

# Privacy Policy of Bayern Innovativ GmbH

We welcome you to our website and are pleased at your interest in our company. We take the protection of your personal data very seriously. We process your data in accordance with the applicable personal data protection legislation, in particular the EU General Data Protection Regulation (EU-GDPR) and the country-specific implementation laws applicable to us. With the help of this privacy policy, you will find comprehensive information about the processing of your personal data by Bayern Innovativ GmbH, and the rights granted to you thereby.

Personal data comprises information that makes it possible to identify a natural person. This includes without limitation your name, date of birth, address, telephone number, e-mail address, as well as your IP address.

It is anonymous data, unless personal reference to the user can be made.

## Controller and data protection officer

Address

Bayern Innovativ GmbH

Am Tullnaupark 8

90402 Nuremberg

Contact Information

[info@bayern-innovativ.de](mailto:info@bayern-innovativ.de)

+49(=0911-20671-0

[www.bayern-innovativ.de](http://www.bayern-innovativ.de)

Contact Data Protection Officer

[datenschutz@bayern-innovativ.de](mailto:datenschutz@bayern-innovativ.de)

## Your rights as a data subject

First of all, we would like to inform you about your rights as a data subject. These rights are standardised in Articles 15-22 of the GDPR. These include:

- The right of access (Article 15 of the GDPR),
- The right to erasure (Article 17 of the GDPR),
- The right to rectification (Article 16 of the GDPR),
- The right to data portability (Article 20 of the GDPR),
- The right to restriction of processing (Article 18 of the GDPR),
- The right to object to data processing (Article 21 of the GDPR).

In order to assert these rights, please contact [datenschutz@bayern-innovativ.de](mailto:datenschutz@bayern-innovativ.de). This also applies if you have questions about data processing in our company. You also have a right of appeal to a data protection supervisory authority.

## **Right to object**

Please note the following in connection with the right to object:

If we process your personal data for the purpose of direct marketing, you have the right to object to this data processing at any time without giving reasons. This also applies to profiling, if any, provided it is related to direct marketing.

If you object to processing for direct marketing purposes, your personal data shall no longer be processed for these purposes. The right to object is free of charge and can be exercised without any formal requirements, if possible to: [datenbank@bayern-innovativ.de](mailto:datenbank@bayern-innovativ.de)

In the event that we process your data to protect legitimate interests, you may object to such processing at any time for reasons that arise from your specific situation; this also applies to profiling based on these provisions.

In this case, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds worthy of protection for the processing, which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defence of legal claims.

## **Purposes and legal bases of the data processing**

We process your personal data in compliance with the provisions of the EU GDPR and all other applicable data protection regulations. Legal bases for the data processing are provided for specifically in Article 6 of the GDPR. We use your data for initial business contact purposes, to fulfil contractual and legal obligations, to perform the contractual relationship, to offer products and services, and to strengthen the customer relationship, which may include marketing and direct advertising analyses.

The range of services offered by Bayern Innovativ GmbH includes

- Managing events (conferences/forums, workshops, network/cluster meetings, partnering/matching events)
- Initiation and support of collaborations (including network design, competence depiction, order projects, work groups, finding appropriate partners, formation of consortia)
- Market access assistance with joint trade fair stands, market intelligence, key contacts
- Preparation of funding
- Relaying of knowledge via trend reports, technology and market studies, technical reports

Your consent also comprises the data protection permission requirement. We will inform you about the purposes of data processing and your right of withdrawal. If the consent also relates to the processing of special categories of personal data, we will expressly inform you in the consent.

Processing of special categories of personal data, according to Article 9(1) of the GDPR only occurs if this is required on the basis of legal provisions, and if there is no reason to believe that your legitimate interest prevails to the exclusion of this processing.

### **Disclosure to third-parties**

We will only convey your data to third parties within the scope of the legal provisions or with the appropriate consent. Apart from that, it will not be conveyed to third parties unless we are required to do so based on mandatory legal provisions (disclosure to external authorities, i.e. supervisory authorities or law enforcement authorities).

### **Data recipients/Recipient categories**

Within our company, we ensure that only those persons receive the data, who need them to fulfil the contractual and legal obligations. In many cases, service providers support our departments in fulfilling their tasks. The required privacy policy agreement was concluded with all service providers. This includes shipping providers for sending promotional materials, the payment service PayPal, agencies for the preparation of promotional and information material, and service providers for internet hosting as well as providers of software.

### **Transfer to a third country/Intention of transfer to a third country**

A data transfer to third countries (outside the European Union and/or the European Economic Area) may only take place if required to fulfil the contractual obligations, required by law, or if you have given us your consent to do so.

We do not transmit your personal data to any service provider outside the European Economic Area.

### **Data storage period**

We store your data for as long as they are needed for the respective processing purpose. Please note that multiple retention requirements may require that data continue to be stored. This specifically involves commercial or tax-related retention requirements (i.e. Commercial Code, Tax Code etc.). Unless there are further retention requirements, the data will be erased after use as a matter of routine.

In addition, we may retain data if you have given us your permission to do so, or if there are legal disputes and we use evidence within the statutory limitation period, which may be up to thirty years; the regular limitation period is three years.

### **Secure transfer of your data**

In order to best protect the data stored by us against accidental or intentional manipulation, loss, destruction or access by unauthorised persons, we utilise appropriate technical and organisational security measures. The security levels are continuously reviewed in cooperation with security experts and adapted to new security standards.

The data exchange with our website is always encrypted. The transfer protocol we offer for our website is HTTPS, in each case using the most current encryption protocols.

### **Obligation to provide the data**

Various personal data are necessary for the establishment, implementation and termination of the discharge of contract, and for the fulfilment of associated contractual and legal obligations. This also applies to the use of our website and the various functions it provides.

We have summarised the details in the above section. In certain cases, data must also be collected and/or made available based on legal regulations. Please note that it is not possible to process your request or fulfil the underlying contractual obligation without providing this information.

### **Categories, sources and origins of the data**

The respective context determines which data we process: This depends on whether you place an order or make a complaint online, for example. Please note that we may also make available information for specific processing situations separately, where appropriate.

### **When you visit our website, we collect and process the following data:**

- Name of internet service provider
- Details on the website from which you visit us
- Your browser and operating system
- The IP address allocated by your internet service provider
- Requested files, data volume transferred, downloads/file export
- Information on the pages you visit, incl. date and time.

For technical security reasons (including without limitation to defend against attacks on our web server), these data are stored in accordance with Article 6(1)(f) of the GDPR. These data will be anonymised by shortening the IP address after 7 days at the latest, so that no connection to the user may be established

For newsletters, we collect and process the following data:

- Surname, forename (if indicated)
- E-mail address
- Form of address (if indicated)
- Analysis data from newsletter evaluations

As part of the order process, we process the following data:

- Form of address, title
- Company/institute/position/department

- Surname, forename
- Delivery address
- Billing address and order number/cost centre
- Telephone, e-mail address
- Order information (e.g. name of event, participant category)

**As part of your registration/customer account, we collect and process the following data:**

- E-mail address
- Password

### **Automated individual decisions**

We do not make decisions based on automated processing.

### **Newsletter (Article 6(1)(a) of the GDPR)**

You may subscribe to a free newsletter on our website. The e-mail address as well as your name provided during the subscription of the newsletter will be used to send you our personalised newsletter.

In doing so, we respect the principle of data economy and data avoidance, since only the e-mail address is marked as a mandatory field. Due to technical necessity as well as legal security, your IP address will be processed when subscribing to the newsletter. In addition, our newsletter tracking is used to establish statistical analyses of user behaviour.

Naturally, you may terminate the subscription at any time via the opt-out option provided in the newsletter and thus revoke your consent. It is also possible to unsubscribe from the newsletter via our website at any time.

### **Webshop (Article 6(1)(b) of the GDPR)**

We process the data you provide with the order form only for the execution and/or processing of the contract, unless you gave your consent to additional use of your data.

We respect the principle of data economy and data avoidance by only requesting the data we absolutely need to execute the contract and/or to fulfil our contractual obligations (i.e. your name, address, e-mail and the payment data required for the selected payment method) or the data we must collect in accordance with statutory obligations.

In addition, your IP address is processed due to technical necessity as well as legal security. If you do not disclose these data, we will not be able to conclude the contract as we will not be able to execute it, or we will be forced to terminate an existing contract. Naturally, you may provide additional data if you wish.

## **Registration/customer account (Article 6(1)(a) of the GDPR)**

On our website, we offer users the possibility to register by entering their personal data. This provides you with the advantage that you may view your past orders and that the data you entered will be saved in the order form. When you place another order, you do not need to re-enter them.

This means registration is either required to fulfil a contract (via our online shop) or to execute pre-contractual measures; registration is optional if you order as a guest.

We respect the principle of data economy and data avoidance by only requesting the data we absolutely need to effect registration (mandatory fields are marked with \*). This includes without limitation your e-mail address and password and repeated password.

For orders in our online shop, we also need a billing address for delivery purposes (form of address, forename, surname, address). Should the delivery address differ from the billing address, the above information must also be furnished for the delivery address.

By registering with our website, the user's IP address, the date and time of registration will be stored (technical background data). By clicking on the button "Register now", you give your consent to the processing of your data.

Please note: The password you choose will be stored in encrypted form. Our employees cannot read it. They cannot help you should you forget your password.

If you forgot your password, please use the function "Forgot password" and a new, automatically generated password will be sent to you via e-mail. Our employees are not entitled to ask you for your password by telephone or in writing. Therefore, never disclose your password if you receive such requests.

When your registration is complete, we will store your data so that you may use the protected customer area. As soon as you log in to our website with your e-mail address as your user name and your password, these data will be made available for your actions on our website (e.g. for orders in our online shop). You can see your past orders in the order history. This is where you may change your billing or delivery address.

Registered users have the option to make changes/corrections of the billing or delivery address in the order history. Our customer service is also at your disposal for such changes/corrections, please do not hesitate to contact us. Of course, you may also cancel/erase your registration and/or your customer account.

## **Payment systems (Article 6(1)(a)(b) of the GDPR), credit check (Art. 6(1)(f) of the GDPR)**

The payment methods accepted in our online shop are: invoice, credit card (via PayPal) or PayPal. For this purpose, the relevant data will be collected in order to enable us to execute your order and process related payments. In addition, your IP address is processed due to technical necessity as well as legal security.

We respect the principle of data economy and data avoidance by only requesting the data we absolutely need to execute the payment processing and thus to execute the contract or the data we must collect in accordance with statutory obligations. If you do not disclose these data, we will not be able to conclude the contract as we will not be able to execute it.

Our payment system uses an SSL encryption for the safe transmission of your data.

### **Information on PayPal:**

PayPal is a company of PayPal (Europe) S.à r.l. et Cie, S.C.A.22-24 Boulevard Royal, L-2449 Luxembourg. If the data subject selects "PayPal" or "Credit card" as a payment method for any order placed in our online shop, the data subject's data are automatically transmitted to PayPal.

When selecting this payment method, the data subject gives his/her consent to the transmission of his/her personal data required for payment processing. The personal data transmitted to PayPal generally include forename, surname, address, e-mail, IP address, telephone number, mobile phone number or other data required for payment processing.

In addition, personal data related to the relevant order are also required for the execution of the purchase contract. For more information on PayPal's data privacy regulations, please refer to: <https://www.paypal.com/de/webapps/mpp/ua/privacy-prev> (for the legal situation starting on 25 May 2018).

### **Advertising purposes – existing customers (Article 6(1)(f) of the GDPR)**

Bayern Innovativ GmbH are keen to maintain a customer relationship with you and to provide you with information on and offers of our products/services, e.g. upcoming conferences, cooperation forums, joint stands or other events. Therefore, we process your data in order to send you the corresponding information and offers by e-mail.

If you do not wish to receive such information and offers, you may object at any time to the use of your personal data for the purpose of direct marketing; this also applies to profiling if it is associated with direct marketing. If you object, we will stop processing your data for this purpose.

Objections can be filed without giving reasons, free of charge and without formal requirements and if possible, should be addressed to +49(0)911-20671-0, via e-mail to [datenbank@bayern-innovativ.de](mailto:datenbank@bayern-innovativ.de) or by mail to Bayern Innovativ GmbH, Am Tullnaupark 8, 90402 Nuremberg.

### **Cookies (Article 6(1)(f) of the GDPR, Article 6(1)(c) of the GDPR, Article 6(1)(a) of the GDPR)**

Our website uses cookies on several occasions. They help in making our site more user-friendly, more effective and safer. Cookies are small text files that are stored on your computer and saved by your browser (locally on your hard drive). Based on our legitimate

interest (Article 6(1)(f) of the GDPR), we use cookies that are required for technical reasons for the operation of the website and its functioning. Depending on the purpose, these data will be stored permanently, including after the end of the session (so-called persistent cookies, e.g. opt-out) or they will be deleted when you close your browser (so-called session cookies, which only apply to one browser session).

In addition, we may place additional cookies upon your consent. These cookies allow us to analyse how users use our websites. We can thus design website content according to visitor needs. Cookies afford us the opportunity to measure the effectiveness of a given ad and have it ranked, for example, depending on the user's preferences. The legal basis for the processing of such data is Article 6(1)(a) of the GDPR.

In case you gave your consent, you can revoke it at any time without stating reasons using the cookie banner ("Cookie settings").

### **Google fonts (Article 6(1)(f) of the GDPR)**

This website uses third-party fonts, i.e. Google Fonts. Google Fonts is a service provided by Google Inc.(hereinafter referred to as "Google"). Google Fonts is embedded by a server connection, generally one of Google's servers in the USA. This means that the server is informed of the individual pages you accessed. Google also stores the IP address of the user's end device. For more information, please refer to Google's privacy notice at:

[www.google.com/fonts#AboutPlace:about](http://www.google.com/fonts#AboutPlace:about)  
<http://www.google.com/policies/privacy/>

The use of Google fonts is to enable us to present our online contents in a uniform and attractive manner, which is our legitimate interest as described in Article 6(1)(f) of the GDPR.

### **Set-up of user profiles and/or use of cookies that are not purely functional (Article 6(1)(a) of the GDPR)**

#### **Google Analytics (Article 6(1)(a) of the GDPR)**

On our website, we use the tracking tool Google Analytics provided by Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. This tool collects and systematically analyses user interactions with our website.

The following data will be stored:

- IP address
- User data
- Click path
- Updates for apps
- Browser information
- Device information
- JavaScript support
- Sites visited



- Referrer URL
- Downloads
- Flash version
- Information on your location
- Widget interactions
- Date and time of access

The legal basis for the processing of such personal data is your consent in accordance with Article 6(1)(a) of the GDPR. You can revoke your consent at any time in the cookie settings.

The purpose for which your personal data are processed by Google Analytics is the analysis of the interactions of our website visitors with our website. Based on these data, we are able to optimise our website and increase its user-friendliness.

We erase or anonymise the personal data collected by Google Analytics as soon as they are no longer required for our purposes, which is the case after 26 months.

This service may transfer the collected data to another country. Please note that this service may transfer data to countries outside the European Union and the European Economic Area, to countries which do not guarantee an adequate level of data protection. Should the data be transferred to the USA, there is a risk that US authorities process them for control and monitoring purposes without offering you any legal remedies. However, we will take the available measures that are required in accordance with data protection regulations in accordance with Article 44 et seqq. of the GDPR in order to guarantee an adequate level of data protection in foreign countries.

### **Links to social media**

Our website contains links to the social media services provided by Facebook, Twitter, LinkedIn, Xing and YouTube. The links to social media services are marked by their logos. If you click on these links, you will be redirected to Bayern Innovativ's sites on the relevant social media service. When you click on a social media link, a connection to the servers of such social media service will be established. In connection therewith, the information that you visited our website will be transmitted to the servers of such social media service. In addition, other data will be transferred to the provider of the social media service, including without limitation:

- the URL of the website which contains the link you clicked
- date and time you accessed the website and/or clicked on the link
- information on your browser and operating system
- IP address.

If you are logged in to your social media account when you click on the link, the provider of the social media service may determine your user name and maybe even your real name based on the data transmitted and may allocate such information to your personal user account with this social media service. You may prevent the allocation to your personal user account by logging out from your social media account before clicking on the link.

The servers of the social media services are located in the USA and other countries outside the European Union. This means the social media service provider may process your data in countries outside the European Union. Please note that companies located in these countries are subject to data protection laws that do not provide the same level of protection for personal data as the laws applicable within the European Union.

Please note that we cannot influence the scope, type and purpose of the data processing effected by the social media service provider. For more information on the use of your data by the social media services embedded in our website, please refer to the privacy policy of the relevant social media service.

### **Online contents for children**

Persons under 16 years of age may not submit any personal data to us unless the consent of the legal guardian and/or a declaration of consent is provided. We encourage parents and guardians to actively participate in the online activities and interests of their children.

### **Links to other providers**

Our website also contains – clearly recognisable – links to the internet sites of other companies. While we display links to the websites of other providers, we have no influence on their content. Therefore, no guarantee and liability can be assumed for their contents. The relevant providers or operators of these sites are always responsible for their contents.

The linked pages were checked at the time of linking for possible legal violations and identifiable infringements. No illegal content was identifiable at the time of linking. However, we cannot be expected to continuously monitor the contents of linked pages if there are no specific indications that an infringement of rights has occurred. If we become aware of infringements of rights, such links will be removed immediately.

### **Amendments of the data protection regulations**

We reserve the right to adapt our data protection regulations from time to time, to ensure that they comply with the current legal requirements at all times, or to implement changes to our services in the privacy policy. We recommend that you read these data protection regulations periodically to remain up to date on the protection of the personal data collected by us. By continuing to use the service, you declare your consent with these data protection regulations and their updates.