# ICOM MEMORY GENERAL PRIVACY POLICY

**Foreword**

This Privacy Notice applies on the occasion of the **7th International Conference on Memory** (hereinafter "ICOM7", "Event" or "Congress").

We, K.I.T. Group GmbH including our subsidiaries (hereinafter collectively: **"K.I.T. Group GmbH"**, "**the company**", "**we**" or "**us"**) take the protection of your personal data seriously and would like to inform you here about the data protection in our company.

Within the scope of our responsibility under data protection law, additional obligations have been imposed on us by the entry into force of the EU General Data Protection Regulation (Regulation (EU) 2016/679; hereinafter: **"GDPR") in order** to ensure the protection of personal data of the person affected by a processing operation (we also address you as data subject hereinafter with **"customer", "user"**, "**you", "you"** or "**data subject"**).

Insofar as we decide, either alone or jointly with others, on the purposes and means of data processing, this includes above all the obligation to inform you transparently about the nature, scope, purpose, duration and legal basis of the processing (cf. Articles 13 and 14 DSGVO). With this statement (hereinafter: "**Privacy Notice**"), we inform you about the manner in which your personal data is processed by us.

The design and granting of consent to data processing is exclusively in accordance with the requirements of § 25 (1) TDDDG in conjunction with Art. 6 (1) lit. a, 5 No. 11 DSGVO.

Our data protection notices have a modular structure. It consists of a general part for all processing of personal data and processing situations that come into play each time a website is called up (A. General) and a special part, the content of which relates in each case only to the processing situation specified there with the designation of the respective offer or product, in particular the visit to websites and/or participation in the event (B. Visit to websites and the event), which are described in more detail here. Section C. (Cookie Policy) with its presentation of the cookies and tools used then refers to the above information. In addition, the special section D. (Business partners) must be taken into account in the case of corresponding processing operations.

To find the parts that are relevant to you, please refer to the following overview for the breakdown of the privacy notices:

**Part A (General)**

This part is always relevant for you as a participant of the congress and visitor of the websites.

**Part B (website and social media presence, congress offerings)**

The aforementioned principles are relevant to you when you visit the event-related websites, including social media appearances, and use the Congress offerings.

**Part C (Cookie Policy)**

The Cookie Policy contains the list of cookies, plugins and tools used, as well as the information about the possibilities of revocation of consent to data processing once given.

**Part D (Business Partner)**

These principles are relevant for you if you want to work with us as a client, service provider, supplier or similar partner, are already in an ongoing business relationship with us or have been in the past.

1. **General**

**(1) Definitions**

Following the example of Art. 4 GDPR, these data protection notices are based on the following definitions:

- “Personal data” (Art. 4 No. 1 GDPR) means any information relating to an identified or identifiable natural person (“data subject”). A person is identifiable if he or she can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, an online identifier, location data or by means of information relating to his or her physical, physiological, genetic, mental, economic, cultural or social identity characteristics. The identifiability can also be given by means of a linkage of

such information or other additional knowledge. The origin, form or embodiment of the information is irrelevant (photographs, video or audio recordings may also contain personal data).

- “Processing” (Art. 4 No. 2 GDPR) means any operation which involves the handling of personal data, whether or not by automated (i.e. technology-based) means. This includes, in particular, the collection (i.e. acquisition), recording, organization, arrangement, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment, combination, restriction, erasure or destruction of personal data, as well as the change of a purpose or intended use on which a data processing was originally based.

- “Controller” (Art. 4 No. 7 GDPR) means the natural or legal person, public authority, agency or other body which alone or jointly with others determines the purposes and means of the processing of personal data.
- “Third Party” (Art. 4 No. 10 GDPR) means any natural or legal person, public authority, agency or other body other than the Data Subject, the Controller, the Processor and the persons who are authorized to process the Personal Data under the direct responsibility of the Controller or Processor; this also includes other group-affiliated legal entities.
- A “processor” (Art. 4 No. 8 GDPR) is a natural or legal person, authority, institution or other body that processes personal data on behalf of the controller, in particular in accordance with the controller’s instructions (e.g. IT service provider). In particular, a processor is not a third party in the sense of data protection law.
- “Consent” (Art. 4 No. 11 GDPR) means any freely given specific, informed and unambiguous indication of the data subject’s wishes in the form of a statement or other unambiguous affirmative act by which the data subject signifies his or her agreement to the processing of personal data relating to him or her.

**(2) Name and address of the controller**

We are the responsible party for the processing of your personal data on the websites operated by us within the meaning of Art. 4 No. 7 DSGVO:

K.I.T. Group GmbH on behalf of K.I.T. Group UK Services Limited

Kurfürstendamm 71

10709 Berlin

Germany

Tel.: +49 30 24603 0

Fax.: +49 30 24603 200

info@kit-group.org

For further information on our company, please refer to the imprint details on our website https://www.kit-group.org/de/legal-notice/

**(3) Contact details of the data protection officer**

Our company data protection officer is available at all times to answer any questions you may have and to act as your contact person on the subject of data protection at our company. The external data protection officer of K.I.T. Group is provided by:

exkulpa gmbh
Waldfeuchter Straße 266, 52525 Heinsberg

Tel.: +49 (0)2452 993311
www.exkulpa.de
Email: security@kit-group.org

**(4) Legal basis for data processing**

By law, in principle, any processing of personal data is prohibited and only permitted if the data processing falls under one of the following justifications:

- Art. 6 (1) p. 1 lit. a DSGVO (“consent”): Where the data subject has voluntarily, in an informed manner and unambiguously indicated by a statement or other unambiguous affirmative act that he or she consents to the processing of personal data relating to him or her for one or more specified purposes;
- Art. 6 (1) p. 1 lit. b DSGVO: If the processing is necessary for the performance of a contract to which the data subject is a party or for the performance of pre-contractual measures taken at the request of the data subject;
- Art. 6 (1) p. 1 lit. c DSGVO: If processing is necessary for compliance with a legal obligation to which the controller is subject (e.g. a legal obligation to preserve records);

- Art. 6 (1) p. 1 lit. d DSGVO: If the processing is necessary to protect the vital interests of the data subject or another natural person;
- Art. 6 (1) p. 1 lit. e DSGVO: Where processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller, or
- Art. 6 (1) p. 1 lit. f DSGVO ("Legitimate Interests"): When processing is necessary to protect the legitimate (in particular legal or economic) interests of the controller or a third party, unless overriding interests or rights of the data subject (in particular if the data subject is a minor).

For the processing operations carried out by us, we indicate below the applicable legal basis in each case. A processing operation may also be based on several legal bases.

**(5) Data deletion and storage period**

For the processing operations carried out by us, we indicate below in each case how long the data will be stored by us and when it will be deleted or blocked. If no explicit storage period is specified below, your personal data will be deleted or blocked as soon as the purpose or legal basis for the storage no longer applies. As a matter of principle and as far as possible, your data will only be stored on our servers in Germany, subject to any transfer that may take place in accordance with the provisions in A. (7) and A. (8).

However, storage may take place beyond the specified time in the event of a (threatened) legal dispute with you or other legal proceedings or if storage is provided for by statutory provisions to which we are subject as the responsible party (e.g. § 257 HGB, § 147 AO). If the storage period prescribed by the legal regulations expires, the personal data will be blocked or deleted unless further storage by us is necessary and there is a legal basis for this.

**(6) Data security**

We use appropriate technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or against unauthorized access by third parties (e.g. TLS encryption for our website), taking into account the state of the art, implementation costs and the nature, scope, context and purpose of the processing, as well as the existing risks of a data breach (including its probability and impact) for the data subject. Our security measures are continuously improved in line with technological developments.

We will be happy to provide you with more detailed information on request. Please contact our data protection officer (see under A.(3)).

**(7) Cooperation with processors**

As with any larger company, we also use external domestic and foreign service providers (e.g. for IT, logistics, telemedia services and telecommunications, sales and marketing) to handle our business transactions. These service providers only act on our instructions and have been contractually obligated to comply with the provisions of data protection law within the meaning of Art. 28 DSGVO or – if applicable – on the basis of standard contractual clauses.

Insofar as personal data from you is passed on by us to our subsidiaries or is passed on to us by our subsidiaries (e.g. for advertising purposes), this is done on the basis of existing order processing relationships or joint responsibilities. You can find an overview of our subsidiaries at https://www.kit-group.org/de/offices/.

**(8) Conditions for the transfer of personal data to third countries**

In the course of our business relationships, your personal data may be transferred or disclosed to third party companies. These may also be located outside the European Economic Area (EEA), i.e. in third countries. Such processing takes place exclusively for the fulfillment of contractual and business obligations and to maintain your business relationship with us. We will inform you about the respective details of the transfer in the following at the relevant points.

Some third countries are certified by the European Commission as having a level of data protection comparable to the EEA standard through so-called adequacy decisions (a list of these countries and a copy of the adequacy decisions can be obtained here: https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_en). However, in other third countries to which personal data may be transferred, there may not be a consistently high level of data protection due to a lack of legal provisions. If this is the case, we ensure that data protection is adequately guaranteed. This is possible through binding company regulations, standard contractual clauses of the European Commission for the protection of personal data, certificates or recognized codes of conduct. Please contact our data protection officer (see under A.(3)) if you would like more information on this.

**(9) No automated decision making (including profiling)**

We do not intend to use any personal data collected from you for any automated decision making process (including profiling).

**(10) No obligation to provide personal data**

We do not make the conclusion of contracts with us dependent on you providing us with personal data in advance. As a customer, you are under no legal or contractual obligation to provide us with your personal data; however, we may only be able to provide certain services to a limited extent or not at all if you do not provide the necessary data. If this should exceptionally be the case in the context of the products we offer presented below, you will be informed of this separately.

**(11) Legal obligation to transmit certain data**

We may be subject to a specific legal or statutory obligation to provide the lawfully processed personal data to third parties, in particular public bodies (Art. 6 (1) lit. c DSGVO).

**(12) Your rights**

You can assert your rights as a data subject regarding your processed personal data at any time by contacting us using the contact details provided at the beginning of A.(2). You have the right as a data subject:

- In accordance with Art. 15 DSGVO, you may request information about your data processed by us. In particular, you can request information about the processing purposes, the category of data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right of complaint, the origin of your data if it was not collected by us, as well as the existence of automated decision-making, including profiling and, if applicable, meaningful information about its details;
- In accordance with Art. 16 DSGVO, you have the right to demand the correction of incorrect data or the completion of your data stored by us without delay;
- In accordance with Art. 17 DSGVO, you may request the deletion of your data stored by us, unless the processing is necessary for the exercise of the right to freedom of expression and information, for compliance with a legal

obligation, for reasons of public interest, or for the assertion, exercise or defense of legal claims;

- In accordance with Art. 18 DSGVO, you have the right to demand the restriction of the processing of your data, insofar as the correctness of the data is disputed by you or the processing is unlawful;
- According to Art. 20 DSGVO to receive your data that you have provided to us in a structured, common and machine-readable format or to request the transfer to another controller ("data portability");
- **Object to the processing pursuant to Art. 21 DSGVO, provided that the processing is based on Art. 6 (1) p. 1 lit. e or lit. f DSGVO. This is particularly the case if the processing is not necessary for the performance of a contract with you. Unless it is an objection to direct marketing, when exercising such an objection, we ask you to explain the reasons why we should not process your data as we have done. In the event of your justified objection, we will examine the merits of the case and either discontinue or adapt the data processing or show you our compelling legitimate grounds on the basis of which we will continue the processing;**
- In accordance with Art. 7 (3) DSGVO, to revoke your consent given once (also before the applicability of the DSGVO, i.e. before 25.5.2018) – i.e. your voluntary will, made understandable in an informed manner and unambiguously by means of a declaration or other unambiguous confirming act, that you agree to the processing of the personal data in question for one or more specific purposes – at any time vis-à-vis us, if you have given such consent. This has the consequence that we may no longer continue the data processing, which was based on this consent, for the future and

- In accordance with Art. 77 DSGVO, you have the right to complain to a data protection supervisory authority about the processing of your personal data in our company, such as the data protection supervisory authority responsible for us:
  Berlin Commissioner for Data Protection and Freedom of Information, Alt-Moabit 59-61, 10555 Berlin (Germany) E-Mail: mailbox@datenschutz-berlin.de

**(13) Changes to the data protection notice**

In the context of the further development of data protection law and technological or organizational changes, our data protection information is regularly reviewed to determine whether it needs to be adapted or supplemented. You will be informed of any changes in particular on the congress website at https://annualmeeting.isbnpa.org/. This data protection notice is valid as of March 2026.

1. **Visiting websites**

**(1) Explanation of the function**

You can obtain information about our company and the services we offer as part of the Bi-Annual Congress in particular at https://annualmeeting.isbnpa.org/ together with the associated subpages and our company's website (hereinafter collectively: "websites"). When you visit these websites, personal data may be processed.

**(2) Personal data processed**

When you use the websites for information purposes, when you register as an event participant and/or when you purchase services from us, the following categories of personal data are collected, stored and processed by us:

"Log data": When you visit our websites, a so-called log data record (so-called server log files) is stored temporarily and anonymously on our web server. This consists of:

- the page from which the page was requested (so-called referrer URL).
- the name and URL of the requested page
- the date and time of the call
- the description of the type, language and version of the web browser used.
- the IP address of the requesting computer, which is shortened in such a way that a personal reference can no longer be established.
- the amount of data transferred
- the operating system
- the message whether the call was successful (access status/http status code).
- the GMT time zone difference

“Participant data”: In order to participate in the event and related offers, you must register via the registration form. In doing so, the submitted data will be processed (e.g. gender, surname and first name, title, nationality, address, institution/company, e-mail address, research or activity area, billing data such as account or credit card data). If you participate in the event as a speaker, further data will be processed (e.g. data on your status as an author, memberships in scientific professional associations, publication data). If a continuing education certificate is sought, your participation data will be processed for verification purposes.

“Accommodation data”: If you inquire about or book a place of accommodation on our websites, the data transmitted in the process will be processed (e.g. surname and first name, title, e-mail address, billing address, billing data such as account or credit card data).

“Billing data”: If you register for the event subject to payment or order or make use of services subject to payment with or via us, the data transmitted in the process will be processed (billing data, e.g. account or credit card data).

“Contact details”: if you use the e-mail addresses provided to contact us, the data transmitted will be processed (at least the e-mail address and the time of transmission, in addition, depending on the information provided, e.g. surname and first name, address, institution/company).

“Newsletter data”: If you would like to receive the newsletter offered on the website, an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter is required. Further data is not collected or only on a voluntary basis. For the handling of the newsletter, we use newsletter service providers, which are described below.

**(3) Purpose and legal basis of data processing**

We process the personal data specified in more detail above in accordance with the provisions of the DSGVO, the other relevant data protection regulations and only to the extent necessary. Insofar as the processing of personal data is based on Art. 6 (1) lit. f DSGVO, the aforementioned purposes also represent our legitimate interests.

- The processing of the log data serves statistical purposes and the improvement of the quality of our website, in particular the stability and security of the connection (legal basis is Art. 6 (1) lit. f DSGVO).
- Participant data is processed for the purpose of fulfilling the contract concluded upon registration regarding participation in the event and the use of the agreed services (legal basis is Art. 6 (1) lit. b DSGVO). Any processing of special categories of personal data takes place exclusively within the narrow limits of Art. 9 DSGVO (e.g. health data, biometric data, origin data). Participant data will only be processed for advertising and marketing purposes if you have consented to the processing or if the processing is necessary to protect our legitimate (in particular legal or economic) interests, unless your conflicting interests or rights prevail (legal basis is Art. 6 (1) lit. a or lit. f DSGVO).
- The processing of the accommodation data takes place in preparation and for the fulfillment of the accommodation contract (legal basis is Art. 6 (1) lit. b or lit. f DSGVO).
- The processing of billing data is carried out in the context of billing for paid registration or services ordered or used for a fee (legal basis is Art. 6 (1) lit. b DSGVO). In addition, the processing is carried out in the interest of a smooth, convenient and secure payment process (legal basis is Art. 6 (1) lit. f DSGVO).
- The processing of contact data is carried out for the processing of customer inquiries, for informational and/or promotional purposes (legal basis is Art. 6 (1) lit.b or lit. f DSGVO, if consent is given Art. 6 (1) lit a DSGVO).
- The processing of newsletter data is carried out to allow you to receive the newsletter and/or information related to the event and/or related topics (legal basis is Art. 6 (1) lit.b or lit. f DSGVO, if consent is required Art. 6 (1) lit a DSGVO).

**(4) Duration of data processing**

Your data will only be processed for as long as is necessary to achieve the above-mentioned processing purposes; the legal bases specified in the context of the processing purposes apply accordingly. With regard to the use and storage duration of cookies, please refer to point A.(5) and the Cookie Policy in section C.

Third parties engaged by us will store your data on their systems for as long as is necessary in connection with the provision of services for us in accordance with the respective order.

For more details on the storage period, please refer to A.(5) and the Cookie Policy in Section C.

**(5) Transfer of personal data to third parties; basis for justification**

The following categories of recipients, which are usually processors (see A.(7)), may receive access to your personal data:

- Service providers for the operation of our websites and the processing of data stored or transmitted by the systems (e.g. for data center services, developers and administrators of booking platforms and systems for registrations / sponsors / exhibitors / hotel bookings, for payment processing, IT security, app service providers). The legal basis for the transfer is then Art. 6 (1) lit. b or lit. f DSGVO, insofar as it does not involve order processors;
- Government agencies/authorities, insofar as this is necessary to fulfill a legal obligation. The legal basis for the disclosure is then Art. 6 (1) lit. c DSGVO;
- Persons employed to carry out our business operations (e.g. auditors, banks, insurance companies, legal advisors, supervisory authorities). The legal basis for the disclosure is then Art. 6 (1) lit. b or lit. f DSGVO.
- Professional bodies in the context of the recognition of training events and the awarding of training points to participants (certification bodies). The legal basis for the transfer is Art. 6 (1) lit. b or lit. f DSGVO, insofar as it does not involve order processors.
- Service providers for the organization and implementation of the event and the processing of the transmitted data required for this purpose (e.g. venue operators, lecture and abstract submission services, logistics and security companies, technical service providers, payment service providers, accommodation and transport companies, catering, fringe events). The legal basis for the transfer is Art. 6 (1) lit. b or lit. f DSGVO, insofar as it does not involve order processors.

When visiting exhibition stands or participating in sponsors' events, the respective exhibition and sponsoring partners may scan their congress badge as part of the lead capture program and thus process their personal data for their own purposes. Your rights mentioned above under section A. (12) apply and you may object to the scanning or other recording of your personal data at any time by simply indicating this or turning over the congress badge. The exhibition and sponsoring partners are independently responsible for data processing at the exhibition stands or company-

related events within the meaning of Art. 24 (1) in conjunction with Art. 4 No. 7 DSGVO. The data protection notices of the exhibition and sponsoring partners apply to the corresponding data processing. For the subsequent exercise of your rights, please therefore contact the relevant exhibition or sponsoring partner directly.

For the guarantees of an adequate level of data protection in the event of a transfer of the data to third countries, see A. (8).

In addition, we will only share your personal data with third parties if you have given your express consent to do so in accordance with Art. 6 (1) lit. a DSGVO.

**(6) Use of cookies, plugins and other services on our website**

1. **a) Cookie**

We use cookies on our websites. Cookies are small text files that are assigned to the browser you are using and stored on your hard drive by means of a characteristic character string and through which certain information flows to the entity that sets the cookie. Cookies cannot execute programs or transfer viruses to your computer and therefore cannot cause any damage. They serve to make the Internet offer as a whole more user-friendly and effective, i.e. more pleasant for you.

Cookies can contain data that makes it possible to recognize the device used. In some cases, however, cookies only contain information about certain settings that are not personally identifiable. However, cookies cannot directly identify a user.

A distinction is made between session cookies, which are deleted as soon as you close your browser, and permanent cookies, which are stored beyond the individual session. With regard to their function, a distinction is made between cookies:

- Technical cookies: these are mandatory to move around the website, use basic functions and ensure the security of the website; they do not collect information about you for marketing purposes, nor do they store which web pages you have visited;
- Performance cookies: these collect information about how you use our website, which pages you visit and, for example, whether errors occur during website use; they do not collect information that could identify you – all information collected is anonymous and is only used to improve our website and find out what interests our users;

- Advertising cookies, targeting cookies: These are used to offer the website user tailored advertising on the website or offers from third parties and to measure the effectiveness of these offers; advertising and targeting cookies are stored for a maximum of 13 months;
- Sharing cookies: These are used to improve the interactivity of our website with other services (e.g. social networks); sharing cookies are stored for a maximum of 13 months.

Any use of cookies that is not absolutely technically necessary constitutes data processing that is only permitted with your explicit and active consent pursuant to Art. 6 (1) lit. a DSGVO, § 25 (1) TDDDG. This applies in particular to the use of advertising, targeting or sharing cookies. In addition, we will only share your personal data processed through cookies with third parties if you have given your explicit consent to do so in accordance with Art. 6 (1) lit. a DSGVO.

1. **b) Cookie Policy**

For more information about which cookies we use and how you can manage your cookie settings and disable certain types of tracking, please see our Cookie Policy in Section C.

1. **c) Social media plugins**

If our websites contain icons of social media providers (e.g. X, LinkedIn, YouTube), we use these only for passive linking to the pages of the respective providers. When you call up our website, no connection is yet established to the servers of the respective provider. If you click on one of the displayed icons of the social media providers, the corresponding website will open in a new window of your browser. Data processing is governed by the privacy policy of the respective provider.

1. **Cookie Policy**

**(1) Overview of cookies used**

**1.1 Consent with Borlabs Cookie**

Our website uses Borlabs Cookie Consent technology to obtain your consent to the storage of certain cookies in your browser or to the use of certain technologies and

to document this in accordance with data protection law. The provider of this technology is Borlabs – Benjamin A. Bornschein, Rübenkamp 32, 22305 Hamburg (hereinafter referred to as Borlabs).

When you visit our website, a Borlabs cookie is stored in your browser, in which the consents you have given or the revocation of these consents are stored. This data is not passed on to the cookie provider Borlabs.

The following essential cookie is used when using the website:

1. a) Name: borlabs-cookie (Borlabs Cookie 2.x)
2. b) Aim and purpose: Borlabs Cookie Consent Technology is used to obtain the legally required consent to the use of cookies. The legal basis for this is Art. 6 (1) lit. c DSGVO. This cookie stores the cookie settings of a user.
3. c) Retention period: The essential cookie automatically expires after six (6) months.

The collected data will be stored until you request us to delete it or until you delete the Borlabs cookie yourself or within the above-mentioned period. Mandatory legal retention periods remain unaffected. Details on the data processing of Borlabs Cookie can be found at https://de.borlabs.io/kb/welche-daten-speichert-borlabs-cookie/.

**1.2 Google Analytics**

This website uses functions of the web analytics service Google Analytics. The provider of this service is Google Ireland Limited (“Google”), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Analytics enables the website operator to analyze the behavior patterns of website visitors. For this purpose, the website operator receives a variety of user data, such as pages viewed, time spent on the page, operating system used and origin of the user. This data is assigned to the respective end device of the user. An assignment to a device ID does not take place.

Google Analytics uses technologies that enable the recognition of the user for the purpose of analyzing user behavior (e.g. cookies or device fingerprinting). The information collected by Google about the use of the website is usually transferred to a Google server in the United States and stored there.

The use of this analysis tool is based on Art. 6(1)(f) GDPR. The operator of this website has a legitimate interest in analyzing user behavior in order to optimize both the online offer and the advertising activities of the operator. If there is a corresponding consent, the processing is carried out exclusively on the basis of Art. 6 (1)lit. a) GDPR and § 25 (1)TDDDG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g. device fingerprinting) as defined by the TDDDG. This consent can be revoked at any time.

The data transfer to the USA is based on the Standard Contractual Clauses (SCC) of the European

Commission. Details can be found here:
https://privacy.google.com/businesses/controllerterms/mccs/

The company is certified according to the "EU-US Data Privacy Framework" (DPF), an agreement between the European Union and the USA, which aims to ensure compliance with European data protection standards when processing data in the USA. Certification in accordance with the DPF obliges companies to comply with these data protection standards.

IP anonymization

On this website, we have activated the IP anonymization function. This means that your IP address will be shortened by Google within member states of the European Union or in other states party to the Agreement on the European Economic Area before being transmitted to the United States of America. 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 operator of this website. The IP address transmitted by your browser as part of Google Analytics will not be merged with any other data held by Google.

Browser plugin

You can prevent the collection and processing of your data by Google by downloading and installing the browser plugin available at the following link:
https://tools.google.com/dlpage/gaoptout?hl=en

For more information about how Google Analytics handles user data, please see Google's privacy policy at: https://support.google.com/analytics/answer/6004245?hl=en

Demographic parameters provided by Google Analytics

This website uses the Google Analytics "Demographics" feature to display compatible ads to the website visitor within the Google advertising network. This allows reports to be generated that contain information about the age, gender and interests of the website visitor. The sources of this information are Google's interest-based advertising and visitor data obtained from third-party providers. This data cannot be assigned to a specific person. You have the option at any time to deactivate this function by making the appropriate advertising setting changes in your Google account, or you can generally prohibit the collection of your data by Google Analytics, as explained in the section "Objection to the collection of data".

Data processing agreement

We have concluded a data processing agreement with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Retention period

User or event level data stored by Google in connection with cookies, user identifiers or advertising identifiers (e.g. DoubleClick cookies, Android advertising identifiers) will be anonymized or deleted after 14 months. For details, please click on the following link: https://support.google.com/analytics/answer/7667196?hl=en

Cookie name / Provider /type / Expiration

_ga kit-group.org HTTP 2 years

Cookie Purpose Description: Registers a unique ID that is used to generate statistical data about how the visitor uses the website.

_gat kit-group.org HTTP 1 tag

Cookie Purpose Description: Used by Google Analytics to limit the request rate.

_gid kit-group.org HTTP 1 tag

Cookie Purpose Description: Registers a unique ID that is used to generate statistical data about how the visitor uses the website.

collect  google-analytics.com  Pixel Session

Cookie Purpose Description: Used to provide data to Google Analytics about the device and the use of the device.

**1.3 Cloudflare**

The website uses the “Cloudflare” service provided by Cloudflare Inc., 101 Townsend St., San Francisco, CA 94107, USA. (hereinafter referred to as “Cloudflare”).

Cloudflare offers a content delivery network with DNS that is available worldwide. As a result, the information transfer that occurs between your browser and our website is technically routed via Cloudflare’s network. This enables Cloudflare to analyze data transactions between your browser and our website and to work as a filter between our servers and potentially malicious data traffic from the Internet. In this context, Cloudflare may also use cookies or other technologies deployed to recognize Internet users, which shall, however, only be used for the herein described purpose.

The use of Cloudflare is based on our legitimate interest in a provision of our website offerings that is as error free and secure as possible (Art. 6(1)(f) GDPR).

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here: https://www.cloudflare.com/privacypolicy/.

For more information on Cloudflare’s security precautions and data privacy policies, please follow this link: https://www.cloudflare.com/privacypolicy/.

**1.4 Mailchimp**

Mailchimp with deactivated success measurement

This website uses the services of Mailchimp to send out its newsletters. The provider is the Rocket Science Group LLC, 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA.

Among other things, Mailchimp is a service that can be deployed to organize the sending of newsletters. Whenever you enter data for the purpose of subscribing to a newsletter (e.g. your e-mail address), the information is stored on Mailchimp servers in the United States. We have deactivated the success measurement of Mailchimp, so Mailchimp will not evaluate your behavior when opening our newsletter.

If you do not want Mailchimp to receive your data, you must unsubscribe from the newsletter. We provide a link for you to do this in every newsletter message.

The data is processed based on your consent (Art. 6(1)(a) GDPR). You may revoke any consent you have given at any time by unsubscribing from the newsletter. This shall be without prejudice to the lawfulness of any data processing transactions that have taken place prior to your revocation.

The data deposited with us for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter or the newsletter service provider and deleted from the newsletter distribution list after you unsubscribe from the newsletter. Data stored for other purposes with us remain unaffected.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here: https://mailchimp.com/eu-us-data-transfer-statement/ and https://mailchimp.com/legal/data-processing-addendum/#Annex_C_-_Standard_Contractual_Clauses.

After you unsubscribe from the newsletter distribution list, your e-mail address may be stored by us or the newsletter service provider in a blacklist, if such action is necessary to prevent future mailings. The data from the blacklist is used only for this purpose and not merged with other data. This serves both your interest and our interest in complying with the legal requirements when sending newsletters (legitimate interest within the meaning of Art. 6(1)(f) GDPR). The storage in the blacklist is indefinite. **You may object to the storage if your interests outweigh our legitimate interest.**

For more details, please consult the Data Privacy Policies of Mailchimp at: https://mailchimp.com/legal/terms/.

The company is certified in accordance with the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply

with these data protection standards. For more information, please contact the provider under the following link: https://www.dataprivacyframework.gov/participant/7693.

Data processing

A data processing agreement (DPA) for the use of the above-mentioned service is concluded. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on the instructions given and in compliance with the GDPR.

## (2) Overview of plugins and tools used by external service providers

1. a) Google Maps

| | |
|---|---|
| Name | **Google Maps** |
| Provider | Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland |
| Processing purpose | Access Google Maps Content. |
| Provider Privacy Policy | https://policies.google.com/privacy?hl=en&gl=en |
| Host(s) | .google.com |
| Cookie name | NID |
| Duration of use | 6 months |

1. b) LinkedIn

| | |
|---|---|
| Name | **LinkedIn** |
| Provider | LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland |
| Processing purpose | Access LinkedIn Content. |

| | |
|---|---|
| Provider Privacy Policy | https://www.linkedin.com/legal/privacy-policy |
| Host(s) | .linkedin.com |

1. **Special features for business partners**

In the relationship with our business partners, additional processing of personal data may occur. In this context, business partners are legal entities or natural persons with whom we maintain or have maintained in the past or intend to establish in the future a business relationship in order to achieve and implement our corporate purpose (in particular clients for events and/or business office management, sponsors, exhibitors, suppliers, service providers).

**(1) Personal data processed**

“Marketing and Sales Data”: If you or third parties commissioned by you are in contact with us within the scope of a formerly or currently existing business relationship or if a future business relationship is to be initiated, the transmitted data of the contact persons will be processed (e.g. surname, first name, title, email address, institution/company, address).

“Employee data”: If you request information or services, order or provide services within the scope of a former, current or future business relationship, the transmitted data of the contact persons will be processed (e.g. surname, first name, title, e-mail address, institution/company, address).

**(2) Purpose and legal basis of the processing**

Marketing and sales data is processed for information and advertising purposes vis-à-vis existing or former business partners and to attract new business partners (legal basis is Art. 6 para. 1 lit. f, in the case of an existing business relationship also Art. 6 para. 1 lit. b DSGVO).

The processing of employee data takes place in preparation, implementation and fulfillment of the underlying contractual relationship with the respective business partner (legal basis is Art. 6 para. 1 p. 1 lit. b or lit. f DSGVO).

**(3) Retention period of the data**

The retention period of the transmitted data is based on the above principles from B. (4) in conjunction with A. (5). In deviation from this, in the case of marketing and sales data, we reserve the right to retain the data you have provided on the basis of our legitimate interests for up to 6 months from the termination of the last business contact with us (legal basis is Art. 6 para. 1 p. 1 lit. f DSGVO).