordance with the type and scope set out in this Privacy Policy.

Insofar as special categories of personal data within the meaning of Art. 9 para. 1 GDPR are voluntarily disclosed in the application process, their processing is also carried out in accordance with Art. 9 para. 2 lit. b GDPR (e.g. health data, such as severely disabled status or ethnic origin). Insofar as special categories of personal data within the meaning of Art. 9 para. 1 GDPR are requested from applicants as part of the application procedure, their processing is additionally carried out in accordance with Art. 9 para. 2 lit. a GDPR (e.g. health data, if these are necessary for the exercise of the profession).

Where made available, applicants may submit their applications via an online form on our website. The data will be transmitted to us encrypted according to the current state of technology.

Applicants can also send us their applications by e-mail. Please note, however, that e-mails are generally not sent in encrypted form and the applicants themselves must ensure that they are encrypted. We therefore cannot assume any responsibility for the transmission path of the application between the sender and reception on our server and therefore recommend using an online form or postal dispatch. Instead of applying via the online form and e-mail, applicants still have the option of sending their application by post.

In the event of a successful application, the data provided by the applicants may be further processed by us for the purposes of the employment relationship. Otherwise, if the application for a job offer is not successful, the applicant's data will be deleted. Applicants' data will also be deleted if an application is withdrawn, to which applicants are entitled at any time.

Subject to a justified revocation by the applicant, deletion will take place after a period of six months so that we can answer any follow-up questions regarding the application and meet our obligations to provide evidence under the Equal Treatment Act. Invoices for any reimbursement of travel expenses are archived in accordance with tax regulations.

Contact us

When contacting us (e.g. via contact form, e-mail, telephone or via social media), the user's details are used to process the contact enquiry and to process it in accordance with Art. 6 Para. 1 lit. b. GDPR (within the framework of contractual/pre-contractual relationships), Art. 6 para. 1 lit. f. GDPR (other requests) processed. The user data can be stored in a customer relationship management system ("CRM system") or comparable inquiry organisation.

We will delete the requests if they are no longer necessary. We review the necessity every two years; furthermore, the statutory archiving obligations apply.

Newsletter

With the following information we inform you about the contents of our newsletter as well as the registration, dispatch and statistical evaluation procedures and your rights of objection. By subscribing to our newsletter, you agree to the receipt and procedures described.

Content of the newsletter: We send newsletters, e-mails and other electronic notifications containing advertising information (hereinafter "newsletter") only with the consent of the recipient or a legal permission. Insofar as the contents of the newsletter are specifically described within the framework of registration, they are decisive for the consent of the user. In addition, our newsletters contain information about our products and information accompanying them (e.g. safety instructions), offers, promotions and our company.

Double-Opt-In and logging: The registration to our newsletter takes place in a so-called Double-Opt-In procedure. This means that you will receive an e-mail after registration asking you to confirm your registration. This confirmation is necessary so that no one can register with external e-mail addresses. The registrations for the newsletter are logged in order to be able to prove the registration process according to the legal requirements. This includes storing the login and confirmation times as well as the IP address. Likewise the changes of your data stored with the dispatch service provider are logged.

Registration data: To subscribe to the newsletter, it is sufficient to enter your e-mail address. Optionally we ask you to enter a name in the newsletter in order to address you personally.

The dispatch of the newsletter and the performance measurement associated with it are based on the consent of the recipients pursuant to Art. 6 Para. 1 lit. a, Art. 7 GDPR in conjunction with § 107 Para. 2 TKG or, if consent is not required, on our legitimate interests in direct marketing pursuant to Art. 6 Para. 1 as per f. GDPR in conjunction with § Art. 107 Par. 2 and 3 TKG.

The registration procedure is recorded on the basis of our legitimate interests pursuant to Art. 6 para. 1 lit. f GDPR. We are interested in using a user-friendly and secure newsletter system that serves our business interests, meets users' expectations, and allows us to provide evidence of consent.

Cancellation/revocation - You can unsubscribe from our newsletter at any time, i.e. revoke your consent. You will find a link to cancel the newsletter at the end of each newsletter. We may store the unsubscribed email addresses for up to three years based on our legitimate interests before deleting them to provide evidence of prior consent. The processing of these data is limited to the purpose of a possible defence against claims. An individual deletion request is

possible at any time, provided that the former existence of a consent is confirmed at the same time.

Newsletter - Newsletter2Go

The dispatch of the newsletter takes place via the dispatch service Newsletter2Go GmbH, Köpenicker Str. 126, 10179 Berlin, Germany. You can view the privacy policy of the dispatch service provider here: <https://www.newsletter2go.de/datenschutz/>. The dispatch service provider will be informed on the basis of our legitimate interests pursuant to Art. 6 para. 1 lit. f. GDPR and a contract processing agreement pursuant to Art. 28 para. 3 sentence 1 GDPR.

The dispatch service provider can use the data of the recipients in pseudonymous form, i.e. without allocation to a user, to optimise or improve its own services, e.g. for technical optimisation of the dispatch and presentation of the newsletter or for statistical purposes. However, the dispatch service provider does not use the data of our newsletter recipients to write to them itself or to pass the data on to third parties.

Hosting and e-mailing

The hosting services used by us serve the provision of the following services: Infrastructure and platform services, computing capacity, storage space and database services, e-mail dispatch, security services and technical maintenance services which we use for the purpose of operating this online service.

Here we, or our hosting provider, process inventory data, contact data, content data, contract data, usage data, meta data and communication data of customers, interested parties and visitors to this online service on the basis of our legitimate interests in the efficient and secure provision of this online service in accordance with Art. 6 Para. 1 lit. f GDPR in conjunction with Art. 28 GDPR (conclusion of contract processing agreement).

b2match

We use the platform b2match provided by B2Match GmbH, Vally-Weigl-Gasse 5/456, 1100 Vienna, Austria.

B2match enables us to create and manage event pages via a platform.

The use of personal data collected via b2match is limited to the purpose of providing these services.

B2match and Donau Soja may collect personal data about the persons attending our events in order to personalize the event experience as well as future products and services.

The collection, use and processing of the data is based on the consent of the concerned persons, Art. 6 Para. 1 lit. a GDPR, as well as Art. 6 Para. 1 lit. b GDPR are the legal basis, which allows the processing of data for the performance of a contract or pre-contractual measures.

The data is transmitted to b2match, the processor, on the basis of Art. 28 Para. 1 GDPR.

In addition, the website operator has a legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR for the technically error-free provision of its services.

b2match collects data that are necessary for the provision and improvement of the platform and services. For this purpose, "log files" (information about computer hardware and software; IP address, browser type, domain name, access times and referring website addresses) are created. This data is used by b2match to operate the platform, to maintain its quality and to provide general statistics on the use of the platform.

The data protection declaration of b2match is available under the following link:

<https://admin.b2match.com/terms/en/privacy-policy>

Terms of use for event participants of b2match: <https://admin.b2match.com/terms/en/terms-of-use-participants>

Collection of access data and log files

We, and/or our hosting provider, raise on basis of our entitled interests in the sense of the art. 6 Abs. 1 lit. f. GDPR Data about each access to the server on which this service is located (so-called server log files). The access data includes the name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider.

Log file information is stored for security reasons (e.g. for the clarification of abuse or fraud actions) for the duration of maximally 7 days and deleted afterwards. Data, the further storage of which is necessary for evidence purposes, are excluded from deletion until the respective incident has been finally clarified.

Google Analytics

We use Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google uses cookies. The information generated by the cookie about the use of the online offer by the user is usually transferred to a Google server in the USA and stored there.

Google will use this information on our behalf to evaluate the use of our online services by users, to compile reports on the activities within this online service and to provide us with other services associated with the use of this online service and the Internet. Pseudonymous user profiles of the users can be created from the processed data.

We only use Google Analytics with IP anonymisation enabled. This means that the IP address of the user is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there.

The IP address transmitted by the user's browser is not merged with other Google data. Users may refuse the use of cookies by selecting the appropriate settings on their browser, they may also refuse the use of cookies by selecting the appropriate settings on their browser, they may refuse the collection of information by Google regarding the use of cookies and the processing of such information by Google by selecting the appropriate settings on their browser, and they may refuse the use of cookies by selecting the appropriate settings on their browser, and they may refuse the use of cookies by selecting the appropriate settings on their browser, and by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

If we ask the users for their consent (e.g. in the context of a cookie agreement), the legal basis for this processing is Art. 6 Para. 1 lit. a. GDPR. Otherwise, the personal data of the user will be processed on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer in the sense of Art. 6 Para. 1 lit. f. GDPR) are processed.

As far as data is processed in the USA, we point out that Google is certified under the Privacy Shield Agreement and thereby assures compliance with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

Further information on the use of data by Google, setting and objection options can be found in Google's data protection declaration (<https://policies.google.com/privacy>) and in the settings for the display of advertising by Google (<https://adssettings.google.com/authenticated>).

The personal data of the users will be deleted or anonymised after 14 months.

Online presences in social media

We maintain online presences within social networks and platforms in order to be able to communicate with customers, interested parties and users active there and to inform them about our services.

We would like to point out that user data may be processed outside the European Union. This may entail risks for users, e.g. by making it more difficult to enforce users' rights. With respect to US vendors certified under the Privacy Shield, we would like to point out that they are committed to complying with EU privacy standards.

Furthermore, user data is usually processed for market research and advertising purposes. For example, user profiles can be created on the basis of user behaviour and the resulting interests of users. The user profiles can in turn be used, for example, to place advertisements inside and outside the platforms which are presumed to correspond to the interests of the users. For these purposes, cookies are usually stored on the user's computer, in which the user's usage behaviour and interests are stored. Furthermore, data can be stored in the user profiles independently of the devices used by the users (especially if the users are members of the respective platforms and are logged in to them).

The processing of users' personal data is carried out on the basis of our legitimate interests in effective information for users and communication with users pursuant to Art. 6 Para. 1 lit. f. GDPR. If the users are requested by the respective providers of the platforms to give their consent to the aforementioned data processing, the legal basis for the processing is Art. 6 Para. 1 lit. a., Art. 7 GDPR.

For a detailed representation of the respective processing and the possibilities of objection (Opt-Out), we refer to the following linked information of the providers.

Also in the case of requests for information and the assertion of user rights, we point out that these can be asserted most effectively with the providers. Only the providers have access to the data of the users and can directly take appropriate measures and provide information. If you still need help, please do not hesitate to contact us.

- Facebook, Pages, Groups, (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) on the basis of a [Joint Processing Agreement](#) - Privacy Statement: <https://www.facebook.com/about/privacy/>, specifically for Pages: https://www.facebook.com/legal/terms/information_about_page_insights_data, Opt-Out: <https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com>, Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>.

- Google/YouTube (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) - Privacy Statement: <https://policies.google.com/privacy>, Opt-Out: <https://adssettings.google.com/authenticated>, Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>.

- Instagram (Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA) - Privacy Statement / Opt-Out: <http://instagram.com/about/legal/privacy/>.

- Twitter (Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA) - Privacy Statement: <https://twitter.com/de/privacy>, Opt-Out: <https://twitter.com/personalization>, Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>.

- Pinterest (Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA) - Privacy Statement / Opt-Out: <https://about.pinterest.com/de/privacy-policy>.

- LinkedIn (LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland) - Privacy Statement <https://www.linkedin.com/legal/privacy-policy>, Opt-Out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>, Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0&status=Active>.

- Xing (XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany) - Privacy Policy / Opt-Out: <https://privacy.xing.com/de/datenschutzerklaerung>.

- Wakalet (Wakelet Limited, 76 Quay Street, Manchester, M3 4PR, United Kingdom) - Privacy Statement / Opt-Out: <https://wakelet.com/privacy.html>.

- Soundcloud (SoundCloud Limited, Rheinsberger Str. 76/77, 10115 Berlin, Germany) - Privacy Policy / Opt-Out: <https://soundcloud.com/pages/privacy>.

Integration of third-party services and content

Within the scope of our online offer, we act on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of

Art. 6 Para. 1 lit. f. GDPR) content or service offers from third parties in order to integrate their content and services, such as videos or fonts (hereinafter uniformly referred to as "content").

This always presupposes that the third-party providers of this content perceive the IP address of the user, since they would not be able to send the content to their browser without the IP address. The IP address is therefore required for the presentation of these contents. We strive to use only those contents, whose respective offerers use the IP address only for the distribution of the contents. Third parties may also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. The "pixel tags" can be used to evaluate information such as visitor traffic on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may include technical information about the browser and operating system, referring websites, visit times and other information about the use of our website, as well as may be linked to such information from other sources.

Youtube

We integrate videos of the platform "YouTube" of the provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Privacy Policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://adssettings.google.com/authenticated>.

Google Maps

We integrate the maps of the service "Google Maps" of the provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The data processed may include, in particular, IP addresses and location data of users, which are not collected without their consent (usually within the framework of the settings of their mobile devices). The data can be processed in the USA. Privacy Policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://adssettings.google.com/authenticated>.

Using Facebook Social Plugins

On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer in the sense of Art. 6 Para. 1 lit. f. GDPR), we make use of the information provided on this website. Social Plugins ("Plugins") of the social network facebook.com, which is operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). This may include, for example, content such as images, videos or texts and buttons with which users can share content from this online service within Facebook. The list and appearance of the Facebook Social Plugins can be seen here: <https://developers.facebook.com/docs/plugins/>.

Facebook is certified under the Privacy Shield Agreement and thus offers a guarantee of compliance with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

When a user calls a function of this online service that contains such a plugin, his device establishes a direct connection with the Facebook servers. The content of the plugin is transmitted directly from Facebook to the user's device and integrated into the online offer by the user. User profiles can be created from the processed data. We therefore have no influence

on the extent of the data that Facebook collects with the help of this plugin and therefore inform the user according to our state of knowledge.

By integrating the plugins, Facebook receives the information that a user has called up the corresponding page of the online offer. If the user is logged in to Facebook, Facebook can assign the visit to his Facebook account. When users interact with the plugins, e.g. by clicking the Like button or commenting, the corresponding information is transferred directly from your device to Facebook and stored there. If a user is not a member of Facebook, it is still possible for Facebook to know and store their IP address. According to Facebook, only an anonymous IP address is stored in Germany.

The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as the related rights and setting options to protect the privacy of users can be found in Facebook's data protection information: <https://www.facebook.com/about/privacy/>.

If a user is a Facebook member and does not want Facebook to collect information about him or her via this online service and link it to his or her Facebook member data, he or she must log out of Facebook and delete cookies before using our online service. Further settings and objections to the use of data for advertising purposes are possible within the Facebook profile settings: <https://www.facebook.com/settings?tab=ads> or via the US page <http://www.aboutads.info/choices/> or the EU page <http://www.youronlinechoices.com/>. The settings are platform-independent, i.e. they are adopted for all devices, such as desktop computers or mobile devices.