

Privacy Policy

In this Privacy Policy, we inform you about the processing of personal data in the context of your participation in the DMEA and the use of the related registration platform (hereinafter also referred to as our "**website**").

1. Contact Person

The contact person and responsible party for the processing of your personal data when visiting this website within the meaning of the General Data Protection Regulation (DSGVO) is the

bvitg Service GmbH
Friedrichstrasse 200
10117 Berlin
E-mail: dmea@bvitg.de

For all questions regarding data protection in relation to our events and services or the use of our website, you can also contact our data protection officer at any time. He or she can be reached at the above postal address and at the e-mail address given above (keyword: "Data Protection Officer"). We point out explicitly that if you use this e-mail address, the relevant contents will not be exclusively disclosed to our data protection officer. If you need to exchange confidential information, please contact us directly via this e-mail address first.

2. Data processing in the context of your registration and use of our platform for participation in the DMEA

2.1. Access to our website / access data

Each time you use our website, we collect the access data that your browser automatically transmits to facilitate your visit to the website. The access data includes, for example:

- IP address of the requesting device,
- Date and time of the request,
- Address of the website accessed and the requesting website,
- Information about the browser used and the operating system,
- online identifiers (e.g., device identifiers, session IDs).

The data processing of these access data is essential to enable the visit of the website, to ensure the permanent operability and security of our systems as well as for the general administrative maintenance of our website. The access data is also temporarily stored in internal log files for the purposes described above, for example in the likelihood of repeated or criminal calls that endanger the stability and security of our website, to find the cause and to take action against them. The log files are stored for an appropriate period.

The legal basis is Art. 6 para. 1 p. 1 lit. b DSGVO, to the extent that the page call occurs during the initiation or execution of a contract, and otherwise Art. 6 para. 1 p. 1 lit. f DSGVO on basis of our legitimate interest in enabling the website access and permanent functionality and security of our systems.

2.2. Contacting us

You have various options for contacting us. This includes particularly the contact button. In this context, we process data exclusively for the purpose of communicating with you.

The legal basis is Art. 6 para. 1 p. 1 lit. b DSGVO, to the extent as your information is required to answer your inquiry or to initiate or execute a contract, and otherwise Art. 6 para. 1 p. 1 lit. f DSGVO due to our legitimate interest that you contact us and that we can answer your inquiry. We will only contact you for advertising purposes if you have given your consent. The legal basis in these cases is Art. 6 para. 1 p. 1 lit. a DSGVO.

The data collected by us when establishing contact with you will be automatically deleted after your request has been fully processed, unless we still need your request to fulfill contractual or legal obligations (see section 6 "Storage period").

2.3. Registration

You have the option of registering for our login area to be able to use the full range of functions on our website. We have highlighted the data you are required to enter by marking them as mandatory fields. Registration is not possible without this data. These are in particular the following data:

- First and last name including title
- E-mail address
- Full name of your company
- Password

The legal basis for the processing is Art. 6 para. 1 p. 1 lit. b DSGVO.

You are not legally obligated to provide your data as described. However, if you do not wish to provide your data, this may mean that you cannot use our platform. In this case, the participation contract may also not be fulfilled. In this case, you may also not be able to participate in the event as requested or your submission may not be considered respectively.

2.4. Submission of lectures (DMEA Congress)

If you apply for a lecture as a speaker or co-speaker on our platform, you must provide the mandatory information marked with an asterisk in the form provided for this purpose on our platform, which is required for your participation in the event and for your presentation to be considered. In particular, this includes the following information

- Details of the participant(s) giving the presentation (first and last name including title, role, position, company, e-mail address, curriculum vitae and photo)
- Title, topic, category and short description (abstract) of your submission

Optional information such as telephone number, so that we can contact you by these means if we have any queries.

We will store the data you enter together with the time of entry in your user account. The contents, apart from the contact data, are passed on to the respective session managers for the purpose of evaluation.

The legal basis for the processing is the necessity of the processing of the data for the execution of the entered participation contract according to Art. 6 para. 1 p. 1 lit. b DSGVO.

You are not legally obligated to provide your data as described. However, if you do not wish to provide your data, this may result in the participation contract not being fulfilled and in you not being able to participate in the event as desired or your submission not being considered respectively.

2.5. Application for the DMEA Newcomer Award

If you apply for the DMEA Newcomer Award on our platform with your bachelor's or master's thesis, you must provide the mandatory information marked with an asterisk in the form provided for this purpose on our platform, as this information is required for your participation in the event to be considered. In particular, this includes the following information

- Title, topic, category and short description (abstract) of your submission, statement on the practical relevance of the topic
- Information on the author(s) (first and last name including title, role, position, company, e-mail address, curriculum vitae and photo)
- The thesis as PDF
- Grade of the thesis (optional)
- Name of the university, name of the course of study

Optional information such as telephone number, so that we can contact you by these means if we have any queries.

We will store the data you enter together with the time of entry in your user account. The contents, apart from the contact data, are passed on to the respective session managers for the purpose of evaluation.

The legal basis for the processing is the necessity of the processing of the data for the execution of the entered participation contract according to Art. 6 para. 1 p. 1 lit. b DSGVO.

You are not legally obligated to provide your data as described. However, if you do not wish to provide your data, this may result in the participation contract not being fulfilled and in you not being able to participate in the event as desired or your submission not being considered respectively.

2.6. Booking of presentation times (DMEA Guided Tours / Solutions Hub)

If you book a time frame ("slot") on our platform for a presentation as a Speaker or Co-Speaker, you must provide the mandatory information marked with an asterisk in the form provided for this purpose on our platform, as this information is required for booking your slot. In particular, this includes the following information:

- Details of the presenting participant(s) (first and last name including title, role, position, company, e-mail address, curriculum vitae, photo, participation status (exhibitor or non-exhibitor), full company name incl. billing address
- Title, topic, category, brief description (abstract) of as well as accompanying multimedia content (company logo, video, image, audio file) for your presentation

Optional information such as telephone number, so that we can contact you by these means if we have any queries.

We will store the data you enter together with the time of entry in your user account.

The legal basis for the processing is the necessity of the processing of the data for the execution of the entered participation contract according to Art. 6 para. 1 p. 1 lit. b DSGVO.

You are not legally obligated to provide your data as described. However, if you do not wish to provide your data, this may result in the participation contract not being fulfilled and in you not being able to participate in the event as desired or your booking for the desired format not being taken into account.

2.7. Submission of an entry in the Guide for Talents

If you wish to submit an entry in the Guide for Talents on our platform, you must provide the mandatory information marked with an asterisk in the form provided for this purpose on our platform, which is required for consideration in the publication. In particular, this includes the following information

- Information about the company (company name, product/service category, number of employees, company headquarters, other locations (optional), information about entry opportunities, URL of the company website, the fields "Who we are", "What sets us apart" and "What we offer", logo as jpg/png)
- Contact details for junior staff (first and last name including title, role, position, company, e-mail address) (only name and email address will be published)
- Details of the submitter (first and last name including title, role, position, company, e-mail address and telephone number).

Optional information such as telephone number, so that we can contact you by these means if we have any queries.

We will store the data you enter together with the time of entry in your user account.

The legal basis for the processing is the necessity of the processing of the data for the execution of the entered participation contract according to Art. 6 para. 1 p. 1 lit. b DSGVO.

You are not legally obligated to provide your data as described. However, if you do not wish to provide your data, this may result in the participation contract not being fulfilled and in your submission not being taken into account.

2.8. Newsletters and e-mails with information on offers that may be of interest to you

You have the option of subscribing to our newsletters and e-mails about other events and offers that may be of interest to you, in which we will regularly inform you about updates to our products and promotional campaigns. You can unsubscribe from the newsletter at any time. A corresponding unsubscribe link can be found in every newsletter. A notification to the contact details provided above or in the newsletter (e.g., by e-mail or letter) is of course also sufficient for this purpose. The legal basis for the processing is your consent pursuant to Art. 6 para. 1 p. 1 lit. a DSGVO.

We use standard market technologies in our newsletters that can be used to measure interactions with the newsletters (e.g., opening of the email, links clicked). We use this data in

pseudonymous form for general statistical evaluations and to optimize and further develop our content and customer communications. This is achieved with the help of small graphics embedded in the newsletters (known as pixels). The data is collected only in pseudonymous form and is not linked to any other personal data. The legal basis for this is your consent in accordance with Art. 6 para. 1 p. 1 lit. a DSGVO. We want to share content as relevant as possible for our customers via our newsletter and have a better understanding of what readers are actually interested in. If you do not want the analysis of use behavior, you can unsubscribe from the newsletters or disable graphics in your email program by default. The data on interaction with our newsletters is stored pseudonymously for 30 days and afterwards completely anonymized.

3. Use of cookies and comparable technologies

Name	Purpose	Legal Basis	Storage Time
Session Dependent	Session ID	Art. 6 (1) lit. f DSGVO	1440 Minutes
Cookies Enabled	Cookie Management	Art. 6 (1) lit. f DSGVO	1440 Minutes
AWSELB AWSALB	Load Balancing	Art. 6 (1) lit. f DSGVO	Session 8 Hours

4. Disclosure of data

Disclosure of the data collected by us will only take place if:

- you have given your express consent to this in accordance with Art. 6 Para. 1 Sentence 1 lit. a DSGVO,
- the disclosure is necessary for the assertion, execution or defence of legal claims pursuant to Art. 6 (1) sentence 1 lit. f DSGVO and there is no reason to assume that you have an overriding legitimate interest in not having your data disclosed,
- we are legally obligated to disclose your data in accordance with Art. 6 Para. 1 Sentence 1 lit. c DSGVO, or
- this is legally permissible and necessary according to Art. 6 para. 1 p. 1 lit. b DSGVO for the processing of contractual relationships with you or for the implementation of pre-contractual measures that take place at your request.

Part of the data processing may be carried out by our service providers. In addition to the service providers mentioned in this data protection statement, these may include, in particular, data centers that store our website and databases, software providers, IT service providers that maintain our systems, agencies, market research companies, group enterprises and consulting firms. Where we disclose data to our service providers, they may only use the data to perform their tasks. The service providers have been carefully selected and commissioned by us. They are contractually bound to our instructions, have suitable technical and organizational measures in place to protect the rights of the data subjects and are regularly monitored by us.

In addition, data may be disclosed in connection with official inquiries, court decisions and legal proceedings if this is necessary for legal prosecution or enforcement.

5. Data transfer to third countries

With regard to the operation of our website, we use services whose providers are partly located in so-called third countries (outside the European Union or the European Economic Area) or process personal data there, i.e. countries whose level of data protection does not correspond to that of the European Union. Where this is the case and the European Commission has not issued an adequacy decision (Art. 45 GDPR) for these countries, we have taken appropriate precautions to ensure an adequate level of data protection for any data transfers. These include, among others, the standard contractual clauses of the European Union or binding internal data protection regulations.

Where this is not possible, we base the data transfer on exceptions of Art. 49 DSGVO, in particular your express consent or the necessity of the transfer for the performance of the contract or for the implementation of pre-contractual measures.

If a transfer to a third country is provided for and there is no adequacy decision or suitable guarantees, it is possible and there is a risk that authorities in the respective third country (e.g., intelligence services) may gain access to the transferred data in order to record and analyze it, and that the enforceability of your data subject rights cannot be guaranteed. When obtaining your consent via the cookie banner, you will also be informed of this.

6. Storage period

In general, we store personal data only as long as necessary to fulfill the purposes for which we collected the data. Thereafter, we delete the data promptly, unless we still need the data until the expiry of the statutory limitation period for evidence purposes for civil law claims or due to statutory retention obligations.

For evidentiary purposes, we must retain contractual data for three years from the end of the year in which the business relationship with you ends. Any claims become statute-barred at the earliest on this date in accordance with the statutory period of limitation. Even after this date, we may still need to store some of your data for accounting reasons. We are obliged to do so because of legal documentation obligations that may arise from the German Commercial Code, the German Fiscal Code, the German Banking Act, the German Money Laundering Act and the German Securities Trading Act. The periods specified there for the retention of documents are two to ten years.

7. Your rights, in particular revocation and objection

You are entitled to the data subject rights formulated in Art. 15 - 21, Art. 77 DSGVO at any time:

- Right to revoke your consent;
- Right to object to the processing of your personal data (Art. 21 DSGVO);
- Right to information about your personal data processed by us (Art. 15 DSGVO);
- Right to rectify your personal data stored by us that is incorrect (Art. 16 DSGVO);
- Right to erasure of your personal data (Art. 17 DSGVO);

- Right to restrict the processing of your personal data (Art. 18 DSGVO);
- Right to data portability of your personal data (Art. 20 GDPR);
- Right to lodge a complaint with a supervisory authority (Art. 77 DSGVO).

To exercise your rights described here, you can contact us at any time using the contact details above. This also applies if you would like to receive copies of guarantees to prove an adequate level of data protection. Provided that the respective legal requirements are met, we will comply with your data protection request.

Your requests to assert data protection rights and our responses to them will be stored for documentation purposes for a period of up to three years and, in individual cases, for the assertion, execution or defence of legal claims even longer. The legal basis is Art. 6 (1) p. 1 lit. f DSGVO, based on our interest in defending against any civil claims under Art. 82 DSGVO, avoiding fines under Art. 83 DSGVO and fulfilling our accountability obligations under Art. 5 (2) DSGVO.

You have the right to revoke your consent to us at any time. As a result, we will no longer continue the data processing based on this consent for the future. The revocation of consent shall not affect the legality of the processing carried out on the basis of the consent until the revocation.

Insofar as we process your data based on legitimate interests, you have the right to object to the processing of your data at any time on grounds relating to your particular situation. If it concerns an objection to data processing for direct marketing purposes, you have a general right of objection, which will also be implemented by us without giving reasons.

If you wish to exercise your right of revocation or objection, an informal notification to the above contact details is sufficient.

Finally, you have the right to complain to a data protection supervisory authority. You can exercise this right, for example, at a supervisory authority in the Member State of your residence, your workplace or the location of the alleged infringement. In Berlin, our headquarters, the competent supervisory authority is: Berlin Commissioner for Data Protection and Freedom of Information, Friedrichstr. 219, 10969 Berlin.

8. Changes to the privacy policy

We occasionally update this privacy policy, for example when we adapt our website or when legal or regulatory requirements change.