

Privacy policy of websites of Conventus Congressmanagement & Marketing GmbH as controller for data protection within the meaning of Art. 4 No. 7 GDPR

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This privacy policy applies to the use of our website and the processing of personal data in connection with the event and informs you as a data subject within the meaning of data protection law. Personal data is individual information about the personal or factual circumstances of an identified or identifiable natural person.

The following privacy policy consists of several parts, which are listed here for the sake of clarity:

Part A (General)

This section is always relevant for you as a participant in the event and visitor to the website.

Part B (website and social media presence, congress offers)

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

Part C (Cookie Policy)

The cookie policy contains the list of cookies, plugins and tools used as well as information on the options for revoking consent to data processing once given.

Part D (processing the information on the name badge on site)

Processing by scanning the QR code on your name badge is explained for certification body, event organizer and the industry.

Part E (Business Partner)

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

Part A) General

(1) Name and address of the controller

Conventus is the controller for the processing of your personal data on the websites operated by us within the meaning of Art. 4 No. 7 GDPR:

Conventus Congressmanagement & Marketing GmbH

Carl-Pulfrich-Strasse 1

07745 Jena

Phone: +49 3641 31160

datenschutz@conventus.de

(2) Contact information of the data protection officer

Landgraf Datenschutz GmbH

Attorney André Stämmler

Market 22

07743 Jena

Phone: +49 3641 316 1180

dsb@landgraf-datenschutz.de

(3) Legal basis for data processing

We process your data on the following legal bases:

- Art. 6 (1) sentence 1 lit. a GDPR ("consent"): The data subject has freely given, in knowledge to the circumstances and unequivocally through a declaration or any other unambiguous affirmative act, that they consent to the processing of their personal data for one or more specific purposes;
- Art. 6 para. 1 sentence 1 lit. b GDPR: Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps prior to entering into a contract;
- Art. 6 (1) p. 1 lit. c GDPR: Processing is necessary for compliance with a legal obligation to which the controller is subject (e.g. a legal obligation to retain records);
- Art. 6 (1) p. 1 lit. e GDPR: 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;
- Art. 6 (1) p. 1 lit. f GDPR ("Legitimate interests"): Processing is necessary for the purposes of the legitimate (in particular legal or economic) interests pursued by the controller or by a third party, except where such interests are overridden by the interests or rights of the data subject (in particular where the data subject is a minor).

We will indicate the applicable legal basis for the processing we carry out below. Processing can also be based on several legal bases.

(4) Deletion of data and retention period

As a matter of principle and as far as possible, your data will only be stored on our servers in Germany, subject to any transmission in accordance with the provisions in A.(5) and A.(8). For the processing carried out by us, we indicate below how long the data will be stored by us and when it will be deleted or blocked. Unless a storage period is expressly stated below, your personal data will be deleted or blocked as soon as the purpose or legal basis for storage no longer applies.

However, data may be stored beyond the specified period if a (impending) legal dispute with you or other legal proceedings are pending or if storage is required by legal regulations to which we, as the data controller, are subject. If the legally required retention period expires, the personal data will be deleted unless further storage by us is necessary and there is a legal basis for this.

(5) Security of the data

When you visit this website, the SSL procedure (Secure Socket Layer) is used in conjunction with the highest level of encryption supported by the user's browser. This is usually 256-bit encryption. If the browser used by the user does not support 256-bit encryption, 128-bit v3 technology is used instead. The encrypted transmission of a page of this website can be recognized by the key or lock symbol in the status bar of the browser.

We will be happy to provide you with more detailed information on request. Please contact our data protection officer.

(6) Cooperation with processors

Like any large company, we also use external service providers in Germany and abroad to process our business transactions (e.g. for IT, logistics, telemedia services and telecommunications, sales and marketing). These service providers act exclusively on our instructions and are contractually obliged to comply with the data protection provisions within the meaning of Art. 28 GDPR or - where applicable - based on contracts for commissioned data processing and standard contractual clauses.

The provider of the registration software is the central processor. You can register for the congress via our website. For electronic registration, we use the Regasus software from the service provider LambdaLogic Informationssysteme GmbH, Komturstr. 18, 12099 Berlin. Electronic registration is processed via the Regasus web portal. The data entered on the Regasus web portal, such as participant type, title, first name, surname or address data, are transmitted directly to Regasus. Both we and Regasus process the data for the purpose of registration and organization of the congress. Processing for other purposes will only take place with your explicit consent. The legal basis for processing in the case of registration and organization of the congress is Art. 6 para. 1 lit. b GDPR. The data will be deleted by us 1 year after the end of the event, unless you have consented to processing for other purposes and/or there are no statutory retention obligations. If the processing is based on your consent, the legal basis is Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time. If you have freely consented to other processing, we will delete this data after you withdraw your consent. Further information on the processing of your data by the provider of the registration software can be found in the LambdaLogic Informationssysteme GmbH privacy policy:

<https://www.lambdalogic.de/datenschutzerklaerung/>

We use an external payment service provider, Mollie, to process fee-based legal transactions. Mollie is a service of Mollie B.V. (Mollie), Keizersgracht 126, 1015 CW Amsterdam, the Netherlands. We transmit the payment data entered to Mollie. The legal basis for the transmission of your data is Art. 6 para. 1 sentence 1 lit. b GDPR (processing for the performance of a contract). Further information on the processing of your data by the payment service provider can be found in Mollie's privacy policy: <https://www.mollie.com/de/privacy>.

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

As part of our business relationships, your personal data may be passed on 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 at the relevant points below.

(8) Legal obligation to transfer certain data

We may be subject to a special legal or statutory obligation to disclose the lawfully processed personal data to third parties, in particular to public authorities (Art. 6 (1) lit. c GDPR).

(9) Your rights

You have the following rights with regard to the personal data concerning you, which you can assert against us:

- Right to information (Art. 15 GDPR),
- Right to receive the data in a structured, commonly used, machine-readable format ("data portability") and the right to transmit the data to another controller if the requirements of Art. 20 para. 1 lit. a, b GDPR are met (Art. 20 GDPR),
- Right to rectification (Art. 16 GDPR) or erasure (Art. 17 GDPR),
- Right to restriction of processing (Art. 18 GDPR),
- Right to object to processing (Art. 21 GDPR),
- Right to withdraw your consent (Art. 7 (3) GDPR).

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

You also have the right to complain to a data protection supervisory authority about our processing of your personal data (Art. 77 GDPR).

Part B) Website and social media presence, congress offers

(1) Processed personal data

If you use the websites for information purposes, register as an event participant or make use of our services, we collect, store and process the following categories of personal data:

"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 data record consists of:

- the page from which the website 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 so 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 difference in GMT time zone

"Participant data": In order to participate in the event and the associated offers, you must register using the registration form. The data provided will be processed (e.g. gender, surname and first name, title, nationality, address, institution/company, e-mail address, field of research or activity, billing data such as account or credit card details). 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 associations and publication data). This data is also passed on to third parties during registration, see A.6.

"Billing data": If you order or make use of chargeable services from us, the data transmitted in the process will be processed (billing data such as 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).

"Lead capture data": If you participate in or attend events organized by industry and/or sponsoring partners, machine-readable personal data may be captured on the participant badge by scanning it when entering industry events (e.g. surname, first name, title, corporate body, contact details).

"Newsletter data": If you have registered for a newsletter, we process your data in order to send you regular news about the event via newsletter. We also process this data if we have received your e-mail address as part of the performance of a contract with you (e.g. when registering for a congress) and you have not objected to the processing (inventory). In order to send you the newsletter, we store and process your e-mail address and, if you freely provide us with further data, this data too. If you actively register to receive the newsletter, the IP address and the date of registration will be stored. The storage serves exclusively as a safeguard in the event that a third party has misused the address and subscribed to the newsletter without the knowledge of the owner or authorized person

(2) Purpose and legal basis of data processing

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

- The processing of log data serves statistical purposes and to improve the quality of our website, in particular the stability and security of the connection (legal basis is Art. 6 (1) lit. f GDPR).
- Participant data is processed for the purpose of fulfilling the contract concluded with the registration for participation in the event (legal basis is Art. 6 (1) lit. b GDPR). Special categories of personal data are only processed within the narrow limits of Art. 9 GDPR (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 GDPR).
- The processing of billing data takes place in the context of billing for ordered or used chargeable services (legal basis is Art. 6 (1) lit. b GDPR).
- The processing of contact data takes place for the processing of customer inquiries, for information and/or advertising purposes (legal basis is Art. 6 (1) lit. b or lit. f GDPR, in the case of consent Art. 6 (1) lit. a GDPR).
- Lead capture data may be processed as part of the lead capture program, whereby industry and/or sponsoring partners receive access to certain contact-related personal data of participants who attend or have attended their congress events (legal basis is Art. 6 (1) lit. a GDPR).
- The legal basis for data processing in the context of the newsletter is your consent in accordance with Art. 6 para. 1 lit. a GDPR, provided that you have actively registered for the newsletter. Consent is voluntary and you can withdraw it at any time. In the event that we have obtained your e-mail address for the performance of a contract, the legal basis is Art. 6 para. 1 lit. f GDPR. We have a legitimate interest in sending you information about future events. You can object to data processing at any time. Both for the revocation and for the objection, it is also sufficient to unsubscribe from the newsletter. You will find a link to unsubscribe in the respective newsletter. A simple message to us is also sufficient. The legality of the data processing operations that have already taken place up to the time of revocation or objection remains unaffected. The same applies if you do not want to be analyzed. In this case, you must unsubscribe from the newsletter. Again, all you need to do is click on the link in the respective message, send us a short message or unsubscribe via the website. The unsubscribe email can be sent to any of our email addresses and to direktmarketing@conventus.de.
- No newsletter data is processed on this website. However, as described under B.(4), newsletter data may be processed by a third party. The respective privacy policy of the controller applies.

(3) 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 mentioned in connection with the processing purposes

apply accordingly. With regard to the use and storage duration of cookies, please refer to point A.(4) and the Cookie Policy in section C.

Third parties commissioned by us 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.

We store the data you provide us with for the purpose of subscribing to the newsletter until you unsubscribe from the newsletter or revoke your consent. After unsubscribing from the newsletter or after revocation, we block the data for sending newsletters. If we have stored your data for other purposes - e.g. e-mail addresses for contract processing - these remain unaffected by this.

Further details on the storage period can be found under A.(4) and in the cookie policy in section C.

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

The following categories of recipients, which are usually processors (see A.(6)), may have 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, payment processing, IT security). The legal basis for the transfer is then Art. 6 (1) lit. b or lit. f GDPR, insofar as these are not processors;
- Government bodies/authorities, insofar as this is necessary to fulfill a legal obligation. The legal basis for the transfer is then Art. 6 (1) lit. c GDPR;
- Persons who are employed to carry out our business activities (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 GDPR.
- Professional associations (medical and non-medical) in connection with the recognition of continuing education events and the awarding of continuing education points to participants (certification bodies). The legal basis for the transfer is Art. 6 (1) lit. b or lit. f GDPR, unless we are a processor.
- Service providers for the organization and execution of the event and the processing of the transmitted data required for this purpose (e.g. logistics, technical service providers, accommodation and transport companies, catering). The legal basis for the transfer is Art. 6 para. 1 lit. b or lit. f GDPR, insofar as these are not processors.
- Industry and/or sponsoring partners as part of a lead capture program, whereby machine-readable personal data may be recorded on the participant badge by scanning it upon entry to industry events (e.g. surname, first name, title, corporate body, contact details). Data will only be passed on on the basis of your consent in accordance with Art. 6 (1) lit. a GDPR (Section B.(4)).
- Service provider for sending newsletters: we pass on your data that you have entered for the purpose of receiving the newsletter to "Brevo (formerly Sendinblue)", a service of Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin. The legal basis for the transfer of data is Art. 6 para. 1 lit. f GDPR. We have a legitimate interest in improving our services and tailoring our newsletter to your needs. This data is stored on Brevo servers in the EU. Brevo will use the data to create and send the newsletter and for statistical analysis. In the statistical analysis, we can see whether the newsletter has been opened and which links have been clicked on. You can prevent the statistical analysis by unsubscribing from the newsletter.

Brevo may use the data for its own statistical purposes, but not to contact you directly. Brevo will carry out this evaluation on the basis of Art. 6 para. 1 lit. f GDPR due to its legitimate interest in improving its services. You can find more information about data processing by Brevo here: <https://www.brevo.com/de/legal/privacypolicy/>

For the guarantees for an adequate level of data protection in the event of data transfer to third countries, see A.(7).

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

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

a) Cookies

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 disk by means of a characteristic character string and through which certain information flows to the place 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 more user-friendly and effective overall, i.e. more pleasant for you.

Cookies may 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. A distinction is made between cookies in terms of their function:

- Technical cookies: They are necessary 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 and do not store which web pages you have visited;
- Performance cookies: They collect information about how you use our website, which pages you visit and if, for example, you experience any errors when using the website; they do not collect any information that can be used to identify you - all information collected is anonymous and is only used to improve our website and to find out what interests our users;
- Advertising cookies, targeting cookies: These are used to offer the website user customized 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 technically necessary constitutes data processing that may only take place with your express and active consent in accordance with Art. 6 para. 1 lit. a GDPR. This applies in particular to the use of advertising, targeting or sharing cookies. In addition, we will only pass on your personal data processed by cookies to third parties if you have given us your express consent to do so in accordance with Art. 6 para. 1 lit. a GDPR.

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 Part C.

c) Plugins for social media

We do not use social media plugins on our websites. If our websites contain icons from social media providers (e.g. Facebook, Instagram, X, LinkedIn), we only use these to passively link to the pages of the respective providers.

(6) Social media presence

a) General

We use online presences on social networks and platforms, such as Facebook fan pages on the Facebook platform. The online presence is technically provided by a service provider, the social network or the platform - hereinafter referred to as the platform - itself. The platform itself may process personal data, such as your IP address. If you are logged into the social network, the platform may be able to establish a link between your user profile and your visit. Processing of personal data by the platform occurs in particular when you visit the social media presence or interact with it, e.g. when you mark a post with (like). The processing of data by the platform can be found in the respective privacy policy of the platform. As a rule, the data is processed for market research and advertising purposes. The platform may use this data to create user profiles and generate personalized ads. Further and detailed information on processing by the respective platform and opt-out options can be found on the respective platform under the links provided.

When you visit our respective social media presence, your IP address is transmitted to the operator and processed, among other things. This IP address is often anonymized (for German IP addresses) and deleted after a certain period of time. The operator also stores information about the end devices of its users (e.g. as part of the login notification function); this may make it possible to assign IP addresses to individual users. The platform operators do not conclusively disclose how the data from the visit is used for their own purposes, to what extent activities are assigned to individual users, how long the operator stores this data and/or whether data from a visit to the Facebook page is passed on to third parties. If you are currently logged in with a profile when you visit our social media presence, cookies with your identifier may be stored on your device. This enables the operator to track that you have visited the page and how you have used it. This also applies to all other pages on the platform. You can prevent your profile and interactions from being assigned if you log out of the respective social network or deactivate the "stay logged in" function, delete the cookies on your device and close and restart your browser. We use the following platforms:

b) Facebook

Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, data protection: <http://de-de.facebook.com/about/privacy>, Facebook privacy policy: https://de-de.facebook.com/full_data_use_policy.

c) Instagram

Instagram a service of Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, Privacy Policy:

[https://help.instagram.com/519522125107875/?helpref=hc_fnav&bc\[0\]=Instagramhelpsection&bc\[1\]=Privacy%20and%20Security](https://help.instagram.com/519522125107875/?helpref=hc_fnav&bc[0]=Instagramhelpsection&bc[1]=Privacy%20and%20Security)

d) LinkedIn

LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, Privacy Policy: https://www.linkedin.com/legal/privacy-policy?trk=hb_ft_priv.

e) X

Twitter International Unlimited Company, Attn: Data Protection Officer, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 IRELAND Privacy Policy: <https://x.com/de/privacy>.

f) YouTube videos

We embed YouTube videos on our website using the YouTube embedding function. YouTube Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland. The videos are embedded in extended data protection mode. According to YouTube, user information is only stored when the video(s) is/are played. When the video is started, (YouTube) uses cookies to collect information about user behavior. The cookie is only set after you have given your consent. This consent is voluntary and can be revoked by you at any time. This does not affect the lawfulness of data processing until consent is withdrawn. According to (YouTube), cookies are used to record video statistics, improve user-friendliness and prevent abusive behavior. Data, including your IP address, is passed on to Google servers. Google stores your data and analyzes it. This happens regardless of whether you are logged in or not. If you click on a video while you are logged in to Google, your data will be assigned directly to your Google account. You can prevent this by logging out before activating the button. The data is evaluated in particular on the basis of Google's interests in the display of personalized advertising, market research and/or the needs-based design of its website. You can object to the creation of these user profiles. You must address your objection to YouTube. Each time this website is accessed, a connection to the Google network (DoubleClick) is established. This happens independently of playback of the embedded videos. This may trigger further data processing operations over which we have no control. You can find more information on data protection at (YouTube) in the provider's privacy policy at: <https://www.google.de/intl/de/policies/privacy>.

g) Vimeo plug-in

We use plug-ins from the video portal Vimeo. The content of the plug-in is transmitted by Vimeo directly to your browser and integrated into the page. By integrating the plug-in, Vimeo receives different information. If you are logged into your Vimeo account during your visit, Vimeo can directly assign your visit to our website to your Vimeo account. Vimeo can also assign interactions, such as clicking the start button of a video, to your account. If you are not logged in to Vimeo and even if you do not have a Vimeo account, Vimeo can still recognize that your browser has accessed the corresponding page of our website. Your browser establishes a direct connection to the Vimeo servers in the USA and transmits and stores this information (including your IP address) on the Vimeo servers when you access a page of our website that contains a Vimeo plug-in. The legal basis for the data processing operations is Art. 6 para. 1 sentence 1 lit. f GDPR. Vimeo has a legitimate interest in market research and the individual design of the service. You can prevent the data collected via our website from being directly assigned to your Vimeo account by logging out of Vimeo before visiting our website. The Vimeo platform is operated by Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA. Further information on the purpose and scope of data collection and the further processing and use of data by Vimeo can be found at: <https://vimeo.com/privacy>.

Part C) Cookie, tracking & data security

a) Cookie

We use cookies on our websites. Cookies are small (text) files that are created and stored on your end device (e.g. smartphone, notebook, tablet, PC). Most of the cookies we use are so-called "session cookies", which are deleted at the end of your visit. In individual cases, however, these cookies contain information that enables automatic recognition of the user. Using a so-called cookie ID, websites and servers can then be assigned to the specific Internet browser in which the cookie was stored.

Cookies serve to improve the user-friendliness of our website and to enable a technically error-free and optimized state of our website. If you do not agree to the use of cookies, you have the option of restricting or completely deactivating their use in your browser settings. In the event of restriction or deactivation, the use of this website may be restricted. The legal basis for data processing is Art. 6 para. 1 sentence 1 lit. f GDPR. Our legitimate interest arises from the above-mentioned purposes of data collection.

Some cookies are deleted as soon as you close your browser (transient cookies). Other cookies (persistent cookies) remain on your end device and enable us to recognize your browser. These cookies are automatically deleted after a preset time.

b) Tracking & Matomo

We use web tracking, web analysis or other marketing services. These are services that enable us to analyze the use of our website. We use this data to improve the website and to make our offer more interesting for you. The legal basis for the use of web analysis tools and the associated data processing is Art. 6 para. 1 sentence 1 lit. a GDPR. The processing takes place exclusively on the basis of your consent. This consent is voluntary and can be revoked by you at any time for the future by simply notifying us. The revocation of consent for the future does not affect the legality of the processing until the revocation.

This website uses Matomo, an open-source software for the statistical analysis of user access to our website. Matomo uses cookies to analyze user access. We use Matomo with the extension (AnonymizeIP). This means that IP addresses are only processed in abbreviated form. A direct connection to a person is therefore excluded. The IP address transmitted by your browser via Matomo is not merged with other data collected by us. This information is stored exclusively on our servers. We only use Matomo if you have expressly consented to this. This consent is voluntary. You can withdraw your consent at any time. We will stop processing your data once you withdraw your consent. The withdrawal of consent does not affect the lawfulness of data processing carried out prior to the withdrawal.

c) Data security (SSL/TSL)

When you visit this website, the SSL procedure (Secure Socket Layer) is used in conjunction with the highest encryption level supported by the browser used by the user. This is usually 256-bit encryption. If the browser used by the user does not support 256-bit encryption, 128-bit v3 technology is used. The encrypted transmission of a page on this website can be recognized by the key or lock symbol in the status bar of the browser. In addition to SSL encryption, technical and organizational security measures are used to protect data against accidental or intentional manipulation, loss, destruction or unauthorized access by third parties. These security measures are continuously improved in line with technological developments.

Part D) Processing the information on the name badge on site

QR code on the name tag

As a rule, your name badge with your name and a QR code will be printed when you enter the congress. This QR code can be used to trigger various functions and services. For example, the personal data stored in the registration system can be verified (e.g. for admission) and linked (e.g. for certification). The following services can be used.

a) Admission & access control

Your booking points and possible memberships are compared via the QR code and used for admission to restricted, participant-restricted or chargeable additional offers. As a rule, participant lists are generated, which are made available to the organizing educational institutions and/or event organizers on the basis of legitimate interest.

b) Certificates & attendance control

At specially designated "certification stations", participants can stamp their attendance by scanning the QR code. This can generate participant lists that are reported to the training providers/certifying body (e.g. state medical associations) on the basis of legitimate interest.

c) Lead scan

You can use this QR code to pass on your data to interesting contact partners. The transfer is triggered by the scanning of the QR code, in particular by exhibitors or sponsors. In this case, we will pass this data on to the person scanning the code/the person responsible:

Gender
Degree, First Name, Last Name
Organization, Department
Street, Zip, City, Country
e-mail address
Lead Time, Lead Name
Note

d) Forwarding of data to partners

The data will only be passed on if you have your QR code scanned by the respective controller. The controller is the respective company that uses the scanners in the specific case (e.g. industrial exhibitor ...), hereinafter referred to as the partner. You can prevent the transfer by simply refusing to allow the partner to scan the QR code. We will only pass on your data to the respective partner who scans the QR code. Several partners may use lead scanners during the course of the congress. If you want to pass on your data to different partners, you must have the QR code scanned by the respective partner.

The legal basis for the transfer of data is Art. 6 para. 1 sentence 1 lit. f) GDPR (legitimate interest). We have a legitimate interest in the disclosure in order to offer you the widest possible range of contact options and to fulfill the agreement with our partner.

e) Processing of the data by the partner

The respective partner processes your data for different purposes. First and foremost, the partner will process the data in order to contact you. Contact may also be made via electronic mail such as e-mail. There are basically two possible legal bases for this.

One possible legal basis is your consent (Art. 6 para. 1 sentence 1 lit. a) GDPR). To give your consent, the partner scans your QR code and asks you to confirm your consent by signing it. The exact information on consent and the processing of your data can be found in the display of the hand scanner in the corresponding information provided by the partner.

Another legal basis is the legitimate interest (Art. 6 para. 1 sentence 1 lit. f) GDPR) of the partner. The partner has a legitimate interest in contacting you. In this case, you do not have to sign and the partner will simply scan your QR code. Our partners use this option if you attend an event organized by the partner at the congress (e.g. a symposium or a demonstration within an accompanying trade fair). The partner will scan your QR code at the entrance. By scanning the code, the partner is authorized to contact you via the e-mail address you have provided. You can object to being contacted at the time of scanning and also revoke your consent to being contacted at any time afterwards. All you need to do is send a simple message to the partner. In addition to the legitimate interest of the partner pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR, this procedure also constitutes the legal basis pursuant to Section 7 UWG. Our partners receive the contact details and, in particular, email addresses in connection with the conclusion of a contract (participation in the partner's event, e.g. symposium or demonstration) and may then use them to contact you. The partner will inform you separately about your right to object.

Part E) Special features for business partners

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

(1) Processed personal data

"Marketing and sales data": If you or third parties commissioned by you contact us in the context of a previous or 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, e-mail address, institution/company, address).

"Employee data": If you request, order or provide information or services as part of a past, present 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 are processed for information and advertising purposes for existing or former business partners and to acquire 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 GDPR). 1 lit. f, in the case of an existing business relationship also Art. 6 para. 1 lit. b GDPR).

The processing of employee data is carried out for the preparation, execution and fulfillment of the underlying contractual relationship with the respective business partner (legal basis is Art. 6 para. 1 sentence 1 lit. b or lit. f GDPR).

(3) Data retention period

The retention period for the transmitted data is based on the above principles under B. (4) in conjunction with A. (5). Notwithstanding this, we reserve the right to store the data provided by you for marketing and sales data on the basis of our legitimate interests for up to 6 months after the end of the last business contact with us (legal basis is Art. 6 (1) lit. f GDPR).