

Privacy Policy

EMO HANNOVER is an initiative of the **German Machine Tool Builders' Association e.V.** (hereinafter referred to as "VDW"). VDW takes the protection of your personal data very seriously and adheres to the legal regulations, especially those concerning data protection.

In the following, you will find out which of your data we store and when, and for what reason. This concerns the processing of various data by VDW and Deutsche Messe AG, including the data generated when websites are accessed and the use of cookies. In addition, we inform you about your rights and provide you with further information required by law.

I. Who is responsible and how can I contact the data protection officer?

1. Person in charge

(1) The person responsible within the meaning of the EU Data Protection Basic Regulation (GDPR), other data protection laws applicable in the member states of the European Union (EU) and other regulations of a data protection nature:

VDW e. V.
Lyoner Straße 18
60528 Frankfurt am Main
Phone.: + 49 69 756081-0
Mail: privacy@vdw.de
Internet: <https://vdw.de/en/>

2. Data protection officer

You can contact our data protection officer as follows:

Scheja und Partner Rechtsanwälte mbB
Adenauerallee 136
53113 Bonn
Phone.: +49 228 227 226-0
Mail: info@scheja-partner.de
<https://www.scheja-partner.de/kontakt/kontakt.html>

II. the scope of data collection and processing in the context of registration

The use of the online services offered on this website regularly requires the creation of an account with VDW. In this regard, the conditions and data protection provisions of VDW apply. These can be viewed at www.emo-hannover.com. On this basis, the VDW offers its customers various services to make participation in EMO HANNOVER 2023 as interesting and pleasant as possible.

Additionally, you have the possibility to become a member of the Club of Metalworking during the registration process. In this regard, the provisions there shall apply. These can be viewed at www.clubofmetalworking.com.

1. Exhibitor registration for EMO HANNOVER 2023

You have the possibility to register directly via our website as an exhibitor for EMO HANNOVER 2023. When registering, you will be asked to provide the necessary information about your company. For the processing of personal data in connection with your registration as an exhibitor, the relevant data protection information from the current Conditions of Participation for EMO HANNOVER 2023 applies. These can be viewed under [Conditions of Participation](#).

a. Booking of trade fair participations incl. online ordering system ("Exhibitor Shop")

The booking of trade fair participations as well as the booking of further services via the Exhibitor Shop requires the creation of your own account, which is then available to you for further additions/updates or for further bookings of participations for further trade fairs. You can deactivate this account at any time after a trade fair.

The personal data collected in connection with the booking of trade fair participations is processed by Deutsche Messe AG as an order processor for the execution of the contract, including invoicing, and for customer administration. The data from the booking of trade fair participations is also used for any necessary processing of warranty cases or other complaints. In addition, this data may also be passed on to external auditors or tax offices for their auditing purposes.

Every event must be registered with the regulatory authorities in accordance with the provisions of the Trade, Commerce and Industry Regulation Act. For this purpose, the organiser must submit a provisional list of exhibitors to the regulatory authorities in advance of the event. This means that personal details resulting from the company name (sole proprietorship) can also be submitted to the regulatory authorities.

The data will be stored in accordance with the statutory storage obligations pursuant to §§ 146 et seq. The data will be stored in accordance with the statutory retention obligations pursuant to Sections 146 et seq. of the German Fiscal Code (AO) and Section 257 of the German Commercial Code (HGB) and deleted after expiry of the retention obligations.

Legal basis:

for the creation and provision of user accounts; Art. 6 [1] b GDPR

for the purpose of contract performance including complaint processing/warranty: Art. 6 [1] b GDPR

for the storage of data in accordance with AO/HGB and any audits by the tax office/auditor: Art. 6 [1] c GDPR

for the transfer of data in accordance with GewO: Art. 6 [1] c GDPR

for the transfer of data for the provision of services by service partners on behalf of Deutsche Messe AG: Art. 6 [1] b or Art. 6 [1] f GDPR

for the transfer of data to companies within the Deutsche Messe AG group: Art. 6 [1] f GDPR

b. Kauf von Veranstaltungstickets

b1. Creating a user account

The purchase of event tickets (tickets for trade fairs, trade conferences or other event formats) requires the creation of your own customer account, which is then available to you for further services and for booking additional tickets. If you wish, you can deactivate this account at any time after a trade fair.

Instead of setting up your own customer account, you can also use your social media accounts on facebook, Google, LinkedIn or Xing to purchase tickets, if this is provided for the event in question. To register, you will be redirected to the relevant page of the social media service, where you can log in with your usage data. This data will then be used to set up and provide your customer account with the ticket shop.

If you make use of the social login option via the social networks facebook, Google, LinkedIn or Xing, the social networks will transmit the following data to us:

facebook: First name, last name, email address

Google: first name, last name, email address

LinkedIn: first name, last name, email address

Xing: first name, last name, email address

After registering in the Online Ticket Shop via your existing social media account on facebook, Google, LinkedIn or Xing, you have the option of disconnecting the link with the social media services. The data provided by the social networks will be stored by us for as long as they are required for the processing of the ticket purchase and the handling of the event. In the context of processing the ticket shop, Deutsche Messe AG manages this data on behalf of the VDW; however, it does not pass on any data to the social networks. Nevertheless, due to the transmission of data to Deutsche Messe AG initiated by you, the social network may store where you have registered. This data management is the sole responsibility of the respective social network.

b2. Purchase of event tickets incl. Guided Tours

After registering in the Online Ticket Shop, you can purchase event tickets (tickets for trade fairs, congresses) via this platform. On behalf of the VDW, Deutsche Messe AG processes the mandatory data provided by you together with the data for the specifically selected event for the purpose of purchasing the ticket in order to grant

you access to the event on the intended day(s). In addition, this data will be used to create corresponding name badges for the trade fair visit/congress participation.

In the event that you purchase a ticket for a Guided Tour, the data you provide will be passed on to the exhibitors participating in the Guided Tour booked in each case, so that they can prepare their presentation specifically for the interests and needs of the individual participants in accordance with the individual composition of the tour participants and, if necessary, contact the tour participants in advance and afterwards with regard to specific questions.

Insofar as a participating exhibitor has its registered office outside the scope of the GDPR and the EU Commission has not determined the adequacy of the level of data protection for the country in question in accordance with Art. 45 of the GDPR and there are also no guarantees in accordance with Art. 46 of the GDPR ("unsafe third country"), resulting in possible risks for the use of the data, the data will only be passed on with your consent. You can revoke your consent to the forwarding of data at any time with effect for the future by sending an email to privacy@vdw.de.

The data on the purchase of the ticket will be used for billing purposes and, if necessary, also for the processing of warranty cases or other complaints. In addition, this data may also be passed on to external auditors or tax offices for their auditing purposes or to lawyers who have been commissioned by Deutsche Messe AG with the legal evaluation and/or enforcement of claims. Data relating to the purchase of tickets will be stored in accordance with the statutory storage obligations pursuant to §§ 146 et seq. German Fiscal Code (AO) or Section 257 of the German Commercial Code (HGB) and deleted after expiry of the retention obligations.

Legal basis:

- For the purpose of contract execution including complaint processing/ warranty: Art. 6 [1] b DSGVO
- for the creation and provision of user accounts; Art. 6 [1] b DSGVO
- for the transfer in the context of a Guided Tour: to exhibitors from unsecure third countries: Art. 6 [1] a DSGVO; to other exhibitors: Art. 6 [1] f DSGVO
- for the storage of data in accordance with AO/HGB and any audits by the tax office/auditor: Art. 6 [1] c DSGVO
- for disclosure to lawyers for the purpose of legal assessment/enforcement of claims: Art. 6 [1] f DSGVO

2. When registering trade visitor tickets / exhibitor passes (hereinafter collectively "trade visitor tickets")

The registration of trade visitor tickets requires the creation of your own customer account, which is available to you for the use of further services related to your visit to the trade fair. The registration of trade visitor tickets is just one example of the services that the VDW offers you on the basis of this customer account. If you wish, you can deactivate this account at any time after a trade fair.

a. Access

In the case of registration of trade visitor tickets, Deutsche Messe AG uses the data collected to grant the trade visitor/exhibitor admission to the respective trade fair on the designated days. In addition, this data is used to create corresponding name badges for the trade fair visit.

In the case of invitations from exhibitors: Since the costs for the trade visitor's admission to the trade fair are borne by the respective inviting exhibitor, the data on the completed ticket registration will be forwarded to the exhibitor who sent the invitation (master data and voluntary information). Data will only be forwarded with your express consent if the inviting exhibitor has its registered office in a country outside the scope of the GDPR for which the EU Commission has not established an adequate level of data protection pursuant to Art. 45 of the GDPR and for which there are no guarantees pursuant to Art. 46 of the GDPR. In this case, there are possible risks to the use of your data as follows: Your personal data could possibly be processed beyond the actual purpose and obtained by third parties and you might not be able to implement your rights of access in a sustainable manner. You can revoke your consent to the forwarding of data with effect for the future at any time by sending an email to privacy@vdw.de.

In the case of invitations from exhibitors: as the costs for the trade visitor's access to the fair are borne by the respective inviting exhibitor, the data on the ticket registration that has taken place will also be forwarded to the exhibitor who sent the invitation (master data and voluntary information).

Legal basis:

for the creation and provision of user accounts; Art. 6 [1] b DSGVO

- for the purpose of contract execution including complaint processing/warranty: Art. 6 [1] b DSGVO

- for the transmission of master data and voluntary information to the inviting exhibitor with its registered office within the scope of the DSGVO (secure third country): Art. 6 [1] f DSGVO

- for the transfer of master data and voluntary information to the inviting exhibitor with its registered office outside the scope of the GDPR (non-secure third country): Art. 6 [1] a DSGVO

b. Handling of data after consent

If you have expressly given your consent on the registration page of the event, your data collected during registration (master data and voluntary data) will also be processed by us as follows:

If you view an exhibitor's content on the event website, save an exhibitor in your watch list, contact an exhibitor or arrange appointments with an exhibitor, we would like to enable the exhibitor concerned to contact you and contact you for advertising purposes. For this reason, we transmit your registration data to the exhibitor concerned as an independent responsible person or to the agency named by him for this purpose. This enables the exhibitor concerned to contact you via the communication channels you specified during registration (possibly once by e-mail, telephone or post) and to address you in an advertising manner on the subject of the company's content or offers.

In this context, there is the possibility that the exhibitor has its registered office outside the scope of the GDPR or that there is no adequacy decision on data protection of the EU Commission pursuant to Art. 45 GDPR / no guarantee pursuant to Art. 46 GDPR.

In this case, there are possible risks to the use of your data as follows: Your personal data could possibly be processed beyond the actual purpose and obtained by third parties and you might not be able to implement your rights of access in a sustainable manner.

You can revoke your consent to the transfer of data for the purpose of contacting us at any time with effect for the future by sending an email to privacy@vdw.de.

Legal basis:

- For the transmission of registration data to exhibitors for marketing purposes: Art. 6 [1] a DSGVO

3. When using other trade fair services

With the creation of a user account, in particular with the purchase of online tickets or the registration of trade visitor tickets or exhibitor passes, trade fair visitors additionally receive access to further trade fair services as part of a service package. These services are provided by Deutsche Messe AG as an order processor for the VDW. These include the following services:

- Networking
- Lead management
- Watchlist Search
- Routing
- Name badges

The following data processing takes place for the individual processes:

a. Networking

The VDW would like to network visitors, exhibitors, experts and managers during their visit to an event and offers digital networking functions on the respective event website for this purpose. Prior registration is required for participation. Participation takes place using the data stored in the user's account.

Networking allows you to search for other trade fair visitors who are also participating in networking. You can contact them, arrange appointments and make phone calls via chat or video. In addition, participants will automatically be suggested to you for contacting, and you yourself may be suggested to other participants for networking.

b. Lead management

Deutsche Messe AG makes it easier for trade fair visitors to transmit their data stored as part of ticket registration to an exhibitor or other companies / organisations / persons involved in the event (e.g. congress or forum participants, speakers, sponsors, etc.). hereinafter referred to as "event participants"), if the trade fair visitor so wishes in individual cases. For this purpose, the event participant can scan a barcode from the ticket and then retrieve the stored data.

In this context, there is a possibility that the event participant has its registered office outside the scope of the GDPR or that there is no EU Commission adequacy decision on data protection according to Art. 45 GDPR / no guarantee according to Art. 46 GDPR. In this case,

the following risks exist in connection with the use of your data: Your personal data might be processed in a manner exceeding the actual purpose and could be obtained by third parties and you might not be able to implement your access rights in a sustainable way.

c. Watchlist Search & Routing

A user of the website or the app can save exhibitors, products and events in a watch list. Based on the watch list, the user is generated an optimal route, which he can edit and save in his user account. If you have installed the trade fair app, you can - if you have agreed to the use of your location - have the concrete route and your location displayed in the app.

Legal bases:

- for purposes of contract execution including handling of complaints / warranty: Art. 6 [1]b GDPR.

4. Subscription to e-mail newsletters

You have the possibility to subscribe to the EMO HANNOVER 2023 Newsletter via this website. For this you can give your express consent to the VDW during the registration process. The VDW uses the so-called double opt-in procedure to register for the EMO HANNOVER 2023 Newsletter. This means that you will receive a confirmation email to the email address you provided. If you do not confirm your registration within 24 hours, your information will be blocked and automatically deleted after one month. In addition, the VDW stores the IP addresses you use and the dates of registration and confirmation. The purpose of the procedure is to prove your registration and, if necessary, to clarify any possible misuse of your personal data.

You may revoke your consent to receive the EMO HANNOVER 2023 newsletter at any time with effect for the future and cancel your subscription to the EMO HANNOVER 2023 newsletter. You can do this by clicking on the link provided in each newsletter or by sending a message to the contact details given in the imprint.

Legal basis:

- E-mail advertising: Art. 6 [1]a GDPR.

III. Data processing when using online services

Below we show which data processing takes place when accessing the EMO HANNOVER 2023 website.

1. Processing of data when accessing the website - log file data

When you access our website / APP, information of a general nature is automatically collected. This information (server log files) includes, for example, the type of web browser, the operating system used, the domain name of your Internet service provider and the like. In addition, the IP address is transmitted and used to provide the service you have requested. This information

is technically necessary for the correct delivery of content requested by you from websites and is mandatory when using the Internet.

According to our IT security concept, the log file data is stored for a period of three weeks in order to detect and analyse any attacks against our website. The legal basis for data processing is Art. 6 [1]f GDPR.

2. Processing of data when using the website - your requests

If you send us an enquiry by e-mail or via the contact form, we collect the data you provide for processing and answering your request. We store this information for verification purposes over a period of up to six years. Legal basis for data processing Art. 6 [1]f GDPR.

3. Integration of external service providers

The Internet lives from the linking with other offers. We have also integrated various external service providers into our website.

a. Integration of social links

The VDW is present in various social networks. Via this website you have the possibility to reach our local websites comfortably via a link. The purpose, duration and scope of the data collection and the further processing and use of your data as well as your rights in this regard and setting options for the protection of your privacy can be found in the data protection information of the respective social networks:

- Facebook: <https://www.facebook.com/privacy/explanation>
- Instagram: <https://help.instagram.com/519522125107875>
- Xing: <https://privacy.xing.com/en/privacy-policy>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- Twitter: <https://twitter.com/privacy?lang=de>
- IndustryArena: <https://en.industryarena.com/privacy>
- YouTube: <https://policies.google.com/privacy>

b. Integration of Google Maps

On this website we use the services of Google Maps, another service provided by Google, Inc. This serves the purpose of displaying interactive maps directly on the website, making it easy for you to find the locations indicated by us on the website and enabling convenient use of the map function.

This application is accessed directly from Google's servers, so the company gets the IP address currently assigned to you. By visiting the website, Google receives the information that you have accessed the corresponding subpage of our website. Whether and to what extent or over what period the IP address is stored by Google and used internally is beyond our knowledge. The legal basis for the integration of this service is Art. 6 (1) sentence 1 lit. f GDPR.

If you are registered with a Google service, Google can assign the visit to your account. Even if you are not registered with Google or have not logged in, Google may still store your IP address and use it to create your profile. Google stores the data collected about you as user profiles and uses these for the purposes of advertising, market research and/or the design of your website to meet your needs. Such evaluation is carried out in particular (also for users who are not logged in) in order to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles on Google.

We would like to point out that data processing by Google may take place outside the EU/EEA. Google also processes your personal data in the United States and has subjected itself to the so-called standard contractual clauses (Art. 46. § 2 and 3 GDPR). For more information about privacy at Google, please visit <http://www.google.de/intl/de/policies/privacy/>.

c. Integration of YouTube

Our website uses plugins from the YouTube page operated by Google. The site is operated by YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA.

When you visit one of our pages equipped with a YouTube plug-in, a connection is established to the YouTube servers. This will tell the YouTube server which of our pages you have visited.

If you are logged in to your YouTube account, you can allow YouTube to directly associate your surfing behavior with your personal profile. You can prevent this by logging out of your YouTube account.

The use of YouTube is in the interest of an appealing presentation of our online offers and is therefore based on Art. 6 para. 1 lit. f GDPR. We only record the extent to which YouTube videos are accessed and delete this data after a period of two years.

You can find further information on the handling of user data in YouTube's data protection declaration at: <https://www.google.de/intl/de/policies/privacy> .

d. Integration of reCaptcha

In order to protect user requests via the Internet contact form, online ticket registrations and newsletter orders, this website uses the reCAPTCHA service of Google Inc. (Google) is used on this website on the basis of Art. 6 §1 lit. f GDPR. The query serves to distinguish whether the input is made by a human being or abusively by automated, machine processing. The query includes the sending of the IP address and possibly other data required by Google for the service reCAPTCHA to Google. For this purpose, your input will be transmitted to Google and used there. By using reCAPTCHA, you agree that the recognition you provide will be incorporated into the digitization of old works. A further storage of data about the use of the service offer does not take place.

IP anonymization is activated on this website. Your IP address will be truncated by Google within member states of the European Union or in other states which are parties to the Agreement on the European Economic Area before. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of this service. The IP address transmitted by your browser in the context of reCAPTCHA is not combined with other data from Google. For these data the deviating data protection regulations of the enterprise Google apply. You can find more information about Google's privacy policy at: <https://policies.google.com/privacy?hl=en>.

e. Integration of Facebook counting pixels (also "Facebook Connect")

Via Facebook, pixel-sized files, so-called pixels (also called Facebook pixel or tracking pixel) can be set on the basis of Art. 6 §1 lit. f GDPR. When the website is called up, this pixel is also retrieved from the Facebook server. First, technical information such as browser, operating system, IP address and access data (date, time, geographical information) are retrieved. This serves, among other things, to improve this offer and to improve the user interface. This also

includes click and surf behavior, i.e. when which pages are open for how long and what was particularly interesting on these pages, e.g. how long the scroll wheel did not move. Technically, this behavior can be assigned to individual users, but it is neither our nor Facebook's aim to observe individual users, but rather to create a better user interface based on the general behavior.

f. Integration of Google Analytics

(1) This website uses Google Analytics on the basis of Art. 6 §1 lit. f GDPR, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. In the event that IP anonymization is activated on this website, however, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. The analysis of this website enables us to make the offer more attractive for you and to optimize our offer (legitimate interest).

(2) Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google.

(3) You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

g. Integration of Econda Analytics

In order to design and optimise this website in line with requirements, econda GmbH technologies collect and store data on access to this website and use this data to create user profiles using pseudonyms. For this purpose, cookies can be used which enable the recognition of an Internet browser. IP addresses are made unrecognizable immediately after receipt.

The legal basis for the storage of cookies is the consent given (Art. 6 Para. 1 S. 1 lit. a GDPR). Further evaluation of the data collected over a period of up to two years is based on Art. 6 (1) sentence 1 lit. f GDPR.

h. Integration of Amazon chime

When using the Networking Service, it is possible to hold these appointments as a video call. For this service, Deutsche Messe uses "Amazon Chime" from Amazon Web Services as a technical solution. "Amazon Chime" is a communication service that makes it possible to hold online meetings, chat and make calls. A video call is time-limited and restricted to 2 people who must arrange to meet in advance. For more details and information on the specific privacy policy of Amazon Web Services, please visit:

https://aws.amazon.com/privacy/?nc1=h_ls and

<https://www.amazon.com/gp/help/customer/display.html?nodeid=468496>

Legal basis:

Art. 6 [1] a DSGVO

IV. Our Cookie Policy

1. General information on the use of cookies

Our website uses so-called cookies. Cookies are small text files that are stored on your terminal and stored by your browser. They serve to make our offers more user-friendly, more effective and safer. We use so-called temporary cookies, which are automatically deleted when you close your browser ("session cookies"), as well as persistent (permanent) cookies.

You have the choice whether you want to allow the setting of cookies or not. You can make changes in your browser settings. You have the choice whether you accept all cookies, whether you are informed when cookies are set or whether you want to reject all cookies. If you decide for the last variant, it is possible that you cannot use our offer completely.

When cookies are used, a distinction must be made between the mandatory cookies and those required for further purposes (measurement of access figures, advertising purposes).

2. Mandatory required cookies when using the website

We use session cookies on our websites, which are absolutely necessary for the use of our websites. This includes cookies that allow us to recognize you while you are visiting the site in a single session. These session cookies contribute to the secure use of our offer, for example by enabling the secure processing of the shopping cart function and the payment process. The legal basis for data processing is Art. 6 Para. 1 S. 1 f) GDPR].

3. Use of cookies with your consent

Below you will find an overview of the cookies that are used by us with your consent given at the beginning of the use of the website (Art. 6 Para. 1 S. 1 a) GDPR). You will also find an opt-out option for each presentation of the application. These are cookies for recording the usage behaviour of our website and cookies that are used for advertising purposes.

a. Use of cookies to record user behaviour (tracking)

The use of tracking cookies enables us to recognize users when they access our website again and to assign usage processes to an internally assigned code number (pseudonym). In this way, we can record repeated visits to our website and analyse them in context. Specifically, the following tracking cookies are used:

- ❖ **Google Tag Manager**
- ❖ **Google Analytics**
- ❖ **CookieFirst Consent Management**
- ❖ **Econda Analytics**

In order to design and optimise this website in line with requirements, CookieFirst GmbH technologies collect and store data on access to this website and use this data to create user profiles using pseudonyms. For this purpose, cookies can be used which enable the recognition of an Internet browser. IP addresses are made unrecognizable immediately after receipt.

The legal basis for the storage of cookies is the consent given (Art. 6 Para. 1 S. 1 lit. a GDPR). Further evaluation of the data collected over a period of up to two years is based on Art. 6 (1) sentence 1 lit. f GDPR.

Visitors to this website can access this data collection and storage at any time for the future by clicking on the link "Data collection and storage for the future contradict here" on the privacy@vdw.de.

The objection only applies to the device and the web browser on which it was set, please repeat the process on all devices if necessary. If you delete the opt-out cookie, requests will be sent to CookieFirst GmbH again.

b. Use of tracking code for the purpose of lead generation

We analyze our visitor data with the help of an external service provider.

For this purpose, we pass on the data obtained from the use of IP research to Pulserio AG, Wassergrabe 3, 6210 Sursee, Switzerland, <https://leadrebel.io/>.

Categories of data subjects are website visitors and users of our web services.

The purpose of the processing is to evaluate the data generated from IP research for lead generation.

If visitors to our website are asked for their consent, the legal basis for processing the data is consent in the sense of art. 6 para. 1 lit. a GDPR. Otherwise, the data is based on our legitimate interest in the sense of art. 6 para. 1 lit. f GDPR processed. Our legitimate interest lies in the generation of leads by analyzing the data obtained using IP research.

On this page: <https://leadrebel.io/optout> you have an opt-out option. In the event of an optout, your data will no longer be recorded by LeadRebel.

V. Deletion and blocking of personal data

(1) We process and store personal data of the data subject only as long as this is necessary to achieve the purpose of storage. Storage may take place beyond this, insofar as this has been provided for by the European or national legislator in Union regulations, laws or other provisions to which the controller is subject.

(2) As soon as the purpose of storage ceases to apply or a storage period prescribed by the aforementioned regulations expires, the personal data shall be routinely blocked or deleted.

(3) For details please refer to the paragraph II " **the scope of data collection and processing in the context of registration** ".

VI. Rights of the user (affected persons)

If your personal data is processed, you are a data subject within the meaning of the GDPR. As the person responsible for data protection, you have the following rights in relation to us:

1. Right to information

You can request confirmation from us as to whether personal data concerning you is being processed by us. If such processing has taken place, you can request information from the person responsible about the following information:

1. the purposes for which the personal data are processed
2. the categories of personal data which are processed;
3. the recipients or categories of recipients to whom the personal data concerning you have been or will be disclosed;
4. the planned duration of the storage of the personal data concerning you or, if it is not possible to give specific details, criteria for determining the duration of storage;
5. the existence of a right to rectification or erasure of personal data concerning you, a right to have the processing limited by the controller or a right to object to the processing of personal data concerning you;
6. the existence of a right of appeal to a supervisory authority;
7. any available information as to the origin of the data if the personal data are not collected from the data subject;
8. the existence of automated decision-making, including profiling, in accordance with Art. 22, §§ 1 and 4 GDPR and, at least in these cases, meaningful information on the logic involved and the scope and intended impact of such processing on the data subject.

You have the right to request information as to whether the personal data concerning you are being transferred to a third country or to an international organization. In this context, you may request to be informed of the appropriate guarantees pursuant to Art. 46 GDPR in connection with the transfer.

2. Right of rectification

You have the right to ask us to correct and/or complete any personal data processed concerning you if it is incorrect or incomplete. We must make the correction without delay.

3. Right to limit processing

Under the following conditions, you may request the restriction of the processing of personal data concerning you:

if you dispute the accuracy of the personal data concerning you, for a period of time that allows us to verify the accuracy of the personal data;

if the processing is unlawful and you object to the deletion of the personal data and request instead the restriction of the use of the personal data;

if we no longer need the personal data for the purposes of the processing, but you need the personal data to assert, exercise or defend legal claims; or

if you have lodged an objection to the processing pursuant to Art. 21 §1 GDPR and it is not yet clear whether our legitimate interests outweigh your interests worthy of protection. If the processing of personal data relating to you has been restricted, such data - apart from being stored - may only be processed with your consent or for the purpose of asserting, exercising or defending legal claims or protecting the rights of another natural or legal person or for reasons of an important public interest of the Union or a Member State. If the restriction on processing has been restricted in accordance with the above conditions, you will be informed by us before the restriction is lifted.

4. Right of deletion

You can demand that the personal data concerning you be deleted immediately if one of the following reasons applies:

1. the personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed.
2. you revoke your consent on which the processing was based pursuant to Art. 6 §1 letter a or Art. 9 §2 letter a GDPR and there is no other legal basis for the processing.
3. you object to the processing in accordance with Art. 21 §1 GDPR and there are no overriding legitimate interests for the processing, or you object to the processing in accordance with Art. 21 §2 GDPR.
4. the personal data concerning you have been processed unlawfully.
5. the deletion of personal data concerning you is necessary to comply with a legal obligation under European Union law or the law of a Member State to which we are subject.
6. the personal data concerning you has been collected in relation to the information society services offered, in accordance with art. 8, § 1 of the GDPR. If we have made the personal data concerning you public and we are obliged to delete the published data pursuant to Art. 17 §1 GDPR or the aforementioned clause, we shall take reasonable measures, including technical measures, taking into account the available technology and the implementation costs, to inform data controllers who process the personal data that you, as a data subject, have requested them to delete all links to this personal data or copies or replications of this personal data.

The right of cancellation does not apply insofar as the processing is necessary:

1. to exercise the right to freedom of expression and information;
2. to comply with a legal obligation requiring processing under the law of the Union or of a Member State to which we are subject, or to perform a task carried out in the public interest or in the exercise of official authority vested in us;
3. to assert, exercise or defend legal claims.

5. Right to information

If you have asserted the right to rectification, deletion or limitation of processing against us, we are obliged to notify all recipients to whom the personal data concerning you have been disclosed of this rectification, deletion or limitation of processing, unless this proves impossible or involves a disproportionate effort. You have the right to be informed about these recipients.

6. Right to data transferability

You have the right to receive the personal data concerning you that you have provided us in a structured, common and machine-readable format. You also have the right to have this data communicated to another person in charge, without hindrance from us, provided that the

processing is based on a consent pursuant to Art. 6 § 1 letter a GDPR or Art. 9 § 2 letter a GDPR or on a contract pursuant to Art. 6 § 1 letter b GDPR and the processing is carried out using automated procedures. In exercising this right, you also have the right to obtain that the personal data concerning you be transferred directly from one controller to another controller, insofar as this is technically feasible. The freedoms and rights of other persons must not be affected by this. The right to data transferability does not apply to the processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

7. Right of objection

You have the right to object at any time, for reasons arising from your particular situation, to the processing of personal data concerning you that is carried out pursuant to art. 6, § 1, letter e or f of the GDPR; this also applies to profiling based on these provisions. We will no longer process the personal data concerning you unless we can demonstrate compelling reasons for processing which are worthy of protection and which outweigh your interests, rights and freedoms, or unless the processing serves to assert, exercise or defend legal claims. If the personal data concerning you are processed for the purpose of direct marketing, you have the right to object at any time to the processing of personal data concerning you for the purpose of such marketing, including profiling, insofar as it is related to such direct marketing. If you object to processing for the purposes of direct marketing, the personal data concerning you will no longer be processed for those purposes. You have the possibility to exercise your right of objection in relation to the use of information society services, without prejudice to Directive 2002/58/EC, by means of automated procedures involving technical specifications.

8. Right to revoke the declaration of consent under data protection law

You have the right to revoke your data protection declaration of consent at any time. Revocation of your consent does not affect the legality of the processing that has taken place on the basis of your consent until revocation.

9. Automated decision in individual cases including profiling

You have the right not to be subject to a decision based solely on automated processing - including profiling - which has legal effect on you or which significantly affects you in a similar way. This shall not apply if the decision

1. is necessary for the conclusion or performance of a contract between you and us
2. is permissible under the law of the Union or of a Member State to which we are subject and that law provides for appropriate measures to safeguard your rights and freedoms and your legitimate interests; or
3. with your express consent.

However, these decisions may not be based on special categories of personal data according to Art. 9 §1 GDPR, unless Art. 9 § 2 lit. a or g GDPR applies and appropriate measures have been taken to protect the rights and freedoms as well as your legitimate interests.

With regard to the cases mentioned in point 18.9.1 nos. 1 and 3 (cf. art. 22 § 2 lit. a. and c. GDPR), we will take appropriate measures to protect your rights and freedoms as well as your legitimate interests, including at least the right to obtain the intervention of a person on the part of the responsible person, to present your own point of view and to contest the decision.

10. Right to appeal to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State in which you are resident, your place of work or the place of the alleged infringement, if you consider that the processing of personal data concerning you is in breach of the DPA. The supervisory authority to which the complaint has been lodged shall inform the complainant of the status and the results of the complaint, including the possibility of a legal remedy under Art. 78 GDPR.

VII. Legal bases of the processing of personal data

(1) Insofar as we obtain the consent of the data subject for processing of personal data, Art. 6 § 1 letter a GDPR serves as the legal basis.

(2) Art. 6 § 1 letter b GDPR serves as the legal basis for the processing of personal data required for the performance of a contract to which you are a party. This also applies to processing operations which are necessary for the performance of pre-contractual measures.

(3) Insofar as the processing of personal data is necessary to fulfil a legal obligation to which we are subject, Art. 6 § 1 lit. c GDPR serves as the legal basis.

(4) In the event that vital interests of the data subject or of another natural person make it necessary to process personal data, Art. 6 § 1 lit. d GDPR shall serve as the legal basis.

(5) If the processing is necessary to safeguard a legitimate interest of ours or of a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the former interests, Art. 6 (1) lit. f GDPR serves as the legal basis for the processing. Our legitimate interest is to offer our services.

VIII. General information on the handling of personal data within the VDW

Data protection manager at VDW:

RA Klaus-Peter Kuhnmünch

VDW e. V.

Head of department legal and
Special tasks

Lyoner Straße 18

60528 Frankfurt am Main

Phone: + 49 69 756081-38

Mail: privacy@vdw.de

M.Sc. Franck-Donald Njoya

VDW e. V.

Head of departments IT and
Data Privacy Management

Lyoner Straße 18

60528 Frankfurt am Main

Phone: + 49 69 756081-38

Mail: privacy@vdw.de

You can contact our **data protection officer** as follows:

Scheja und Partner Rechtsanwälte mbB

Adenauerallee 136

53113 Bonn

Phone: +49 228 227 226-0

Mail: info@scheja-partner.de

<https://www.scheja-partner.de/kontakt/kontakt.html>

IX. Subject to change of this privacy policy

This Privacy Policy has the status March 2023.

Due to the further development of our website or individual areas of the website, changes to our services and offers, or due to changes in the legal situation, it may become necessary to amend the data protection declaration. We will point out possible changes.