

## **Data protection declaration according to the GDPR (General Data Protection Regulation)**

### **1. Name and address of the person responsible**

The person responsible within the meaning of the Basic Data Protection Regulation and other national data protection laws of the member states as well as other data protection regulations is:

*Baden-Württemberg: Connected e.V.  
Seyfferstraße 34  
70197 Stuttgart, Germany*

*represented by Alf Henryk Wulf, Chairman of the Management Board*

*and*

*bwcon GmbH  
Seyfferstraße 34  
70197 Stuttgart, Germany*

*represented by Dr. Jürgen Jähnert, CEO*

*Phone: +49 711 18421-600  
Fax: +49 711 18421-699  
E-mail: [info@bwcon.de](mailto:info@bwcon.de)  
Internet: [www.bwcon.de](http://www.bwcon.de)*

*Seat of the association: Stuttgart  
Register of associations number: VR5990  
Identification number according to § 27 a  
Value added tax law: 99015/04630*

*Registered office of the company: Stuttgart  
Commercial register: HRB 749854  
Tax number: 99021/24053*

*In the following we inform you about the processing of your personal data in the context of the use of our website.*

*Should you have any further questions regarding data protection in connection with our website or the services offered, please contact our data protection officer.*

The data protection officer of the person responsible is:

*Rudolf Fiedler*

*DPP Data Protection GmbH*

*E-mail: [rudolf.fiedler@dataprotectionpartner.de](mailto:rudolf.fiedler@dataprotectionpartner.de)*

## **2. Scope, purpose and legal basis of the processing of personal data**

We only collect and use personal data of our users insofar as this is necessary to provide a functional website as well as our contents and services. The collection and use of personal data of our users takes place regularly only with the user's consent. An exception applies in those cases where prior consent cannot be obtained for real reasons and the processing of the data is permitted by law.

### 2.1 Creating log files

Every time you visit our website, our system automatically collects data and information from the computer system of the calling computer.

The following data is collected:

- Information about the browser type and version used
- The user's operating system
- The IP address of the user
- Date and time of access
- Websites from which the user's system reaches our website

The data is also stored in the log files of our system. This data is not stored together with other personal data of the user.

We process this technical information for network security purposes, e.g. to combat attacks, for marketing purposes, to better understand our users' requirements and to improve our website offering.

Our legitimate interest in data processing pursuant to Art. 6 para. 1 lit. f DSGVO also lies in these purposes.

The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility of objection on the part of the user.

## 2.2 Use of cookies

Our website uses cookies. Cookies are text files that are stored in the Internet browser or by the Internet browser on the user's computer system. If a user visits a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic character string that enables a unique identification of the browser when the website is called up again.

We use cookies to make our website more user-friendly. Some elements of our website require that the calling browser can be identified even after a page change.

The user data collected in this way is pseudonymised by technical precautions. Therefore, it is no longer possible to assign the data to the calling user. The data will not be stored together with other personal data of the users.

When accessing our website, the user is informed about the use of cookies for analytical purposes and his or her consent to the processing of personal data used in this context is obtained. In this context, reference is also made to this data protection declaration.

The purpose of using technically necessary cookies is to simplify the use of websites for users. Some functions of our website cannot be offered without the use of cookies. For this it is necessary that the browser is recognized even after a page change.

The user data collected by technically necessary cookies are not used to create user profiles. The analysis cookies are used to improve the quality of our website and its content. Through the analysis cookies we learn how the website is used and can thus continuously optimize our offer.

These purposes are also our legitimate interest in the processing of personal data and also the legal basis according to Art. 6 para. 1 lit. f DSGVO.

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

## 2.3 Newsletter

You can subscribe to a free newsletter on our website. When registering for the newsletter, the data from the input mask is transmitted to us.

- Form of address
- First and last name
- E-mail address

In addition, the following data is collected upon registration:

- IP address of the calling computer
- the date and time of registration

During the registration process, your consent is obtained for the processing of the data and reference is made to this data protection declaration.

If you purchase goods or services on our website and provide us with your e-mail address, we may subsequently use it to send you a newsletter. In such a case, the newsletter will only send direct advertising for similar goods or services of our own.

In connection with data processing for the dispatch of newsletters, no data is passed on to third parties. The data will be used exclusively for sending the newsletter.

We use your data in connection with the newsletter to send you information from our range of products and services. We also use the e-mail address you enter to send you personalized offers.

The collection of the user's e-mail address serves to send the newsletter.

The collection of other personal data as part of the registration process serves to prevent misuse of the services or the e-mail address used.

The legal basis for the processing of the data after registration for the newsletter by the user is Art. 6 para. 1 lit. a DSGVO.

The legal basis for sending the newsletter as a result of the sale of goods or services is Section 7 para. 3 UWG.

The data will be deleted as soon as they are no longer necessary to achieve the purpose for which they were collected. The user's e-mail address will therefore be stored for as long as the subscription to the newsletter is active.

The subscription to the newsletter can be cancelled by the user concerned at any time. For this purpose there is a corresponding link in every newsletter.

This also makes it possible to revoke the consent to the storage of personal data collected during the registration process.

## 2.4 Registration

On our website, we offer users the opportunity to register by providing personal data. The data is entered into an input mask and transmitted to us and saved. The following data is collected during the registration process:

- Title
- First and last name
- Position
- Company
- Department
- Address of the company
- E-mail address
- Telephone number
- Fax number

In the course of the registration process, the user's consent to the processing of this data is obtained.

Furthermore, by submitting the registration form, you agree to the publication of film recordings and photographs of yourself at events.

bwcon uses the information collected when you register to carry out our event services. We also inform our participants by e-mail about further events and activities of bwcon.

In this context, bwcon will pass on your personal data to the cooperation partners. This consent is required for participation in the event.

You can, of course, object to the use of your data for advertising purposes at any time by contacting bwcon at [datenschutz@bwcon.de](mailto:datenschutz@bwcon.de)

A registration of the user is necessary for the fulfilment of a contract with the user or for the implementation of pre-contractual measures.

The data collected is required for the performance of our event services and entitles you to access them.

The legal basis for the processing of data is Art. 6 para. 1 lit. a DSGVO if the user has given his consent.

If registration serves the fulfilment of a contract to which the user is a party or the implementation of pre-contractual measures, the additional legal basis for the processing of the data is Art. 6 para. 1 lit. b DSGVO.

The data will be deleted as soon as they are no longer necessary to achieve the purpose for which they were collected.

As a user you have the possibility to cancel the registration at any time. You can change the data stored about you at any time.

In this case, please send an e-mail to [datenschutz@bwcon.de](mailto:datenschutz@bwcon.de) asking for your data to be deleted.

If the data is required to fulfil a contract or to carry out pre-contractual measures, premature deletion of the data is only possible insofar as there are no contractual or statutory obligations to the contrary.

## 2.5 Contact form

There is a contact form on our website which can be used for electronic contact. If a user takes advantage of this possibility, the data entered in the input mask will be transmitted to us and stored. This data is:

- Form of address
- Title
- First and last name
- E-mail address

At the time the message is sent, the following data is also stored:

- The IP address of the user
- Date and time of registration

Your consent is obtained for the processing of the data within the scope of the sending process and reference is made to this data protection declaration.

Alternatively, you can contact us via the e-mail address provided. In this case, the user's personal data transmitted by e-mail will be stored.

In this context, the data will not be passed on to third parties. The data is used exclusively for processing the conversation.

The processing of the personal data from the input mask serves us only for the treatment of the establishment of contact. In the event of contact by e-mail, this also constitutes the necessary legitimate interest in the processing of the data.

The other personal data processed during the sending process serve to prevent misuse of the contact form and to ensure the security of our information technology systems.

The legal basis for the processing of data is Art. 6 para. 1 lit. a DSGVO if the user has given his consent.

The legal basis for the processing of data transmitted in the course of sending an e-mail is Art. 6 para. 1 lit. f DSGVO. If the e-mail contact aims at the conclusion of a contract, then additional legal basis for the processing is Art. 6 exp. 1 lit. b DSGVO.

The data will be deleted as soon as they are no longer necessary to achieve the purpose for which they were collected. For the personal data from the input mask of the contact form and those that were sent by e-mail, this is the case when the respective conversation with the user is finished. The conversation is terminated when it can be inferred from the circumstances that the facts in question have been finally clarified.

The user has the possibility at any time to revoke his consent to the processing of personal data with effect for the future. If the user contacts us by e-mail, he can object to the storage of his personal data at any time. In such a case, the conversation cannot be continued.

All personal data stored in the course of contacting us will be deleted in this case.

## 2.6 Tracking Tools

On our website we use the following tracking and website analysis tools:

- Google Analytics

The purpose is to increase the efficiency of our website and direct marketing. These tools are operated by third parties and require the disclosure of information about website visitors.

The legal basis for the use of the website analysis is Art. 6 para. 1 lit. f DSGVO.

## 2.7 Social Media Plugins

On our website we use the following social media plugins:

- Facebook
- Twitter
- Youtube

- Instagram
- Flickr

The basic provision of the plugins on our website results from our legitimate interest for marketing purposes from Art. 6 para. 1 lit. f DSGVO.

### **3. Legal basis for the processing of personal data**

Insofar as we obtain the consent of the data subject for the processing of personal data, Art. 6 para. 1 lit. a EU Data Protection Ordinance (DSGVO) serves as the legal basis for the processing of personal data.

In the processing of personal data required for the performance of a contract to which the data subject is a party, Art. 6 para. 1 lit. b DSGVO serves as the legal basis. This also applies to processing operations that are necessary to carry out pre-contractual measures.

Insofar as the processing of personal data is required to fulfil a legal obligation to which our company is subject, Art. 6 para. 1 lit. c DSGVO serves as the legal basis.

In the event that the vital interests of the data subject or another natural person require the processing of personal data, Article 6(1)(d) DSGVO serves as the legal basis.

If processing is necessary to safeguard a legitimate interest of our company or a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the first-mentioned interest, Art. 6 para. 1 lit. f DSGVO serves as the legal basis for processing. In this case, our legitimate interests are in addition to the purposes listed above:

- Protection of the company against material or immaterial damage
- The professionalization of our products and services
- Cost optimization.

Furthermore, we process personal data in order to comply with commercial or tax data retention obligations.

For statutory or contractual requirements we have marked the respective input fields in the input masks on our website, which must be filled in by you so that we can provide the service you require.



#### **4. Data erasure and storage time**

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage ceases to apply or is no longer necessary. It may happen that personal data is stored for the period during which claims can be asserted against our company (statutory limitation periods may range from three to thirty years).

Furthermore, data may be stored if this has been provided for by the European or national legislator in EU regulations, laws or other provisions to which the person responsible is subject.

The German Commercial Code, the Fiscal Code and the Money Laundering Act, among others, impose corresponding duties of proof and retention. The storage periods are then up to ten years.

The data will also be blocked or deleted if a storage period prescribed by the aforementioned standards expires, unless there is a need for further storage of the data for the conclusion or fulfilment of a contract.

#### **5. Passing on of personal data to third parties**

In order to be able to offer you our products and services on the basis of our contractual obligations or our legitimate interests, we may pass on your personal data to other companies within the group of companies (group).

These are the following companies:

- bwcon research gGmbH
- future subsidiaries of bwcon GmbH and Baden-Württemberg: Connected e.V.

Furthermore, we may be legally obliged to make personal data available to German and international authorities. The legal basis for this is Art. 6 para. 1 lit. c DSGVO in conjunction with local and international regulations and agreements.

#### **6. Right of objection according to Art. 21 DSGVO**

You have the right to object at any time, for reasons arising from your particular situation, to the processing of personal data concerning you, which is based on Art. 6 para. 1 lit. e or f DSGVO; this also applies to profiling based on these provisions.

The data controller no longer processes the personal data concerning you, unless he can prove compelling reasons worthy of protection for the processing, which outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

If the personal data concerning you are processed for direct marketing purposes, you have the right to object at any time to the processing of the personal data concerning you for the purpose of such advertising; this also applies to profiling, insofar as it is associated with such direct marketing.

If you object to the processing for direct marketing purposes, the personal data concerning you will no longer be processed for these purposes.

You have the possibility to exercise your right of objection in connection with the use of Information Society services by means of automated procedures using technical specifications, notwithstanding Directive 2002/58/EC.

## **7. Rights of the data subject**

It is an important concern for our company to make our processes for processing personal data transparent. Therefore, we would like to point out that, in addition to the right of objection, you may exercise further rights if the respective legal requirements are met:

- Right to information according to Art. 15 DSGVO
- Right to correction under Article 16 DSGVO
- Right to cancellation ("right to be forgotten") according to Art. 17 DSGVO
- Right to limitation of processing in accordance with Art. 18 DSGVO
- Right to information in accordance with Art. 19 DSGVO
- Right to data transferability in accordance with Art. 20 DSGVO
- (no) automated decision in individual cases including profiling according to Art. 21 DSGVO

To exercise your rights, you can contact us by e-mail at [datenschutz@bwcon.de](mailto:datenschutz@bwcon.de). In order to process your application and for identification purposes, we would like to point out that we process your personal data in accordance with Art. 6 para. 1 lit. c DSGVO.

## **8. Consent**

You have the right to revoke your data protection declaration of consent at any time with effect for the future. The revocation of consent shall not affect the legality of the processing

carried out on the basis of the consent until revocation. In some cases, despite the revocation, we are entitled to process your personal data on another legal basis (to fulfil a contract).

## **9. Right of appeal to a supervisory authority**

Without prejudice to any other administrative or judicial remedy, you have the right of appeal to a supervisory authority, in particular in the Member State where you are staying, working or suspected of infringing, if you believe that the processing of personal data concerning you is contrary to the DSGVO.

The supervisory authority to which the complaint has been lodged shall inform the complainant of the status and results of the complaint, including the possibility of a judicial remedy under Article 78 DSGVO.

Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit  
Postfach 10 29 32  
70025 Stuttgart  
E-mail: [poststelle@lfdi.bwl.de](mailto:poststelle@lfdi.bwl.de)