

# European Union General Data Protection Regulation (GDPR) (valid May 25, 2018)

The protection of your personal data is very important to us at Deutsche Welle. We want you to feel safe when using our websites. We explain here what data we collect and how we use it.

## Data collection and logging

Each time one of the websites of gmf-event.com and the data on it is accessed, a log file is created and saved with the following information:

- name of the file or data accessed
- date and time of access
- the amount of data transferred
- confirmation on whether the data was accessed successfully
- IP-address (unique address for internet-ready devices)
- referrer (name of the website accessed immediately before)
- browser name (including version)
- Operating system used

We log the traffic on gmf-event.com for data security reasons and to ensure the stability and reliability of our system while also protecting gmf-event.com against possible external attacks. In addition to this, we evaluate the data using statistical analysis. The data kept in the log file are not directly linked to users and their identities, and are for internal purposes only. They are not passed on to third parties. The data is not be used to personally identify visitors to our websites. The data is not collated or merged with any other data. The administration of our websites using information technology as well as anonymous statistical surveys based on data usage allow for a better overall evaluation of the data accessed on gmf-event.com in order to optimize our online offerings (see below).

## Personal data

You can obviously use the content on gmf-event.com without disclosing any personal data. Personally data means information that could be used to disclose your identity such as your name, your email address and country.

In order to participate in the ongoing conference (conference stream, online workshops, etc.), you are obliged to register as a participant, whereby personal data will be requested.

In certain individual cases (for example competitions, newsletters, blogs or communities), we do, however, need to use personal data. In such cases we will expressly draw your attention to this and will, on principle, kindly ask for your consent to collect and process your personal data. See also our terms of use <https://www.dw.com/en/conditions-of-participation/a-16372765> for further information. When we collect, process and use such personal data, we always do so only for the stated purpose. The data will be treated confidentially, stored on secure servers and will not be forwarded to third parties or used for other purposes.

You have the right to withdraw your consent at any time with immediate effect. If you have any questions, please contact the Data Protection Officer of Deutsche Welle (see below for contact).

## Your rights (relating to revocation, correction and deletion of information)

Your data will only be used for the stated purposes and will not be sold to anyone. You have the right to revoke your consent at any time. You can direct such requests to us using the contact details on this website. Please note that if you should choose to revoke your consent to access your data, personalized services on gmf-event.com may, however, no longer be available.

You have the right, as stipulated in EU legislation, to demand information about what personal data (such as your name and address) is stored on gmf-event.com. Please submit such requests in writing to the Data Protection Officer at Deutsche Welle and state what subject your data disclosure request is in reference to.

In accordance with the statutory provisions, you also have the right to have your personal data corrected and deleted. Please submit such requests to us using the contact details on this website.

## Contact forms and confidentiality of emails

We offer contact forms in many places on gmf-event.com. We will use your data shared on such contact forms for the specified purposes. Should other purposes also be applicable we would explicitly point this out and ask for your consent in such cases. Please also note the following if you send us any emails: we cannot guarantee the confidential treatment of your correspondence on its way to us if you choose to use an unencrypted email service provider.

## Use of cookies

### What are cookies?

Cookies are small text files that are temporarily stored on the hard disk of your device. gmf-event.com uses cookies for technical reasons without pointing this out in detail on each occasion. We save your IP address during the use of cookies.

Cookies do not store any personal data, and are used to collect anonymous data and statistics on the use of the website by visitors. Cookies help us measure how well our websites are performing. This data helps us to improve and customize our content so you get more out of your visit to gmf-event.com.

### Which cookies does DW use?

#### Session cookies

These cookies only last for the duration of a session. They will disappear from your computer when you close the browser or turn your computer off. If you have chosen to identify yourself on gmf-event.com, we will also use session cookies that contain encrypted information to identify you.

#### Persistent cookies

These cookies remain on your computer even after you close the browser or turn off the device. They are activated each time a user visits the website that created that particular cookie. To this end, you are assigned a unique identifier. This unique identifier is part of a

persistent cookie that we leave on your browser. This serves various purposes such as, for example, saving your preferred DW language.

If you do not want us to remember your computer, you can disable the storage of cookies in the browser that you are using or turn on notification for when cookies are sent.

gmf-event.com can also be used without cookies.

Cookies remain active for 365 days. Post-click cookies (which are necessary to track data after the initial click) is set to 20 days by default.

### Measurement and analysis tools (in development)

We employ usage data for statistical purposes and analyses to help us to constantly improve and develop our online content. We do not aggregate the collected data with other data sources. The data is used for internal purposes only and not disclosed to third parties.

The apps that are currently distributed by Deutsche Welle are designed to serve the purpose of data economy. For statistical evaluation purposes, we collect information on when and how often the apps are started, used, closed and updated. This information is analyzed as individual pieces of data and not linked to any other data. No personal data is used during the data analysis process. For evaluation purposes, the IP addresses of devices that use DW-Apps will be logged; however, this happens anonymously.

This anonymization process is outsourced to a specialized service provider. On principle, DW does not collect any data on location or device identification number (UDID). If personal data is to be collected and used within the framework of an app by Deutsche Welle, this app will contain a separate declaration and information on data protection.

Deutsche Welle, however, has no influence on which data is collected and stored by network providers and operating system manufacturers when using its apps and how such data used.

### Which tools we use and how they work:

#### Facebook Pixel

We use Facebook pixel to target people who visit DW's website more directly. As is common in this industry, we use Facebook Pixel to improve our advertisements and to provide people with more relevant ads.

Facebook pixel is a short piece of JavaScript code that is inserted into the HTML code of a web page. When a web page is loaded, Facebook pixel sends general information about the browser session to Facebook. If possible, a secure HTTP connection is used here. No personal data about the visitor to the website is transmitted.

#### Google Analytics, Firebase Analytics and Google DFP

DW uses the web analytics service provider Google Analytics as well as the app analytics service Firebase Analytics to improve and further develop its content and services in addition to Google DFP which embeds relevant advertising.

These are services provided by Google Inc. (Google). Google uses cookies and text files that are stored on your computer to analyze your usage of this website. The information

generated by cookies about your usage of this website (including your IP address) is transmitted to and stored on Google servers in the United States.

Your IP address is anonymized while you use this website. Google normally truncates IP addresses within member states of the European Union as well as the European Economic Area before they are communicated to their servers. Only in exceptional cases will your full IP address be sent to a Google server in the US and shortened there.

Google uses this information to evaluate your use of the website, to compile reports on website activity for the operators of the site and to provide other services related to website activity and internet usage. Google will also transfer this information to third parties if this is required by law or if third parties are used to process this data on behalf of Google. Third parties, including Google, place ads on websites on the Internet, using stored cookies to provide relevant ads based on previous visits by a user to this site.

Google won't associate your IP address with other any data. You can prevent the storage of cookies by a changing the settings on your browser. We would like to point out, however, that in this case you may not be able to fully use all features of this website. You can also prevent Google from collecting and processing data generated by cookies related to your use of the website (including your IP address) by downloading and installing a browser plug-in available using the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>. For more information about disabling Google ads, please visit the Disable Google Ads page or refer to the Disable Network Ad Initiative page.

You can withdraw your consent to data collection and retention at any time with future effect. For more information about Google's terms, see below.

#### Google Analytics Opt-Out:

<https://tools.google.com/dlpage/gaoptout?hl=de>

Basic description of how Google uses cookies to deliver personalized ads and how users can disable this on mobile devices:

<https://policies.google.com/technologies/ads?hl=de>

General external tool for users to disable personalized ads based on online tracking:

<https://optout.networkadvertising.org/?c=1#!/>

Personalized ads can also be disabled via the following Google link:

<https://www.google.com/settings/ads/anonymous?hl=en>

#### AT Internet

This service is used on all DW products as an analysis tool to improve our online content. Using AT Internet, we collect data on the number of page views and visits, on user behavior and the length of time users spend on our online content. This data is gathered anonymously so no personal data is collected. We do not aggregate the collected data with other data sources.

For further information, please read the privacy policy of the service provider AT Internet:

<https://www.atinternet.com/en/company/data-protection/>

If you do not agree to the tracking of your visit and want to prevent the collection of data by AT Internet, you can switch this off by referring to the opt-out procedure of the service provider: <https://www.xiti.com/en/optout.aspx>

### promio.net

Deutsche Welle uses promio.net to send newsletters. promio.net has his own tracking system. By adding some parameters to the URLs of the links used in messages, we know when a member clicks. And by placing a 1x1 pixel at the end of each message, we know if a member opened the message.

### Stripe

On our website we offer payment via Stripe. Provider of this payment service is Stripe Payments Europe, Ltd, a private limited company organized under the laws of Ireland with company number 513174 and offices at The One Building, 1 Grand Canal Street Lower, Dublin 2, Ireland (hereinafter "Stripe").

If you purchase a ticket, payment will be made via Stripe and the payment details you enter will be transmitted to Stripe.

The transmission of your data to Stripe is based on Art. 6 Para. 1 lit. b GDPR (processing for the performance of a contract) and Art. 6 Para. 1 lit. f GDPR (legitimate interests). Your data will only be passed on for the purpose of payment processing and only insofar as it is necessary for this purpose. To the extent Stripe acts as data processor, a data processing agreement is concluded. More information can be retrieved from <https://stripe.com/de/privacy>.

As the ticketing provider, we use the services of event it AG, Pelikanplatz 7-9, 30177 Hannover, Germany. Your data will only be passed on to event it insofar as it is necessary for the purpose of booking a ticket. We concluded a data processing agreement with event it.

### Vimeo

To display videos on this website, we use plug-ins from the company Vimeo, LL C, 555 West 18th Street, New York, New York 10011, USA, hereinafter referred to as "Vimeo". When you visit one of our web pages that uses the Vimeo plug-ins, a connection will be established to the servers of Vimeo. The Vimeo server will receive information on which of our web pages you have visited. If you are logged into your Vimeo account, Vimeo will be able to assign your browsing behaviour directly to your personal profile. You can prevent this by logging out of your Vimeo account.

We use Vimeo in the interest of presenting our online offers in an attractive way; the legal basis therefore is Art. 6 (1) f GDPR. We only collect information on the frequency of call-ups of the Vimeo videos integrated in our website and will delete the respective data after 2 years. For further information on the handling of user data please refer to the privacy policy of Vimeo at: <https://vimeo.com/privacy>.

## Amazon Web Service

### Integration of Amazon Web Service

For the use of the profile picture upload function, "Amazon Web Service" is used as a technical solution. The data (profile picture) remains stored as long as the user account exists or the consent is revoked.

event it AG has concluded an order processing contract with AWS, which also contains the necessary standard contractual clauses according to Art. 44 DGSVO.

Further details and information on the specific data protection provisions of Amazon Web Services can be found at:

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

### Use of LinkedIn Pixel

The purpose of the processing is to investigate user behavior, analyze the effectiveness of online marketing measures, and select online advertising on other platforms, which is automatically selected based on user behavior through real-time bidding. Your personal data is transmitted to the independent controller LinkedIn Ireland Unlimited Company, Wilton Place, Dublin, D02 X527, Ireland. The legal basis for the processing is your consent according to Art. 6 (1) a GDPR. This may also involve the transfer of personal data to a country outside the European Union. The data transfer to the USA is based on Art. 45 GDPR in conjunction with the adequacy decision C(2023) 4745 of the European Commission, as the data recipient has committed to complying with the principles of data processing under the Data Privacy Framework (DPF). The data is stored for 90 days.

Legal basis: The legal basis for data processing is Art. 6 [1]a DSGVO.

### Modifications

The information in this guide is intended to contribute to a better understanding of EU data protection rules. The guidelines will be updated regularly, content may be subject to modifications without notice.

You can contact DW's data protection officer and data protection supervision at

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