

## Privacy Policy Virtual Event Offer: Aachen Colloquium Sustainable Mobility 2020

In the following, we would like to provide you with additional information on the processing of your personal data in connection with the virtual trade fair offer in the context of your participation in the Aachen Colloquium Sustainable Mobility 2020. This information is in addition to the general data protection information for registration and participation in the Aachen Colloquium Sustainable Mobility, available at [www.aachener-kolloquium.de/en/privacy.html](http://www.aachener-kolloquium.de/en/privacy.html).

### 1 Name and contact details of the person responsible

Responsible in terms of data protection law ("we") is the:

Name and address:	Contact details:
Aachener Kolloquium Fahrzeug- und Motorentechnik GbR Steinbachstraße 7 52074 Aachen Germany	Phone: +49 241 8861 205 Fax: +49 241 8861 226 E-Mail: <a href="mailto:info@aachen-colloquium.com">info@aachen-colloquium.com</a> Website: <a href="http://www.aachener-kolloquium.de">www.aachener-kolloquium.de</a>

You will find further information about our company, details of the persons authorized to represent us and also further contact possibilities in the imprint of our website: [www.aachener-kolloquium.de/en/legal-notice.html](http://www.aachener-kolloquium.de/en/legal-notice.html).

### 2 Categories of personal data, purposes and legal basis of data processing

Within the framework of the Aachen Colloquium Sustainable Mobility we offer you a virtual trade fair platform to provide you with information and content within the Aachen Colloquium Sustainable Mobility..

#### 2.1 Registration

To use the offers of the trade fair platform, you must first register. During registration, your e-mail address and a password of your choice are required. We use the so-called double-opt-in procedure for registration, i.e. your registration is not complete until you have confirmed your registration by clicking on the link contained in a confirmation e-mail sent to you for this purpose. You can enter additional information such as your first and last name, a title and a company name to complete your profile. You can manage your information in the profile settings and change it at any time. The legal basis for the use of the data is Art. 6 para. 1 lit. b) DSGVO, as far as the data serves the execution of the contract within the Aachen Colloquium Sustainable Mobility. If you optionally provide further information, we base the processing on our legitimate interests according to Art. 6 para. 1 lit. f) DSGVO, which can be seen in the personalization of your profile.

When registering on the trade fair platform, the IP address assigned to the person concerned by the Internet Service Provider (ISP), the date and time of registration are also stored. This data is stored with the aim of preventing the misuse of our services and, if necessary, to enable us to investigate criminal offences. In this respect the storage of this data is necessary for our security. As a matter of principle, this data will not be passed on to third parties unless there is a legal obligation to do so or the passing on of the data serves criminal prosecution. The legal basis for this is Art. 6 para. 1 lit. f) DSGVO.

#### 2.2 Use of the trade fair platform

The trade fair platform can be accessed with the usual Internet browsers. Within the scope of the informational use of the trade fair platform, we collect the following data transmitted from your browser to our server, which are technically necessary to provide you with the trade fair platform and to ensure its stability and security:

- IP address
- Date and time of the request (including time zone difference to GMT)

- Internet service provider of the accessing system
- Requested page
- Access Status/HTTP Status Code
- Referrer website
- Operating system
- Browser, its language and browser version

The legal basis for this is Art. 6 para. 1 lit. b) DSGVO insofar as it is necessary to fulfill the contractual relationship between you and us within the framework of the Aachen Colloquium Sustainable Mobility, otherwise Art. 6 para. 1 lit. f) DSGVO due to the above mentioned legitimate interests.

### *2.3 Virtual exhibition booth visits*

Via the trade fair platform, you can visit virtual trade fair booths and find out about the offers of the exhibitors. The exhibitors cannot see who is currently visiting the virtual exhibition booth. However, at the end of the colloquium we will create a visitor overview in which the visitors of the booth are listed with name and e-mail address. We will make this data available to the exhibitors for the respective exhibition stand. The legal basis for this is our legitimate interest pursuant to Art. 6 Para. 1 lit. f) DSGVO to give the exhibitors the opportunity to receive a virtual business card from the stand visitors in accordance with a presence trade fair in order to evaluate the attractiveness of their trade fair offer and to be able to contact potential interested parties.

You can withdraw your consent for your name and e-mail address to be mentioned in the visit statistics at any time. We will then not provide your data to third parties.

### *2.4 Cookies and services of third parties*

#### *Cookies*

When you use the trade fair platform, cookies are stored on your computer. Cookies are small text files which are stored on your hard disk in accordance with the browser you are using and through which certain information is transmitted to the site that sets the cookie (in this case, by us). Cookies cannot execute programs or transfer viruses to your computer. They are used to make the Internet offer as a whole more user-friendly and effective.

We use cookies to identify you for subsequent visits if you have an account with us. Otherwise you would have to log in again for each visit. In addition, we use session cookies that store a session ID with which various requests from your browser can be assigned to the common session. This allows your computer to be recognized when you return to the trade fair platform. The session cookies are deleted when you log out or close the browser.

So-called Flash cookies are used to display multimedia content using the Flash Platform. These are not collected by your browser, but by your Flash plug-in. We also use HTML5 storage objects that are stored on your end device. These objects store the required data regardless of the browser you use and do not have an automatic expiration date. If you do not want Flash cookies to be processed, you must install an appropriate add-on, e.g. "Clear Flash Cookies" for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/clear-flash-cookies/>) or the Adobe Flash Killer cookie for Google Chrome. You can prevent the use of HTML5 storage objects by setting your browser to private mode. We also recommend that you regularly delete your cookies and browser history manually.

These cookies enable us to operate the website with the trade fair platform and to provide specific page functions.

In principle, the data processed using cookies is processed on the basis of our legitimate interests (Art. 6 Para. 1 lit. f) DSGVO) or, if the use of cookies is necessary to provide you with the trade fair platform within the scope of our contractual obligations, Art. 6 Para. 1 lit. b) DSGVO. If we ask you for your consent, the legal basis for the processing of the data is the declared consent (Art. 6 para. 1 lit. a) DSGVO).

Of course, you have the possibility at any time to revoke a given consent or to object to the processing of your data by cookie technologies ("opt-out"). Your objection can first be explained by means of the settings of your browser. An objection to the use of cookies for online marketing purposes can also be declared by means of a variety of services, especially in the case of tracking, via the US site <http://www.aboutads.info/choices> or the EU site <http://www.youronlinechoices.com> or generally at <http://optout.aboutads.info>.

#### *Integration of Google Maps*

On the trade fair platform we use the offer of Google Maps. This allows us to display interactive maps directly on the platform and enables you to use the map function conveniently. In order for the Google Maps function to be available to you, you must have activated it in the cookie notice or in your profile settings and thus consented to the data processing mentioned below.

By visiting the exhibition platform, Google, Inc. ("Google") receives the information that you have called up the corresponding subpage of the platform. In addition, the data mentioned in section 2.2 of this notice is transmitted. This occurs regardless of whether Google provides a user account through which you are logged in or whether no user account exists. If you are logged in at Google, your data will be assigned directly to your account. If you do not want the assignment with your profile at Google, you have to log out before activating the button. Google stores your data as user profiles and uses them for the purpose of advertising, market research and/or demand-oriented design of its website. Such an evaluation is carried out in particular (even for users who are not logged in) to provide need-based advertising and to inform other users of the

social network about your activities on our website. You have the right to object to the creation of these user profiles, whereby you must contact Google to exercise this right. There is the possibility of the Opt-Out under: <https://adssettings.google.com/authenticated>.

Further information on the purpose and scope of data collection and its processing by the service provider can be found in the provider's data protection declarations. There you will also find further information on your rights and settings to protect your privacy:  
<https://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA.

#### *Youtube*

On the trade fair platform, we also offer the possibility of accessing video content stored on YouTube at <https://www.youtube.com/>. In order for the video content from YouTube to be available to you, you must have activated it in the cookie notice or in your profile settings and thus consented to the data processing mentioned below.

By visiting the trade fair platform, Google, as the provider of YouTube, receives personal data (cf. section 2.2.), which enables Google to make the videos available, but also to store your access and to analyse your user behaviour, for example for the purposes of advertising, market research and/or demand-oriented design of the website. The information described in these notes on the integration of Google Maps applies to the use of the YouTube offer accordingly.

#### *2.5 Plugins and Tools*

##### *Google Web Fonts*

The trade fair platform uses web fonts provided by Google for the uniform display of fonts. When you open a page, your browser loads the required web fonts into its browser cache to display texts and fonts correctly. For this purpose, the browser you use must connect to the Google servers. This enables Google to know that our website has been accessed via your IP address. Google WebFonts are used in the interest of a uniform and attractive presentation of the trade fair platform. This represents a legitimate interest in the sense of Art. 6 Para. 1 lit. f) DSGVO. If your browser does not support web fonts, a standard font from your computer will be used.

Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in the Google privacy policy: <https://www.google.com/policies/privacy/>.

#### *Use of ajax.googleapis.com and jQuery*

We also use Ajax and jQuery technologies to optimize loading speeds. In this respect, program libraries are called from Google servers. The CDN (Content delivery network) of Google is used. If you have used jQuery on another page of the Google CDN before, your browser will fall back to the cached copy. If this is not the case, it requires a download, whereby data from your browser is sent to Google. Your data will be transferred to the USA. You can find more information on the pages of the providers.

The legal basis for the processing of your data is Art. 6 para. 1 lit. f) DSGVO.

#### *Live-Chat of Userlike*

*On the website we use the live chat functionality Userlike of Userlike UG, which allows you to contact us directly. We thus offer you an uncomplicated and fast way to contact us during the colloquium.*

*In order to provide the service, some technically necessary cookies are set and data (see section 2.2) is transmitted. In order to answer your request, we use the information you have voluntarily provided, such as*

*your name and the chat content. We use userlike in privacy mode, so that no names or other personal information of you will be displayed to us that you have not voluntarily provided. The legal basis for the processing of your data in the context of the provision of the chat function is your consent in accordance with Art. 6 para. 1 lit. a) DSGVO or Art. 6 para. 1 lit. b) DSGVO insofar as your request is within the scope of the contractual relationship existing between you and us, otherwise Art. 6 para. 1 lit. f) DSGVO from the above-mentioned legitimate interest.*

*Your data will be processed exclusively in the EU and by Userlike UG on our behalf.*

*Here you can find further information about data protection at Userlike: <https://www.userlike.com/de/terms#privacy-policy>.*

#### *2.6 Links to external offers*

The trade fair platform gives you the opportunity to access external links. If you access these links, personal data may be transferred, for the processing of which the respective provider is solely responsible.

If you access the online presentations via the trade fair platform or use the "Event Mobi" app, please note the separate data protection information provided for this purpose.

#### *2.7 Automatic decision making and duty to provide*

We refrain from automated decision making in the sense of Art. 22 DSGVO

We would like to inform you that the provision of personal data is partly required by law. However, it may also be possible that a person concerned must provide us with personal data in order for a contract to be executed. Failure to provide such data would mean that the contract could not be concluded. Our employees will be happy to answer any questions you may have in individual cases.

### **3 Duration of storage**

Unless expressly stated otherwise in this data protection declaration, the data stored by us will be deleted as soon as they are no longer required for their intended purpose and no legal obligations to retain data conflict with the deletion. A requirement may exist in particular if the data is still needed to fulfill contractual services or to assert, exercise or defend claims. The relevant statutes of limitation are decisive for this.

If the data is not deleted because it is required for other and legally permissible purposes, its processing is restricted. This means that the data is blocked and not processed for other purposes. This applies, for example, to data that must be retained for commercial or tax law reasons. In accordance with legal requirements, data is stored for up to 10 years.

You have the possibility to delete your access. Please note that you will then no longer be able to use the services provided via the measurement platform. Furthermore, we will store the voluntary data provided by you for the time of your use of the portal, unless you delete it first. You can manage and change all data in the protected customer area.

### **4 Recipients/ categories of recipients**

Your data will be shared within our company only with those persons and departments and only to the extent necessary for the proper fulfilment of the aforementioned processing purposes.

If and to the extent necessary for the specific processing purposes and if legal provisions permit or require this, the data may be passed on or disclosed to third parties (e.g. law enforcement agencies).

In order to provide the digital trade fair platform, the provider EXPO-IP GmbH necessarily obtains knowledge of the above-mentioned data. For the processing of personal data by EXPO-IP GmbH, we have concluded an order processing agreement with the company that complies with the requirements of Art. 28 DSGVO.

### **5 Rights as a person affected by data**

In accordance with Article 15 et seq. DSGVO, you have the right to obtain information about the personal data relating to you and to request the following from us under the conditions defined therein

Correction or deletion or limitation of processing, a right to object to processing and the right to data transferability.

You have the right to complain about the processing of personal data by us to a data protection supervisory authority if you believe that the processing of data concerning you is in breach of the DSGVO.

If the processing is based on your consent, you also have the right to revoke this consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent until revocation. However, we may have to continue to store certain data for the fulfilment of legal requirements or in the context of legal prosecution (see item 3).