

Privacy Policy

LEGAL NOTICE

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Legal Status:	Association

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PRIVACY & DATA POLICY

SIERA Awards is part of the EUTECH network, therefore the following privacy policy of EUTECH applies:

1) General; What is it about? Who is responsible for data processing?

We, the European Technology Chamber, Wiesenstr. 8, 8008 Zurich, Switzerland, (hereinafter also referred to as “European Technology Chamber”, “EU Tech Chamber”, “we”, “us”), take the protection of your personal data very seriously. It is therefore a matter of course for us to handle your personal data carefully and responsibly in compliance with the applicable statutory data protection provisions, in particular the EU Data Protection Basic Regulation (“DSGVO”) and the Federal Data Protection Act.

This online data protection declaration is valid for the use of the website www.eutec.org (the “website”) as well as for the use of the EUTECH career site <https://job.eutech.org/career> and for the use of our social media presences (hereinafter referred to as “online presences”).

With this online data protection declaration, we would like to explain to you in the following how we, EUTECH, as the person responsible for data protection within the meaning of the German Data Protection Act (DSGVO), process your personal data in the context of your use of our online presence, for what purpose, on what legal basis and in what way this is done, and what rights you are entitled to in this respect.

2) What personal data do we process and for what purposes?

a) Visiting the website

If you use the website for informational purposes only, i.e., if you do not actively transmit information to us, we do not collect any personal data – subject to the other processing described in this data protection declaration, in particular with regard to cookies (item 2. e)) – with the exception of the data that your browser automatically transmits to enable you to visit the website (corresponding data may be temporarily stored in log files). This includes the following data, for example:

- IP address of the requesting computer
- Name and URL of the called file
- Date and time of access
- Transferred data volume
- Message whether the retrieval was successful
- Identification data of the browser and operating system used by the of the requesting computer.

These data are not assignable to specific persons. The above-mentioned processing of data is mainly carried out for the purpose of enabling the use of the website (in particular connection establishment) and for internal system-related purposes (technical administration, system security). Insofar as the above-mentioned data is personal data, the corresponding processing of this data is based on Art. 6 para. 1 sentence 1 lit. f DSGVO (legitimate interest). The legitimate interest follows from the aforementioned purposes.

b) Contact via e-mail, contact, appointment, or callback form

You can contact us in various ways. We would like to answer every inquiry to your satisfaction and attach great importance to getting to know you – our customers and interested parties – personally. Therefore, we ask you to provide certain data depending on the form of contact (as so-called “mandatory data”). Without these mandatory details, in our experience, an effective and satisfactory answer to your inquiry is not possible. Therefore, when contacting us, please compare which form of contact best suits your inquiry. If no contact form is suitable, you can always simply send us an e-mail from your e-mail program or call us directly. In all cases, we process your personal data listed below in the context of contacting you exclusively for the purpose of processing and answering your inquiries and any follow-up questions, as described in more detail below.

aa) Contact form

A contact form is available on the website, which can be used for electronic contact.

Categories of data: If you send us an inquiry in this way, we process the following data: E-mail address, telephone number, salutation/title, surname, first name, log data such as date and time of the inquiry and our corresponding correspondence. If you provide us with this information voluntarily, we will also process your message to us.

Purposes and Legal Basis:

(1) Answering your inquiry: We process your above-mentioned personal data exclusively to answer your contact inquiry. We would like to get in touch with you personally and individually in order to answer your inquiry satisfactorily. We usually try to reach you by telephone to answer your contact request. If we cannot reach you by telephone or if we send you material to answer your contact request, we also need your e-mail address.

The legal basis for the processing of your personal data is Art. 6 para. 1 sentence 1 lit. b DSGVO (fulfilment of contract).

If no contract is concluded, the processing of your data is based on our legitimate interest (Art. 6 para. 1 p. 1 lit. f DSGVO). The legitimate interest results from the fact that we can only adequately answer your inquiry by processing your data accordingly; you can object to this at any time for reasons arising from your particular situation.

(2) IT security and abuse prevention: We also process the above-mentioned data to prevent abuse of the contact form and to ensure the security of our systems, e.g., by filtering duplicates (this is our legitimate interest).

The legal basis for this processing of your personal data is Art. 6 para. 1 sentence 1 lit. f DSGVO. You may object to this at any time for reasons arising from your particular situation.

bb) Call back form

A callback form is available on the website.

Categories of data: If you contact us in this way, we process the following data: Salutation/title, last name, first name, telephone number, log data such as date and time of the request and our corresponding correspondence. In addition, if you provide us with voluntary information: your message, e-mail address, desired date and time.

A callback form is available on the website.

Data categories: If you contact us in this way, we process the following data: Salutation/title, surname, first name, telephone number, log data such as date and time of the request and our corresponding correspondence. If you provide us with voluntary information, we also process: your message, e-mail address, desired date and time.

Purposes and legal basis:

(1) Answering your inquiry: We process your above-mentioned personal data exclusively to answer your callback request. If you provide us with your e-mail address, we can contact you by e-mail if we are unable to meet the desired date suggested by you or if we cannot reach you by telephone.

The legal basis for this data processing is Art. 6 para. 1 sentence 1 lit. b DSGVO (fulfilment of contract).

If a contract is not concluded, the processing of your data is based on our legitimate interest (Art. 6 para. 1 p. 1 lit. f DSGVO). The legitimate interest results from the fact that we can only adequately answer your inquiry by processing your data accordingly; you can object to this at any time for reasons arising from your particular situation.

(2) IT security and abuse prevention: We also process the above-mentioned data to prevent abuse of the callback form and to ensure the security of our systems, e.g., by filtering duplicates (this is our legitimate interest).

The legal basis for this processing of your personal data is Art. 6 para. 1 sentence 1 lit. f DSGVO. You may object to this at any time for reasons arising from your particular situation.

cc) Form for making an appointment:

There is also a form available on the website for making an appointment.

Data categories: If you contact us in this way, we process the following data: Salutation/title, surname, first name, telephone number, log data such as date and time of the request and our corresponding correspondence. In addition, if you provide us with voluntary information: your message, e-mail address, desired date and time.

Purposes and legal basis:

(1) Answering your inquiry: We process your above-mentioned personal data exclusively for answering your inquiry for making an appointment. We normally try to reach you by telephone. If you provide us with your e-mail address, we can contact you by e-mail if we are unable to meet the desired appointment you have suggested or if we cannot reach you by telephone.

The legal basis for the processing of your personal data is Art. 6 para. 1 sentence 1 lit. b DSGVO (fulfilment of contract).

If a contract is not concluded, the processing of your data is based on our legitimate interest (Art. 6 para. 1 sentence 1 lit. f DSGVO). The legitimate interest results from the fact that we can only adequately answer your inquiry by processing your data accordingly; you can object to this at any time for reasons arising from your particular situation.

(2) IT security and prevention of misuse: We also process the above data to prevent misuse of the appointment form and to ensure the security of our systems, e.g., by filtering duplicates (this is our legitimate interest).

The legal basis for this processing of your personal data is Art. 6 para. 1 sentence 1 lit. f DSGVO. You can object to this at any time for reasons arising from your particular situation.

dd) Contact by e-mail or telephone

As an alternative to our contact forms, it is possible to contact us via our provided e-mail address or by phone.

Data categories: In this case, we process the personal data that you provide us with when you contact us, log data such as the date and time of the request, as well as our corresponding correspondence.

Purpose and legal basis:

(1) **Providing alternative contact options and answering your inquiry:** We process your above-mentioned personal data to answer your inquiry. We communicate with you through the contact channel you have chosen for your inquiry.

The legal basis for the processing of your personal data is Art. 6 para. 1 sentence 1 lit. b DSGVO (fulfilment of contract).

If a contract is not concluded, the processing of your data is based on our legitimate interest (Art. 6 para. 1 sentence 1 lit. f DSGVO). The legitimate interest results from the fact that we can only adequately answer your inquiry by processing your data accordingly; you can object to this at any time for reasons arising from your particular situation.

(2) **IT security:** We also process the aforementioned data to ensure the security of our systems (this is our legitimate interest).

The legal basis for this processing of your personal data is Art. 6 para. 1 sentence 1 lit. f DSGVO. You can object to this at any time for reasons arising from your particular situation.

c) Newsletter and other information by e-mail

On our website you have the possibility to register for our newsletter and to receive other similar information by e-mail.

Data categories: We process data for sending the newsletter and other information: Salutation/title, surname, first name, e-mail address, information to verify the e-mail address and to send the newsletter.

In case of voluntary information additionally: telephone number.

Purposes and legal basis:

(1) **Newsletter:** The processing of your e-mail address serves to deliver the corresponding e-mail. We also collect your first and last name in this context in order to address you personally in the newsletter. On a voluntary basis, you can also provide your telephone number in order to receive news from us by telephone in addition to the newsletter.

The legal basis for the processing of your personal data is Art. 6 para. 1 sentence 1 lit. a DSGVO (consent).

You can revoke your consent to receive corresponding news at any time with effect for the future. You will find a corresponding "Unsubscribe" link in every newsletter. You can also notify us of your revocation using the contact option at the end of this data protection declaration, see Section 6.

(2) **Verification of your e-mail address:** For an effective registration we need a valid e-mail address from you. In order to check whether the registration is really from you, and you have given your consent, we use the so-called "Double-Opt-In" procedure as a consent procedure. With the double opt-in procedure, the initial registration must be confirmed in a second step. For this purpose, you will receive an e-mail message (confirmation e-mail) with a request for confirmation of the contact e-mail address entered.

The legal basis for the processing of your personal data is Art. 6 para. 1 p. 1 lit. c DSGVO (our legal obligation to verify and document the consent of the owner of the registered e-mail address).

(3) IT security and abuse prevention: We also process the above-mentioned data to prevent abuse of the newsletter form and to ensure the security of our systems, e.g., by filtering duplicates (this is our legitimate interest).

The legal basis for this processing of your personal data is Art. 6 para. 1 sentence 1 lit. f DSGVO. You may object to this at any time for reasons arising from your particular situation.

d) Request for studies

On our website you have the possibility to request various documents / information / studies on the subject of capital markets (e.g. current capital market forecast, Euro-study, Depot-Check Gold study; together "studies").

Data categories: If you send us a request for these studies via the corresponding request form, we will process the following data: Title/title, last name, first name, e-mail address, postal address, telephone number, log data such as date and time of the request, other information provided by you and our corresponding correspondence. In case of voluntary information additionally: information on assets.

Purposes and legal basis:

(1) Studies: The processing of your e-mail address is used to deliver the corresponding e-mail with the download link. We also collect your first and last name in this context in order to address you personally in the e-mail with which we send you the download link for the study and the verification request.

The legal basis for processing your e-mail address and your first and last name in order to send you the requested studies is Art. 6 para. 1 sentence 1 lit. b DSGVO (fulfillment of your request).

(2) News, service offers, information material and market information by telephone, e-mail, and letter post: The studies are an advertising-financed offer from EUTECH. This means that you can only download the studies if you agree to receive advertising communication (by mail, e-mail, and telephone) from EUTECH. We therefore process your personal data beyond the shipment of the studies in order to inform you about our performance and services by e-mail, telephone and/or post, to enable contact with our contractually bound agents or to send you further information material or market information. We will address you personally in our communications and process your first and last name for this purpose.

The legal basis for the processing of your title, title, e-mail address, postal address, telephone number and the information about your assets that you provide us with in order to inform you about our services, to enable contact with our contractually bound agents or to send you further material is Art. 6 para. 1 sentence 1 lit. a DSGVO (consent). You can revoke your consent granted in this context at any time for the future. You may continue to keep and use studies that you have already received.

(3) Verification of your e-mail address: For an effective registration for our e-mail offers (as described under (2)), we require a valid e-mail address from you. In order to verify that the registration is actually from you and that you have given your consent, we use the so-called “double opt-in” procedure as a consent procedure. With the double-opt-in procedure, the initial registration must be confirmed in a second step. For this purpose, you will receive an e-mail message (confirmation e-mail) with a request for confirmation of the contact e-mail address entered. This confirmation e-mail also contains the link to download the study.

The legal basis for the processing of your personal data mentioned above is Art. 6 para. 1 p. 1 lit. c DSGVO (our legal obligation to verify and document the consent of the owner of the registered e-mail address).

(4) IT security and prevention of misuse: We also process the aforementioned data to prevent misuse of the study request form and to ensure the security of our systems, e.g. by filtering duplicates (this is our legitimate interest).

The legal basis for this processing of your personal data is Art. 6 para. 1 sentence 1 lit. f DSGVO. **You can object to this at any time for reasons arising from your particular situation.**

e) Processing time

We process the personal data received from you only until we have finally answered your inquiry, sent you other information or sent the requested studies. If you have requested the newsletter but do not confirm your e-mail address in the double opt-in procedure, we will process your personal data for a period of 6 months. In order to inform you about our services on the basis of your consent, to send you the newsletter and to send you material, we process your personal data only as long as you do not revoke your consent. For IT security purposes, we process your data only as long as it is necessary to protect our systems or until you have objected to the data processing. In the event of your objection, we will no longer process your personal data for the purposes concerned, unless we can prove compelling reasons for processing worthy of protection that outweigh your interests, rights and freedoms of the person concerned, or the processing serves to assert, exercise or defend legal claims. In addition, we store personal data only within the legally permissible framework for the assertion of or defense against legal claims or as long as legal obligations to store data exist.

f) Use of Cookies

aa) General

We use so-called cookies and similar technologies such as pixels (hereinafter collectively referred to as “cookies”) on our website. Cookies are small text files that are stored in the memory of your browser, which enable us to provide the technical presentation of the website and the offer of certain functions and to improve our website. You can configure your browser so that no cookies are stored, or a message always appears before a new cookie is created. However, the (complete) deactivation of cookies may mean that you cannot (fully) use all the functions of our website. The legal basis for the processing of personal data (insofar as personal data is involved at all in individual cases) by means of technically mandatory cookies is Art. 6 para. 1 sentence 1 lit. b DSGVO (fulfilment of contract).

bb) Cookies used on the website:

In addition, data is processed in connection with the following third-party tools:

(1) Google

i. Google Analytics

We use Google Analytics, a web analytics service provided by Google (Google Ireland Limited Gordon House, Barrow Street, Dublin 4 Ireland) on the website. If you do not agree to the use of this tool when you (first) visit the website, no personal data will be processed by this tool. Google Analytics anonymization uses so-called “cookies”, which enable an analysis of your use of the website. The information generated by the cookie about your use of the website may be transmitted to a Google server in the USA and stored there. We have activated IP on the website, so that your IP address is, however, shortened by Google within member states of the European Union or in other states which are party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. Google processes the following personal data collected via cookies in order to evaluate your use of the website, to compile reports on website activities and to provide further services to the website operator in connection with website and internet use:

The IP address transmitted by your browser within the scope of Google Analytics is not combined with other data from Google.

The aforementioned personal data is stored for 14 months.

Google processes the above-mentioned data for us as an order processor (see also item 3 below). We have concluded a corresponding contract with Google for order processing.

In order to ensure an adequate level of data protection, Google uses so-called standard data protection clauses in accordance with Art. 46 Para. 2 lit. c) DSGVO (you can find the corresponding documentation on the standard data protection clauses here [link]).

Further information about Google Analytics can be found here:

<https://policies.google.com/privacy>

<http://www.google.com/analytics/terms/de.html>,

<http://www.google.com/intl/de/analytics/learn/privacy.html>,

<http://www.google.de/intl/de/policies/privacy/>.

ii) Google Tag Manager

We use the Google Tag Manager from Google (Google Ireland Limited Gordon House, Barrow Street, Dublin 4 Ireland). The Google Tag Manager is a solution that allows marketers to manage website tags through a single interface. The tool itself (which implements the tags) is a cookie-less domain and does not process personal data. The tool is used

for the purpose of triggering other tags, which in turn may collect data. Google Tag Manager does not access this data. If disabled at the domain or cookie level, it will remain disabled for all tracking tags implemented with Google Tag Manager.

Hotjar

We use the Hotjar web analytics service provided by Hotjar Ltd (Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta) on the website. If you do not consent to the use of this tool when you (first) visit the website, no personal data of you will be processed using this tool.

We use this tool primarily to gain a better understanding of what content on our website is used, how and to what extent. With this tool, movements on the website can be tracked (so-called heat maps). Among other things, you can see how far users scroll and which buttons are clicked on how often. Furthermore, the tool can also be used to obtain feedback from website visitors.

We take care to protect your personal data when using this tool. As a rule, we can only understand and process the following personal data:

- Which buttons are clicked,
- The course of the mouse,
- How far you scroll
- The screen size of the device
- Device type and browser information,
- Geographical point of view (related to the country), and
- The preferred language.

In order to exclude direct personal references as far as possible, IP addresses are only stored and processed anonymously. However, Hotjar uses various third-party services such as Google Analytics. It can therefore happen that these services collect data that are transmitted by your browser.

Insofar as personal data is processed when using this tool, the processing is based on Art. 6 para. 1 sentence 1 lit. a DSGVO (consent). You can prevent the execution of this tool in connection with our website with regard to your personal data, also retrospectively (i.e. after an initially granted consent) for the future by deactivating a corresponding use with regard to your data in the consensus management tool contained on our website (deactivation of “preference cookies”). You can also deactivate the use of the tool by adjusting the cookie settings of your browser accordingly.

Further information about Hotjar Ltd. and about the Hotjar tool can be found at <https://www.hotjar.com/> and at <https://www.hotjar.com/privacy/>.

(2) Taboola

We use Taboola technology (from Taboola, Inc. or Taboola Europe Limited, Oneustonsq, 40 Melton Street, 13th Floor, London, NW1 2FD) on our website. If you do not agree to the use of this tool when you (first) visit the website, no personal data of you will be processed with the help of this tool.

This tool will be used to recommend content that matches your personal interests and thus to design our offer individually for you. Taboola uses cookies to determine which websites you visit frequently and how you move around our website. For this purpose, we process the following data:

- device-related data
- log data

Taboola uses this data to create usage profiles for us based on pseudonyms. These user profiles are not combined with data about the bearer of the pseudonym and do not allow any conclusions about your personal data. Your IP address is only transmitted to Taboola in abbreviated form.

Insofar as personal data is processed by you when using this tool, the processing is based on Art. 6 Para. 1 S. 1 lit. a DSGVO (consent). You can also prevent the execution of this tool in connection with our website with regard to your personal data retrospectively (i.e. after an initially granted consent) for the future by deactivating a corresponding use with regard to your data in the consensus management tool contained on our website (deactivation of “marketing cookies”). You can also deactivate the use of the tool by adjusting the cookie settings of your browser accordingly.

In this context, Taboola may also process data in third countries outside the EU (in Israel, Hong Kong or the USA). With regard to Israel, there is an adequacy decision by the EU Commission to the effect that Israel ensures an adequate level of data protection. In addition, Taboola uses so-called standard data protection clauses for other data transfers to third countries to ensure an adequate level of data protection with regard to the corresponding data processing (see <https://www.taboola.com/privacy-policy> for details).

(3) Facebook Pixel

We use the visitor action pixel from Facebook on the website to measure conversion. This service is provided by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. We and Facebook Ireland Limited are so-called “Joint Responsibles” for data processing in connection with the pixel. Facebook and we determine the purposes and means of data processing together. For this purpose, we have concluded a joint responsibility agreement, which you can download here: https://www.facebook.com/legal/controller_addendum. If you do not agree to the use of this tool when you (first) visit the website, no personal data of you will be processed with the help of this tool.

With this tool, the behaviour of the site visitors can be tracked. This enables us to evaluate the effectiveness of Facebook advertisements for statistical and market research purposes and to optimize future advertising measures.

Your following data will be processed via the Facebook pixel:

- IP address (shortened)
- Cookie ID

- Pixel ID
- Website usage data
- Information about the browsing session
- Site location
- URL of the website visited by the user
- Further surfing behaviour (i.e. websites that the user visits after this website)
- Referrer URL (i.e. the URL from which the user reached this website)
- User agent (e.g. browser, e-mail or news reader)
- Operating system

As the operator of this website, we only receive aggregated data about the Facebook pixel and cannot draw conclusions about the identity of the users.

The use of Facebook pixel technology by us with regard to your data is based on Art. 6 para. 1 sentence 1 lit. a DSGVO (consent). You can prevent the execution of this tool in connection with our website with regard to your personal data, even retrospectively (i.e. after an initially granted consent) for the future, by deactivating a corresponding use with regard to your data again in the consensus management tool contained on our website (deactivation of “marketing cookies”). You can also deactivate the use of the tool by adjusting the cookie settings of your browser accordingly.

The data processed via the Facebook pixel is stored for 180 days.

If necessary, your personal data mentioned above will be processed by Facebook in third countries (especially the USA). As a guarantee to ensure an adequate level of data protection, Facebook uses so-called standard data protection clauses in the sense of Art. 46 Para. 2 lit. c) DSGVO (Facebook can provide you with corresponding documentation on the standard data protection clauses).

You can find further information on the protection of your privacy in Facebook’s data protection notices: <https://de-de.facebook.com/about/privacy/>.

(4) Dianomi

On our website, some advertising material is displayed. In this context, we use the tool Dianomi from the provider Dianomi Ltd., 84 Eccleston Square, London, SW1V 1PX, to be able to present you with suitable content. If you do not agree to the use of this tool when you (first) visit the website, no personal data of you will be processed with the help of this tool.

Dianomi plays content for visitors to the website either based on their interests or the interests of similar users or content previously viewed by the visitor on other websites. For this purpose, it is necessary to be able to analyze the interests of visitors to the website and to be able to differentiate between visitors individually. This is done through the use of cookies, which are set in connection with the tool Dianomi. With every visit to our website, the behaviour of the visitor is analyzed. For this purpose the following data is processed via the Dianomi cookies:

As far as personal data of you are processed when using this tool, the processing is based on Art. 6 para. 1 p. 1 lit. a DSGVO (consent). You can prevent the execution of this tool in connection with our website with regard to your personal data, even retrospectively (i.e. after an initially granted consent) for the future, by deactivating a corresponding use with regard to your data again on the Consent Management Tool contained on our website (deactivation of the “marketing cookies”). You can also deactivate the use of the tool by adjusting the cookie settings of your browser accordingly. Further information about this tool can be found at <https://www.dianomi.com/cms/>.

(5) Outbrain

On our website we use the tool Outbrain, from the provider Outbrain UK Ltd. (175 High Holborn, West End, WC1V 7AA, London), in order to refer our users to further contents within our web page and on web pages of third parties, which might be interesting for them. If you do not agree to the use of this tool when you (first) visit the website, no personal data of you will be processed by this tool.

When using the tool, e.g. below an article, further reading recommendations are integrated, which are determined on the basis of the previous content read by the user. Outbrain uses cookies, which are stored on the user’s computer/device, to display this interest-related additional content. The content displayed in the Outbrain widget is automatically controlled and delivered by Outbrain in terms of content and technology. The display of reading recommendations by Outbrain using cookies is on a pseudonymous basis. The data collected by Outbrain is

- Device source
- Browser-Type and
- The anonymous IP address of the user.

Insofar as personal data is processed when using this tool, the processing is based on Art. 6 para. 1 sentence 1 lit. a DSGVO (consent). You can prevent the execution of this tool in connection with our website with regard to your personal data, also retrospectively (i.e. after an initially granted consent) for the future, by deactivating a corresponding use with regard to your data in the consensus management tool contained on our website (deactivation of “marketing cookies”). You can also deactivate the use of the tool by adjusting the cookie settings of your browser accordingly.

Where Outbrain processes personal data outside the EU, Outbrain will ensure that this is done on the basis of appropriate guarantees to ensure an adequate level of data protection. You can find more information at <http://www.outbrain.com/de/legal/privacy>.

(6) Optimizely

In order to continuously improve our web offers, we conduct tests on individual pages – for example, to find out the optimal placement of program information. For such test purposes we also collect statistical data and use cookies from the web analysis service “Optimizely” of the company Optimizely, Inc. 631 Howard Street, Suite 100 San Francisco, CA 94105 (www.optimizely.com/de/).

Through the Optimizely cookie, we process the following personal data:

- Abbreviated IP address,
- Date and time of the request,
- Website from which the request comes,
- Browser, operating system. (including the shortened IP address of the user)

This personal data is transferred to a server of Optimizely in the USA and stored there. We use Optimizely exclusively with anonymized IPs; this means that your Optimizely IP address is shortened even within member states of the European Union or in other states that are party to the Agreement on the European Economic Area (EEA) before it is transmitted to the USA. Only in exceptional cases will the full IP address be transferred to an Optimizely server in the USA and shortened there.

As far as personal data of you are processed when using this tool, the processing is based on Art. 6 para. 1 sentence 1 lit. a DSGVO (consent). You can prevent the execution of this tool in connection with our website with regard to your personal data, also retrospectively (i.e. after an initially granted consent) for the future, by deactivating a corresponding use with regard to your data again on the consensus management tool contained on our website (deactivation of the “preference cookies”). You can also deactivate the use of the tool by adjusting the cookie settings of your browser accordingly.

(7) AppNexus

For the payout of usage-based advertising, Media Impact uses AppNexus, an advertising service provider and operator of an intermediary platform (AppNexus Inc., 28 W. 23rd Street, New York, New York, 10010, USA). AppNexus processes information about your activities that is used to analyze user behavior. These profiles are used in order to display targeted advertising in line with your interests and to make our websites more interesting for you as a user.

In order to provide the advertisements, statistical information about you is collected and processed by our advertising partners. By visiting the website, AppNexus receives the information that you have visited the corresponding page of our website. For this purpose AppNexus determines your needs and sets a cookie on your computer. The data mentioned under “Logfiles” of this declaration will be transmitted. According to AppNexus, the data is stored in non-aggregated form for up to 18 months from the date of its collection. Aggregated data is used for reports and analysis and may be stored for a further 2 years.

For more information about data processing by AppNexus, please refer to the AppNexus privacy policy at <https://www.appnexus.com/en/company/platform-privacy-policy>.

As far as personal data of you are affected when using this tool, the processing is based on Art. 6 para. 1 p. 1 lit. a DSGVO (consent). You can also subsequently (i.e. after an initially granted consent) prevent the execution of this tool in connection with our website with regard to your personal data for the future by deactivating a corresponding use with regard to your data again in the consensus management tool contained on our website (deactivation of “marketing cookies”).

(8) plista GmbH

With plista we use a function on our website to provide a recommendation technology. We are supported by plista GmbH, Torstraße 33, 10119 Berlin, Germany.

As an internet marketing service based in Germany, plista compares the interests of visitors of the websites with each other and recommends the favorites of similar visitors (Art. 6 para.1 lit. f DSGVO). For this purpose, plista must be able to a.) evaluate the interests and b.) distinguish individual website visitors from each other without knowing their identity. plista compares the reading behavior (e.g., clicks, visits, date) of different visitors with each other. This only happens on pages where plista is activated. Recommendations are generally made anonymously – i.e. ratings and click data are used in the algorithm, while it is not possible for third parties to see or read the data basis. In order for plista to provide the website visitor with the corresponding recommendations which fall within his or her area of interest, plista combines and evaluates these rating and click data to a user profile. To provide this service, plista requires anonymous data.

Anonymous usage data provides information about the website visits, clicks of a website visitor and his reading behavior without any personal reference. When collecting anonymous data, it is in no way possible to draw conclusions about your identity. All data is collected anonymously and is protected by plista's terms of use and privacy policy. This enables us to increase the attractiveness of our website for you and to offer you products for sale which may be of interest to you (our legitimate interest).

We process the data until the end of the evaluation. The provision of the data by you is neither required by law nor contract nor necessary for the conclusion of a contract. You can find further information about plista's data protection here: <http://www.plista.com/infos/privacy>.

(9) Yahoo

We use Verizon Media – Yahoo's "content discovery technology" on this Web site to recommend other online content that you may be interested in. In order to provide these recommendations, Verizon Media – Yahoo collects information about your device and your behavior on this Web site (and other partner sites) using cookies and similar technologies.

To the extent that personal data about you is processed when using this tool, the processing is based on Art. 6, Paragraph 1, Sentence 1 lit. a DSGVO (Consent). You can also stop the execution of this tool in connection with our website with regard to your personal data retrospectively (i.e. after an initially granted consent) for the future by deactivating a corresponding use with regard to your data again in the consensus management tool contained on our website (deactivation of "marketing cookies").

(10) Tealium

On our website we use Tealium iQ Tag Management, from Tealium Inc, 11085 Torreyana Road, San Diego, CA, 92121 USA, email: privacy@tealium.com. Tealium iQ Tag Management is a solution that allows us to tag and manage our sites. The tags allow Tealium Tag Manager to use analysis and tracking tools only where they make sense.

The tag management itself does not store any personal information about you. Only anonymous data is generated, which is stored in the cookie "utag_main" locally in the browser.

3) Do third parties receive your personal data?

The personal data processed within the framework of the use of the website will not be passed on or otherwise transferred to third parties, except in other cases described in this privacy policy, and if necessary, only with your consent.

We may use (technical) service providers (e.g., IT service providers) who process personal data on our behalf. These service providers process the corresponding personal data exclusively according to our instructions (order processor; Art. 28 DSGVO).

We transmit personal data to state institutions and authorities to the extent that we are legally obliged to do so (e.g., in the event of a court inquiry). The legal basis for this processing of your personal data is Art. 6 para. 1 sentence 1 lit. c DSGVO (fulfilment of a legal obligation).

4) What rights are you entitled to?

As far as the legal requirements are met, you have the right,

- to request information from us at any time about the personal data we have stored about you,
- on correction,
- on deletion,
- to limit the processing of the corresponding personal data,
- the right to object to the processing of your personal data by us, and
that you will receive the relevant personal data that you have provided us with in a structured, common, machine-readable format (you may transfer or have transferred this data to other entities).

If you have given your consent to the use of personal data, you can revoke this consent for the future at any time.

If you believe that the processing of personal data concerning you by us violates applicable data protection law, you may complain to a data protection supervisory authority.

5) How can I contact you? Who can I contact? How do I reach the data protection officer?

You can contact us at the address given in point 1 as well as by e-mail to info@eutech.org, phone: +49 89 550 521 40.

For all questions regarding data protection (including the assertion of your rights under clause 5), you can also contact our data protection officer directly. The contact details of the data protection officer are: Data Protection Officer European Technology Chamber, Wiesenstr. 8, 8008 Zurich, Switzerland, telephone: +49 89 550 521 40, e-mail: info@eutech.org.

6) Change of the privacy policy

From time to time, it may become necessary to amend this privacy policy, for example due to further developments of our website or legal changes. We therefore reserve the right to change the data protection declaration at any time

with effect for the future. We therefore recommend that you read this data protection declaration again at regular intervals. We will actively inform you of any significant changes. (Status of this data protection declaration October 2020)

7) Online presence on social media

We maintain online presences within the so-called social media in order to be able to communicate with the customers, interested parties and users active there and to inform them about our services. This includes classic social media platforms such as Facebook and Instagram as well as professional networks such as LinkedIn and XING. When accessing the respective networks and platforms, the terms and conditions and the privacy policies of the respective operators apply.

Specifically, EUTECH operates corresponding social media sites:

- Instagram: <https://www.instagram.com/eutecchamber/>
- Facebook: <https://www.facebook.com/EuropeanTechnologyChamber>
- YouTube: https://www.youtube.com/channel/UCRPbaTjkaiParxs-HcZf-Q?view_as=subscriber
- LinkedIn: <https://www.linkedin.com/company/14843429>
- XING: <https://www.xing.com/companies/europeantechnologychamber>
- Twitter: <https://twitter.com/EUTECChamber>
- website: www.eutech.org

You can find our contact details in our imprint. Besides us there is the operator of the social media platform itself. In this respect, he is also another responsible party (so-called Joint Controllershship), who carries out data processing, but on which we have only limited influence. At the points where we can influence and parameterize the data processing, we work within the framework of the possibilities available to us to ensure that the operator of the social media platform handles the data in a manner that complies with data protection laws. In many places, however, we cannot influence the data processing by the operator of the social media platform.

a) Data processing by us:

The data you enter on our social media pages, such as comments, videos, pictures, likes, public messages, etc., are published by the social media platform and are not used or processed by us at any time for other purposes. We only reserve the right to delete content if this should be necessary. We may share your content on our site if this is a function of the social media platform and communicate with you via the social media platform. If you carry out an action on our social media pages (e.g., comments, contributions, likes, etc.) it is possible that you make personal data (e.g., username or photo of your user profile) public.

The legal basis is Art. 6 para. 1 p. 1 lit. f) DSGVO. The data processing is carried out in the interest of our public relations/PR, communication and information.

If you would like to object to a specific data processing on which we have an influence, please contact us using the contact data given in the imprint.

If you send us an inquiry on the social media platform, depending on the required answer, we may also refer you to other, secure communication channels that guarantee confidentiality. You always have the possibility to send us confidential inquiries to our address mentioned in the imprint.

As already mentioned, we make sure that our social media pages are as data protection compliant as possible in those places where the provider of the social media platform gives us the opportunity to do so. With regard to statistics provided to us by the provider of the social media platform, we can only influence them to a limited extent and cannot switch them off. However, we make sure that no additional optional statistics are made available to us.

b) Data processing by the operator of the social media platform:

The operator of the social media platform uses webtracking methods. Web tracking can also be carried out regardless of whether you are logged in or registered with the social media platform. As already mentioned, we can hardly influence the webtracking methods of the social media platform. For example, we cannot switch this off.

Please be aware: It cannot be ruled out that the social media platform provider will use your profile and behavioral data to evaluate your habits, personal relationships, preferences, etc. In this respect, we have no influence on the processing of your data by the provider of the social media platform.

Instagram

EUTECH uses an Instagram Business Profile with the so-called Insights function. To improve its communication measures EUTECH uses the information provided by the evaluation tool regarding impressions, reach and interaction. To fulfill its editorial tasks on Instagram, EUTECH processes data of persons who actively approach EUTECH on Instagram: by questions or comments in the comment function among the contributions of EUTECH. The subscribers (followers) of EUTECH see their username next to the respective comment on the EUTECH page and can access their profile by clicking on it. As a user you have the possibility to set your account to private, so that your user profile and your contributions are not visible to the public. Further information and explanations on data protection can be found at <https://help.instagram.com/519522125107875>

Facebook

EUTECH has its own company page on Facebook, Facebook Ireland Ltd, 4 Grand Canal Square Grand Canal Harbour, Dublin 2, Ireland. Please note that you use this Facebook page and its functions at your own responsibility. This applies in particular to the use of the interactive functions (e.g. commenting, sharing, rating). Alternatively, you can also access the information offered via this page on our website at www.eutec.org.

When you visit our Facebook page, Facebook records, among other things, your IP address and other information that is available on your PC in the form of cookies. This information is used to provide us, as the operator of the Facebook pages, with statistical information about the use of the Facebook page. Facebook provides more information on this at the following link: <http://de-de.facebook.com/help/pages/insights>.

The data collected about you in this context will be processed by Facebook Ltd. and may be transferred to countries outside the European Union. Facebook describes in general terms what information Facebook receives and how this information is used in its data use guidelines. There you will also find information about how to contact Facebook and

about the settings for advertisements. The data use guidelines are available at the following link: <http://de-de.facebook.com/about/privacy>

The complete Facebook data guidelines can be found here: https://de-de.facebook.com/full_data_use_policy

In what way Facebook uses the data from visits to Facebook pages for its own purposes, to what extent activities on the Facebook page are assigned to individual users, how long Facebook stores this data and whether data from a visit to the Facebook page is passed on to third parties is not conclusively and clearly stated by Facebook and is not known to us. When accessing a Facebook Page, the IP address assigned to your end device is transmitted to Facebook. According to Facebook, this IP address is anonymized (in the case of "German" IP addresses). Facebook also stores information about the end devices of its users (e.g., as part of the "login notification" function); if necessary, Facebook is thus able to assign IP addresses to individual users.

If you are currently logged in to Facebook as a user, a cookie containing your Facebook ID is stored on your end device. This enables Facebook to trace that you have visited this page and how you have used it. This also applies to all other Facebook pages. Facebook buttons integrated into websites allow Facebook to record your visits to these websites and assign them to your Facebook profile. This data can be used to offer content or advertising tailored to you.

If you want to avoid this, you should log off from Facebook or deactivate the "Stay logged in" function, delete the cookies on your device, close your browser and restart it. This will delete Facebook information that can be used to identify you immediately. This allows you to use our Facebook page without revealing your Facebook identification. When you access interactive features of the site (Like, Comment, Share, Messages, etc.), a Facebook login screen appears. Once you log in, you will be recognizable to Facebook as a specific user. For information on how to manage or delete existing information about you, please visit the following Facebook support pages:

<https://de-de.facebook.com/about/privacy#>

You will find the current version of this data protection declaration under the "Data protection" section on our Facebook page.

YouTube

On our website we embed YouTube videos from the provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland into our website. We use the so-called "extended privacy mode" of the provider YouTube to embed videos. This mode prevents YouTube from storing cookies for a user who is viewing a website with an embedded YouTube video player with enhanced privacy but does not click on the video to start playback. YouTube cannot store cookies on your computer until the video is played. According to YouTube, however, no personally identifiable cookie information is stored for playback of embedded videos with enhanced privacy. In principle, we have no influence on further processing by YouTube. Google itself is legally responsible for this. If you are logged in to your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. Further information on YouTube's data protection policy can be found here: www.youtube.com/privacy. The legal basis for the processing of your personal data is our legitimate interest according to Art. 6 para. 1 letter f) DSGVO for the purpose of presenting our company in an appealing form.

Furthermore, we use the possibility of company presentations on job-oriented networks. We maintain a company presence on the following job-oriented networks:

LinkedIn, XING und Twitter

– LinkedIn, Unlimited Company Wilton Place, Dublin 2, Ireland

– XING SE, Dammtorstraße 30, 20354 Hamburg, Deutschland

– Twitter, Inc. 1355 Market Street, Suite 900, San Francisco, CA 94103

On the corresponding pages we provide information and offer users the possibility of communication. The company website is used for applications, information/PR, and active sourcing. We do not have any information on the processing of your personal data by the companies co-responsible for the company presentation. For further information, please refer to the privacy policy of:

LinkedIn: <https://linkedin.com/legal/privacy-policy>

XING: <https://privacy.xing.com/de/datenschutzerklaerung>

Twitter: <https://twitter.com/de/privacy>

EUTECH website: <https://bvui9.myraidbox.de/privacy-policy/>

c) Your rights as user

When processing your personal data, the DSGVO grants you as a website user certain rights:

Right to information (Art. 15 DSGVO):

You have the right to request confirmation as to whether personal data concerning you is being processed; if this is the case, you have the right to be informed of this personal data and to receive the information specified in Art. 15 DSGVO.

bb) Right of correction and deletion (art. 16 and 17 DSGVO):

You have the right to request without delay the rectification of incorrect personal data concerning you and, if necessary, the completion of incomplete personal data.

They also have the right to request that personal data concerning them be deleted immediately if one of the reasons listed in Art. 17 DPA applies, e.g., if the data is no longer needed for the purposes for which it was collected.

cc) Right to limit processing (Art. 18 DPA):

You have the right to request the restriction of processing if one of the conditions listed in Art. 18 DPA is met, e.g., if you have lodged an objection to processing, for the duration of any examination.

dd) Right to data transferability (Art. 20 DSGVO):

In certain cases, which are listed in detail in Art. 20 DSGVO, you have the right to receive the personal data concerning you in a structured, common, and machine-readable format or to request the transfer of such data to a third party.

ee) Right of objection (Art. 21 DSGVO):

If data are processed on the basis of Art. 6 para. 1 sentence 1 letter f) DSGVO (data processing to safeguard legitimate interests), you have the right to object to the processing at any time for reasons arising from your particular situation. We will then no longer process the personal data unless there are demonstrably compelling reasons for processing which are worthy of protection and which outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

ff) Right of appeal to a supervisory authority

According to Art. 77 DSGVO, you have the right to appeal to a supervisory authority if you believe that the processing of data concerning you violates data protection regulations. In particular, the right of complaint can be asserted with a supervisory authority in the member state of your residence, your place of work or the place of the suspected violation.

Please do not hesitate to contact us in case of any inquiries via +49 89 550 521 40 or via info@eutech.org.