

Privacy Policy

1. Name and contact details of data controller and contact details of data protection officer

Name and contact details of the data controller: Dr. Günther Würtele Information GmbH, Marienbader Platz 1, 61348 Bad Homburg v. d. Höhe, Germany.

If you have any questions that this data protection declaration could not answer, or if you would like more detailed information on any point, please contact us at any time at Dr. Sebastian Kraska (email@iitr.de).

2. Provision of the website and creation of log files

Each time our website is called up, our system automatically collects data and information from the computer system of the calling computer. The following data is collected in this process:

- Information about the type of browser and the version used
- Your operating system
- Your IP address
- Date and time of access
- Referrer URL (the previously visited page)

This data is also stored in the log files of our system. This data is not stored together with other personal data of the user. The legal basis for the temporary storage of the data and the log files is Section 25 Para. 2 No. 2 TTDSG. The temporary storage of the IP address by the system is necessary to enable delivery of the website to your computer. For this purpose, your IP address must remain stored for the duration of the session. The storage in log files is done to ensure the functionality of the website. In addition, we use the data for technical optimization of the website and to ensure the security of our information technology systems.

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended.

The collection of data for the provision of the website and the storage of the data in log files is necessary for the operation of the website. Consequently, there is no possibility to object.

3. Establishing contact

When contacting us (e.g. via contact form, email, telephone or via social media), we process your data for processing the contact request and its handling.

If you have given us your consent for this, the legal basis for the processing of this data is Art. 6 para. 1 lit. a GDPR. Otherwise, the legal basis for the processing of this data is Art. 6 para. 1 lit. f GDPR, in particular if the data is transmitted to us by you by sending an e-mail. Insofar as you wish to work towards the conclusion of a contract by contacting us, Art. 6 para. 1 lit. b GDPR represents an additional legal basis.

If we provide a contact form on our website, the data you enter in the input mask is transmitted to us and stored, e.g. inventory data (e.g. names, addresses) and contact data (e.g. e-mail, telephone numbers).

In addition, we record your IP address and the time of submission. The processing of personal data from the input mask serves us solely to process the contact. In the case of contact by e-

mail, this also constitutes the necessary legitimate interest in processing the data. The other personal data processed during the sending process serve to prevent misuse of the contact form and to ensure the security of our information technology systems. Unless explicitly stated in the contact form, the data will not be passed on to third parties.

Your data may also be temporarily stored in a customer relationship management system ("CRM system") or comparable inquiry organization.

Subject to legal retention periods, the data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the input mask of the contact form and those sent by e-mail, this is the case when we have finally processed your respective request.

You have the option to revoke your consent to the processing of personal data at any time. If you contact us by e-mail, you can object to the storage of your personal data at any time. In such a case, the conversation cannot be continued.

4. Registration for events

You can register for events on our website. When you register, we process your data for purposes including the provision of contractual services and the creation of an e-mail for printing out your badge.

5.2 Purpose of processing, storage period

The processing of this data is carried out for the purpose of identifying you as our contractual partner and for processing your order. The data processing is carried out in response to your order and is necessary for the aforementioned purposes for the fulfillment of the order and the pre-contractual measures in accordance with Art. 6 para. 1 p. 1 lit. b GDPR.

The personal data collected for the order will be stored until the expiry of the legal warranty obligation and then deleted, unless we are obliged to store it for a longer period in accordance with Article 6 para. 1 p. 1 lit. c GDPR due to tax and commercial law retention and documentation obligations or you have consented to a storage beyond this in accordance with Article 6 para. 1 p. 1 lit. a GDPR.

Furthermore, during the ordering process, you may provide additional data - beyond that required for the provision of the order.

The data processing is also carried out based on our legitimate economic interest pursuant to Art. 6 para.1 lit. f GDPR for the purpose of ensuring a smooth and easy processing of your order, the efficient handling of any inquiries, for the needs-based design of our offers, for product information and for customer care.

6. Data protection at events

Photo/video

We would like to point out that photos and video recordings may be made during events. These recordings may be published afterwards in various media (print as well as online media and social media channels).

The legal basis for the recording of photo and video material is Art. 6 para. 1 lit. f, 85 GDPR in connection with §§ 22, 23 KUG. The photo and video recordings are made for the purposes of reporting, marketing, public relations, and informative presentation of our commercial services. In

these purposes also lies our legitimate interest in the data processing. The publication of individual recordings is intended to take place indefinitely, which is why selected photos and videos are kept for an indefinite period for specific purposes. Other photos and videos will be deleted as soon as they are no longer necessary to achieve the purpose of their processing.

If you do not wish to be photographed, please signal this clearly to the photographer. You can object to this data processing in justified cases at any time, e.g. by sending an e-mail to the above-mentioned contact options.

Participant lists

We would like to inform you that we may compile participant data such as name, function and company on participant lists. These lists of participants can be used for the purpose of exchanging information among participants as follows: Issuance or display at individual events or also retrievable as a download in password-protected user areas on the homepage and in password-protected user areas in event apps. The legal basis for the issue or display of participant lists is Art. 6 Para. 1 lit. f GDPR. Our legitimate interest in data processing also lies in the aforementioned purposes.

In justified cases, you can object to this data processing at any time, e.g. by sending an email to the above-mentioned contact options.

7. Use of cookies

Our website uses cookies. Cookies are text files that are stored in the Internet browser or by the Internet browser on the computer. When you access a website, a cookie may be stored on your operating system. This cookie contains a characteristic string of characters that enables the browser to uniquely identify you when you return to the website.

We use cookies to make our website functional and user-friendly. These cookies help make a website usable by enabling basic functions such as page navigation and access to secure areas of the website.

The legal basis for the use of technically necessary cookies is Section 25 para. 2 No. 2 TTDSG. The purpose of their use in these cases is to enable and simplify the use of websites for you. Some functions of our website cannot be offered without the use of cookies. For these, it is necessary that the browser is recognized even after a page change.

Cookies are stored on the user's computer and transmitted from it to our site. Therefore, you as a user also have full control over the use of cookies. By changing the settings in your Internet browser, you can disable or restrict the transmission of cookies. Cookies that have already been stored can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it may no longer be possible to use all functions of the website in full.

8. Third-party services

We also use services on our website that we use for reach measurement, online marketing and the integration of third-party content and functions.

For reach measurement, we analyze the surfing behavior of website visitors, i.e. we evaluate the behavior and interests of users, e.g. to determine which content is particularly interesting or which functions require optimization. For this purpose, cookies or similar procedures with the same purpose may be used to create user profiles of website visitors. In addition to the IP address, information on websites visited, content viewed and technical characteristics such as the browser used as well as details on usage times and location data may be processed in this context.

In the context of online marketing, we process personal data of website visitors for the marketing of advertising space or the display of advertising content. These are intended to be tailored to the potential interests of users, which is why we measure their effectiveness. Cookies or similar procedures with the same purpose may be used for this purpose and user profiles of the website visitors may be created. In addition to the IP address, information on visited websites, viewed content and technical characteristics such as the browser used as well as information on usage times and location data can be processed in this context. These cookies can later also be read on other websites that use the same online marketing procedure and analyzed for the purpose of displaying content as well as supplemented with further data and stored on the server of the online marketing procedure provider.

In addition, we integrate functional and content elements (e.g. images, videos, texts and buttons) from third-party providers on our website. These functional and content elements are usually obtained from the servers of these third-party providers. To display this content and functionality, it is necessary for the providers to process the IP address of the users in order to send the content to the browser. The providers of the functional and content elements may also use so-called pixel tags or "web beacons", i.e. invisible graphics, for statistical and marketing purposes. This information may also be stored in cookies. In addition to the IP address, information on visited websites, viewed content and technical characteristics, such as the browser used, as well as information on usage times and the use of our offers, can be processed in this context. This information may also be combined with such information from other sources.

The legal basis for the processing of personal data by the services listed below is, if you have given us your consent, Section 25 para. 1 sentence 1 TTDSG. For some data processing, on the other hand, Section 25 para. 2 No. 2 TTDSG forms the legal basis. This serves the purpose of improving the quality of our website and its content. Through this, we learn how the website is used and can thus continuously optimize our offer. For the specific legal basis for the respective data processing, please refer to the information below and the cookie settings on the website. The data processed by the respective service can also be found in the cookie settings on the website or the privacy policy of the respective service.

You can change your privacy settings or revoke your consent at any time by accessing the cookie banner again, e.g. by clicking on the "Cookie Settings" link in the footer or the corresponding icon on the website. If you use software such as Ghostery, Adblock or similar via your browser, the cookie banner may be blocked. Consequently, the privacy information in it may not be displayed to you.

Services used and service providers:

- **Google Tag Manager:** tag management system; service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; legal basis: unconditional necessity (Section 25 para. 2 no. 2 TTDSG); privacy policy: <https://policies.google.com/privacy>.
- **Google Analytics:** Web analytics, reach measurement; Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; legal basis: consent (Section 25 para. 1 sentence 1 TTDSG, Article 6 para. 1 sentence 1 lit. a GDPR); website: <https://marketingplatform.google.com/intl/de/about/analytics/>; privacy policy: <https://policies.google.com/privacy>.
- **Google Maps:** Map service; service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; legal basis: consent (Section 25 para. 1 sentence 1 TTDSG, Article 6 para. 1 sentence 1 lit. a

GDPR); website: <https://mapsplatform.google.com/>; privacy policy: <https://policies.google.com/privacy>.

9. Social media accounts

To offer information about us and to be able to communicate with users, we operate accounts within social networks. These can be accounts of our company as well as individual divisions and media brands, as well as the pages of our corporate influencers.

Various user data may also be processed by the operators of the social networks outside the European Union and in particular in the USA. This data may include inventory data (e.g., names, addresses), contact data (e.g., e-mail, telephone numbers), content data (e.g., entries in online forms), usage data (e.g., websites visited, interest in content, access times), and meta/communication data (e.g., device information, IP addresses).

The operators of the social networks generally also process the users' data for market research and advertising purposes. The usage behavior stored in cookies on the users' computers and the users' interests can be used by the operators to play interest-based advertising inside and outside the networks. Therefore, we refer to the data protection statements of the respective networks for a detailed presentation of data processing and data subject rights.

We process data in connection with the operation of our social media presences based on our legitimate economic interest pursuant to Art. 6 para.1 sentence 1 lit. f GDPR for the efficient processing of contact requests, queries and for communication with you, for the needs-based design of our offers, for product information and for customer care.

Pages can be operated in the following social networks:

- **Instagram:** social network; service provider: Instagram Inc, 1601 Willow Road, Menlo Park, CA, 94025, USA (parent company: Meta Platforms, Inc, 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are an EU resident, Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland); Website: <https://www.instagram.com/>; Privacy Policy: <https://instagram.com/about/legal/privacy>.
- **Facebook pages:** Social network; service provider: Meta Platforms, Inc, 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are an EU resident, Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. We are jointly responsible with Facebook Ireland Ltd. for the collection of data from visitors to our Facebook pages. Facebook and we are each independently responsible for the further processing of the data. This data may include content data (e.g., input in online forms), usage data (e.g., interest in content, access times), and meta/communication data (e.g., device information, IP addresses). Facebook also processes this information to provide it to us by way of analysis via so-called "page insights". This provides us with insights into how people interact with our pages and what content is of interest. For this purpose, we have concluded a data protection agreement with Facebook, in which Facebook states the security measures it uses to protect this data and that it complies with the rights of those affected (e.g. information, deletion). You can access the agreement here: https://www.facebook.com/legal/terms/page_controller_addendum. Further information can be found in the "Information on Page Insights": https://www.facebook.com/legal/terms/information_about_page_insights_data; Website: <https://www.facebook.com/>; Privacy Policy: <https://www.facebook.com/about/privacy>.

- **LinkedIn:** social network; service provider: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland; Website: <https://www.linkedin.com>; Privacy policy: <https://www.linkedin.com/legal/privacy-policy>; Opt-out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.
- **Twitter/X:** social network; service provider: Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland; parent company: Twitter Inc, 1355 Market Street, Suite 900, San Francisco, CA 94103, USA; privacy policy: <https://twitter.com/privacy>, (settings for individualization and data: <https://twitter.com/personalization>).

10. Social media plugins

So-called plugins from social networks may also be used on our website. We may use plugins from the following providers: Facebook, Twitter/X, XING, LinkedIn, Instagram.

We do not use direct plugins from social networks on our website, but instead use a privacy-friendly alternative in which the social media buttons are merely integrated as links to the pages of the external service providers. With the help of this solution, you can determine yourself whether and when data is transmitted to the operators of the respective social networks. Therefore, when you call up our website, no data will be automatically transmitted to the above-mentioned social networks as a matter of principle. Only when you yourself actively click on the respective button do you switch to the website of the social network and your browser establishes a connection to the servers of the respective social network. Thereupon, your data can be processed by the operator.

For more information on the purpose and scope of data processing by the plugin provider, please refer to the respective privacy statements of these providers. There you will also receive further information about your rights in this regard and setting options for protecting your privacy.

11. Rights of the data subject

As data subject, you have the following rights against us:

- Right of access, Art. 15 GDPR
- Right to rectification, Art. 16 GDPR
- Right to erasure, Art. 17 GDPR
- Right to restriction of processing, Art. 18 GDPR
- Right to data portability, Art. 20 GDPR
- Right to object, Art. 21 GDPR

If you have given us consent in accordance with Section 25 Para. 1 Sentence 1 TTDSG, Art. 6 sec. 1 lit. a or Art. 9 sec. 2 lit. a GDPR, you are entitled to revoke this at any time. However, such revocation will not have any effect on the lawfulness of the processing previously done on the basis of the consent up to the time of revocation.

In addition, you are also entitled to file complaints at the competent supervisory agency.

In singular instances, the disclosure of personal data may be required owing to statutory requirements (for example under tax-related laws) or contractual agreement or may be required for conclusion of contract. In such case, you are obligated to make the personal data available, as in other case it might not be possible to conclude contracts.

12. Changes and reference to privacy policy

Changes to this data protection policy might be required due to changes and adaptations of the services made available, due to statutory and legal amendments and reforms, as well as possible subsequent closures of legal voids. You may open and print the current data protection policy from any website of this Internet service by clicking the [Privacy Policy](#) link.