

Privacy policy

This data protection declaration informs you about the type, scope and purpose of the processing of personal data (hereinafter referred to as "data") within our online offer and the websites, functions and content associated with it, as well as external online presences, such as our social media profiles. (hereinafter collectively referred to as "online offer"). With regard to the terms used, such as "personal data" or their "processing", we refer to the definitions in Article 4 of the General Data Protection Regulation (GDPR).

Responsible:

Name/Fa.: University of Applied Sciences Wedel
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Postcode, city, country: 22880 Wedel
Commercial Register/No.: HRB 1578
Managing Director: Prof. Dr.-Ing. Eike Harms
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Data Protection Officer:

Name: Christian Krug
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Types of data processed:

- Inventory data (e.g., names, addresses, ID card no.).
- Contact details (e.g., e-mail, telephone numbers).
- School data (e.g., graduation certificates, grades, subjects studied, language certificates).
- Occupational data (e.g., certificates, job title, period).
- Usage data (e.g., web pages visited, interest in content, access times).
- Meta/communication data (e.g., device information, IP addresses).
- Insurance data (insurance number)

Processing of special categories of data (Art. 9(1) DSGVO):

- No special categories of data are processed.
- As a matter of principle, no special categories of data are processed unless they are supplied for processing by the users, e.g. entered in online forms.

Categories of data subjects concerned by the processing:



Customers / Interested parties / Suppliers.

In the following, we also refer to the persons concerned collectively as "users".

Purpose of the processing:

- Provision of contractual services, service and customer care.
- Responding to contact requests and communicating with users.

Status: 17.03.2022

1. Relevant legal bases

In accordance with Art. 13 DSGVO, we inform you of the legal basis for our data processing. If the legal basis is not stated in the privacy policy, the following applies: The legal basis for obtaining consent is Art. 6(1)(a) and Art. 7 DSGVO, the legal basis for processing for the performance of our services and implementation of contractual measures as well as answering enquiries is Art. 6(1)(b) DSGVO, the legal basis for processing for the performance of our legal obligations is Art. 6(1)(c) DSGVO, and the legal basis for processing for the protection of our legitimate interests is Art. 6(1)(f) DSGVO. In the event that vital interests of the data subject or another natural person make processing of personal data necessary, Art. 6 (1) (d) DSGVO serves as the legal basis.

2. Changes and updates to the privacy policy

We ask you to regularly inform yourself about the content of our data protection declaration. We adapt the data protection declaration as soon as the changes to the data processing carried out by us make this necessary. We will inform you as soon as the changes require an act of cooperation on your part (e.g. consent) or other individual notification.

3. Security measures

- 3.1. In accordance with Article 32 of the GDPR, we take appropriate technical and organisational measures to ensure a level of protection appropriate to the risk, taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of the processing, as well as the varying likelihood and severity of the risk to the rights and freedoms of natural persons; the measures include, in particular, ensuring the confidentiality, integrity and availability of data by controlling physical access to the data, as well as access to, input, disclosure, ensuring availability and segregation of the data. We also have procedures in place to ensure the exercise of data subject rights, deletion of data and response to data compromise. Furthermore, we already take the protection of personal data into account during the development and selection of hardware, software and procedures, in accordance with the principle of data protection through technology design and through data protection-friendly default settings (Art. 25 DSGVO).
- 3.2. The security measures include in particular the encrypted transmission of data between your browser and our server.

4. Cooperation with processors and third parties

- 4.1. If, in the course of our processing, we disclose data to other persons and companies (order processors or third parties), transmit it to them or otherwise grant them access to the data, this will only be done on the basis of a legal permission (e.g. if a transmission of the data to third parties, such as to payment service providers, is necessary for the performance of the contract pursuant to Art. 6 para. 1 lit. b DSGVO), you



have consented, a legal obligation provides for this or on the basis of our legitimate interests (e.g. when using agents, web hosts, etc.).

- 4.2. If we commission third parties with the processing of data on the basis of a so-called "order processing agreement", this is done on the basis of Art. 28 DSGVO.

5. Transfers to third countries

If we process data in a third country (i.e. outside the European Union (EU) or the European Economic Area (EEA)) or if this is done in the context of using third-party services or disclosing or transferring data to third parties, this is only done if it is done in order to fulfil our (pre-)contractual obligations, on the basis of your consent, due to a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we only process or allow the processing of data in a third country if the special requirements of Art. 44 ff. DSGVO are met. This means that the processing is carried out, for example, on the basis of special guarantees, such as the officially recognised determination of a level of data protection corresponding to that of the EU (e.g. for the USA through the "Privacy Shield") or compliance with officially recognised special contractual obligations (so-called "standard contractual clauses").

6. Rights of the data subjects

- 6.1. You have the right to request confirmation as to whether data in question is being processed and to information about this data, as well as further information and a copy of the data in accordance with Art. 15 DSGVO.
- 6.2. You have the right according to Article 16 of the GDPR, you have the right to request that the data concerning you be completed or that the inaccurate data concerning you be corrected.
- 6.3. In accordance with Article 17 of the GDPR, you have the right to demand that the data concerned be deleted without delay or, alternatively, to demand restriction of the processing of the data in accordance with Article 18 of the GDPR.
- 6.4. You have the right to request to receive the data concerning you that you have provided to us in accordance with Article 20 of the GDPR and to request that it be transferred to other data controllers.
- 6.5. You also have the right to lodge a complaint with the competent supervisory authority pursuant to Art. 77 DSGVO.

7. Right of withdrawal

You have the right to revoke consent granted in accordance with Art. 7 (3) DSGVO with effect for the future.

8. Right of objection

You may object to the future processing of data concerning you in accordance with Art. 21 DSGVO at any time. The objection can be made in particular against processing for direct marketing purposes.

9. Cookies and right to object to direct marketing

We use temporary and permanent cookies, i.e. small files that are stored on the user's device (for an explanation of the term and its function, see the last section of this privacy policy). In part, the cookies serve the purpose of security or are necessary for the operation of our online offer (e.g., for the display of the website) or to save the user decision when confirming the cookie banner. In addition, we or our



technology partners use cookies for range measurement and marketing purposes, about which users are informed in the course of the data protection declaration.

A general objection to the use of cookies for online marketing purposes can be declared for a large number of services, especially in the case of tracking, via the US website <http://www.aboutads.info/choices/> or the EU website <http://www.youronlinechoices.com/>. Furthermore, the storage of cookies can be achieved by deactivating them in the browser settings. Please note that not all functions of this online offer can then be used.

10. Data deletion

- 10.1. The data processed by us will be deleted or restricted in its processing in accordance with Articles 17 and 18 DSGVO. Unless expressly stated within the scope of this data protection declaration, the data stored by us will be deleted as soon as it is no longer required for its intended purpose and the deletion does not conflict with any statutory retention obligations. If the data is not deleted because it is required for other and legally permissible purposes, its processing will be restricted. I.e. the data is blocked and not processed for other purposes. This applies, for example, to data that must be retained for reasons of commercial or tax law.
- 10.2. According to legal requirements, storage is carried out in particular for 6 years in accordance with § 257 para. 1 HGB (commercial books, inventories, opening balances, annual financial statements, commercial letters, accounting vouchers, etc.) and for 10 years in accordance with § 147 para. 1 AO (books, records, management reports, accounting vouchers, commercial and business letters, documents relevant for taxation,

11. Provision of contractual services

- 11.1. We process inventory data (e.g., names and addresses as well as contact data of users), contract data (e.g., services used, names of contact persons, payment information) for the purpose of fulfilling our contractual obligations and services pursuant to Art. 6 para. 1 lit b. DSGVO. The entries marked as mandatory in online forms are required for the conclusion of the contract.
- 11.2. Within the scope of registration and renewed logins as well as the use of our online services, we store the IP address and the time of the respective user action. The storage is based on our legitimate interests as well as those of the users in protection against misuse and other unauthorised use. This data is not passed on to third parties, unless it is necessary for the pursuit of our claims or there is a legal obligation to do so in accordance with Art. 6 Para. 1 lit. c DSGVO.
- 11.3. We process usage data (e.g. the web pages visited on our website, interest in our products) and content data (e.g. entries in the contact form or user profile) for advertising purposes in a user profile, e.g. in order to display product information to users based on the services they have used to date.
- 11.4. The deletion takes place after the expiry of legal warranty and comparable obligations, the necessity of storing the data is reviewed every three years; in the case of legal archiving obligations, the deletion takes place after their expiry (end of commercial law (6 years) and tax law (10 years) storage obligation); information in the customer account remains until its deletion.

12. Contact

- 12.1. When contacting us (via contact form or e-mail), the user's details are processed for the purpose of handling the contact request and its processing pursuant to Art. 6 (1) lit. b) DSGVO.
- 12.2. Users' details may be stored in our Customer Relationship Management System ("CRM System") or comparable enquiry organisation.
- 12.3. We use the CRM system "CAS", from the provider CAS Software AG, on the basis of our legitimate interests (efficient and fast processing of user enquiries). For this purpose, we have concluded a contract



with CAS Software AG t with so-called standard contractual clauses, in which CAS Software AG undertakes to process user data only in accordance with our instructions and to comply with the EU level of data protection (<https://www.cas.de/de/impressum/datenschutz.html>).

- 12.4. We delete the requests if they are no longer necessary. We review the necessity every two years; we store enquiries from customers who have a customer account permanently and refer to the information on the customer account for deletion. In the case of legal archiving obligations, deletion takes place after their expiry (end of commercial law (6 years) and tax law (10 years) retention obligation).

13. Collection of access data and log files

- 13.1. We collect on the basis of our legitimate interests within the meaning of Art. 6 para. 1 lit. f. DSGVO, we collect data about each access to the server on which this service is located (so-called server log files). The access data includes the name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider.
- 13.2. Log file information is stored for security reasons (e.g. to clarify acts of abuse or fraud) for a maximum of seven days and then deleted. Data whose further storage is required for evidentiary purposes is exempt from deletion until the respective incident has been finally clarified.

14. Online presence in social media

- 14.1. We maintain online presences within social networks and platforms in order to be able to communicate with the customers, interested parties and users active there and to inform them about our services there. When calling up the respective networks and platforms, the terms and conditions and data processing guidelines of their respective operators apply.
- 14.2. Unless otherwise stated in our privacy policy, we process the data of users if they communicate with us within the social networks and platforms, e.g. write posts on our online presences or send us messages.

15. Cookies & Reach Measurement

- 15.1. Cookies are pieces of information that are transmitted from our web server or third-party web servers to users' web browsers and stored there for later retrieval. Cookies may be small files or other types of information storage.
- 15.2. We use "session cookies", which are only stored for the duration of the current visit to our online presence (e.g. in order to be able to store your login status and thus enable the use of our online offer at all). A randomly generated unique identification number, a so-called session ID, is stored in a session cookie. In addition, a cookie contains information about its origin and the storage period. These cookies cannot store any other data. Session cookies are deleted when you have finished using our online offer and log out or close the browser, for example.
- 15.3. Users are informed about the use of cookies in the context of pseudonymous reach measurement within the scope of this data protection declaration.
- 15.4. If users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in the system settings of their browser. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.
- 15.5. You can object to the use of cookies used for reach measurement and advertising purposes via the Network Advertising Initiative opt-out page (<http://optout.networkadvertising.org/>) and additionally the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).