

Privacy Policy

We take the protection of your personal data extremely seriously. The following Data Privacy Policy informs you about the type, scope, purpose, duration and lawfulness of the processing of personal data under the General Data Protection Regulation (GDPR). Personal data are any information concerning the personal or material circumstances of an identified or identifiable individual. This information includes a person's name, address, e-mail address and telephone number.

1. Controller

appellando GmbH

Spichernstr. 55

50672 Cologne

Germany

Telephone: +49 221 57993-566

e-mail: info@appellando.org

2. Provision of the website

We process the data sent to us by your browser to enable you to visit and use the website. For technical reasons relating to the provision of the website, we have to process automatically some of the information you send us so that your browser can display our website and you can use it. This information is recorded automatically every time you visit our website and is then stored in server log files. This information concerns the computer system on the computer used to visit the website.

2.1 Information about cookies

We use so-called cookies on our website. Cookies are small text files that are stored on your respective device (PC, smartphone, tablet, etc.) and stored by your browser. Necessary cookies enable basic functions and are necessary for the proper functioning of the website. In addition, we use optional cookies, which provide us with additional information, for example for website analysis.

External media

Service: Vimeo, Provider: Vimeo, Purpose: Used to unlock Vimeo content. Data protection information: <https://vimeo.com/privacy> Host: player.vimeo.com, Cookie name: vuid, time: 2 years

Service: YouTube, Provider: YouTube, Purpose: Used to unlock YouTube content. Data protection information: <https://policies.google.com/privacy> Host: google.com, Cookie Name: NID, time: 6 months.

2.2 Web analysis with Matomo

We are using Matomo On-Premise for a data protection-friendly web analysis. Matomo is an open source project that we use in the self-hosted Matomo On-Premise solution. We use Matomo in a version that does not require cookies. This means that no Matomo cookies are stored on your end device for the purpose of web analysis. To analyze website usage, your IP address and information such as timestamps, websites visited and your language settings are recorded. We store the information collected in this way on our server.

Matomo does not transmit any data to servers that are outside our control. We are supported in this by our hosting service provider, with whom we have concluded a corresponding contract for commissioned data processing. The information about your use of our website is not passed on to third parties and is not processed outside the EU. We use the data collected for the statistical analysis of user behavior for the purpose of optimizing the functionality and stability of the websites, adapting our content and improving our offers.

Data processing is based on our overriding legitimate interest in data protection-friendly web analysis on our website in accordance with Art. 6 (1)(f) GDPR.

3. Active use of the website and conclusion of contract

3.1 Registration for events

We process your data in order to receive and deal with registrations made on our website for any free or ticket event. This involves us processing the following information: first name, family name, company name (for assignment to a member company), contact data, such as e-mail, telephone number and company address, function and department. At partner events, the registration data of the participants will be forwarded to the co-organizer in order to be able to carry out the planning and execution of the event together.

Photos and, if necessary, video recordings are made at our events. The recordings are used for public relations, documentation and publicizing the event.

3.2 Contact inquiries

We process the personal data you provide us in this context to handle and answer inquiries sent to us, e.g. using the contact form or sent to our e-mail address. This information will always include your name and e-mail address – this allows us to respond to you in person. The information may also include the name of your company as stated in the contact form so that this can be identified as a member company and any other information which you send to us.

These services are only available to persons aged 18 years of age or older (Article 8 GDPR). By registering you agree that you meet these preconditions.

Lawfulness of data processing: For the purposes of our legitimate interests, the legal basis is Article 6(1) (f) GDPR; we have a legitimate interest in responding appropriately to inquiries.

3.3 Newsletter

appellando processes your data for your subscription in order to send you the appellando Newsletter (Article 6(1) (a) GDPR), to contact you in person (Article 6(1) (a) GDPR) and to identify a member company (Article 6(1) (a) GDPR). We process the double opt-in procedure data to demonstrate that you have given your consent (Article 6(1) (f) GDPR, Article 13(1) (d) GDPR). We are supported in this respect by our e-mail and other IT service providers as contracted processors. We analyse the links in these e-mails in anonymous form for statistical purposes and to optimise our offer. However, it at no time becomes apparent who precisely has clicked the link.

We process your data for this purpose until you withdraw your consent to such processing. The newsletter can only be sent to you if we have your e-mail address. We only need your e-mail address for this purpose but further information does make communication easier. You have the right to receive information from us about the relevant personal data as well as the right to have such data rectified, erased (right to be forgotten), to have the processing of such data restricted, the right to data portability and, where data are processed under Article 6(1) (e) and (f) GDPR, the right to object to processing.

If you no longer wish to receive the newsletter, you may unsubscribe at any time using the link at the end of the newsletter.

These services are only available to persons aged 18 years of age or older (Article 8 GDPR). By registering you agree that you meet these preconditions.

3.4 Advertising for own similar services

We process your e-mail address and information about your order in order to send you advertising by e-mail for similar services (Article 6(1) (f) GDPR). We have a legitimate interest in the direct marketing of our services. We are supported in this respect by our e-mail and other IT service providers as contracted processors.

We analyse the links in these e-mails in anonymous form for statistical purposes and to optimise our offer. However, it at no time becomes apparent who precisely has clicked the link.

We process your data for this purpose until you express your objection. It is only possible to advertise in this way using your e-mail address and the information about your order. You may withdraw any consent you have given to our processing of your personal data with effect for the future at any time. You may send us your objection by e-mail to info@appellando.org. You will also find an unsubscribe link at the end of each advertising e-mail.

Lawfulness of data processing: For the purposes of our legitimate interests, the legal basis is Article 6(1) (f) GDPR; we have a legitimate interest in the direct marketing of our products and services.

3.5 Information on social media

We maintain an online presence in social networks and on platforms where we communicate with and inform users who are active there. The data used in this context may be processed outside the European Union. The relevant social media providers usually process their data for market research and advertising purposes. They usually do this by means of cookies which collect and store information about your user behaviour and interest on your device. In addition, and particularly if you are registered on the relevant platform, data may be stored in your user profile separately from your device.

For more detail about the processing of your data please read the relevant providers' privacy policies:

- LinkedIn, Ireland, privacy policy: www.linkedin.com/legal/privacy-policy

You can also make requests for information from and assert your user rights against the providers.

Lawfulness: Your personal data is processed on the basis of our legitimate interests in accordance with Article 6(1) f) GDPR. We have a legitimate interest in communicating with and providing information to users of social media. The legal basis of consent to the processing of your data to the relevant social media providers is Article 6 (1) (a) GDPR.

3.6 Integration of videos

To better transport content and make it easier to understand, we use the possibilities of videos. We used external video providers such as Vimeo or YouTube to optimally integrate the videos on the website.

YouTube: Our website integrates videos using the service provided by YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA, represented by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Your IP address is normally sent to YouTube and cookies installed on your computer as soon as you go to a website which contains embedded videos. However, we have integrated videos in enhanced data protection mode (in this case YouTube still makes contact with Google's Double Click service but, according to Google's data privacy policy, does not evaluate personal data). This means that YouTube does not store any data about users who do not watch the video. When you click the video your IP address is sent to YouTube and YouTube is informed that you have watched the video. If you are logged into YouTube, this information is assigned to your user account (you can prevent this by logging out of YouTube before watching the video). We have no knowledge of or any influence on whether YouTube stores and uses your data.

More information about data protection is available at: www.policies.google.com/privacy.

Vimeo: By default, cookies are placed in the browser by Vimeo (Vimeo LLC, White Plains, New York). We have prevented the setting of cookies by Vimeo with an extended data protection mode as far as possible by integrating a „Do-No-Track“ designation in the embed code.

More about Vimeo's privacy policy can be found here: <https://vimeo.com/privacy>.

Lawfulness of data processing: Is your prior consent in accordance with Art. 6 Paragraph (1) (a) GDPR. You can revoke your consent at any time with future effect by changing your data protection settings in the footer (the area at the bottom of every page).

3.7 Surveys/Microsoft forms

We may also conduct online surveys on the basis of your respective consent with the aid of Microsoft Forms, a service offered by Microsoft, with whom we have entered into a data processing agreement. The surveys may be disseminated in a number of ways (via hyperlink, QR code, embedding in a website or Sway, or sent by email). Processing is performed on the basis of your consent to the processing of your personal data pursuant to Art. 6 (1) a) GDPR or Art. 6 (1) b) GDPR when data is processed for the purpose of the performance of a contract.

Further information about Microsoft Forms can be found at <https://support.office.com/en-us/forms>. It cannot be ruled out that in individual cases your data will be transmitted to the Microsoft Corporation in the USA and processed there. For further information about the processing of your personal data by Microsoft, see <https://privacy.microsoft.com/en-us/privacystatement>. For further information about the processing of your personal data in countries outside the EEA/EU; please see the section "5. Transfers to third countries" below.

4. Categories of recipients

Initially only our employees are informed about your personal data. We also share your personal data, if this is permitted or required by law, with other recipients who provide services in connection with our website. We only pass on your personal data if this is absolutely necessary, in particular in order to process your order. Some of our service providers receive your personal data in their function as processors and must then comply precisely with our instructions on the use of your personal data. Some of these recipients use the data we send to them autonomously.

Your personal data are sent to the following categories of recipients:

- Where applicable, payment service providers and banks for the processing of payments
- IT service providers for the administration and hosting of our website
- Collection companies and legal counsel for the assertion of our rights and claims
- Letter shops for transfer to the post.

5. Transfers to third countries

As part of the video tools YouTube or Vimeo, data may be transferred to the USA. If service providers are used outside the EU/EEA third country and there is no so-called „adequacy decision“ by the EU Commission for this country, these service providers are obliged to comply with the data protection level in Europe in addition to written instructions through the agreement of the EU standard contractual clauses. Unfortunately, due to the laws of non-EU countries (e.g. within the framework of the so-called Cloud Act in the USA), there is also the possibility that government agencies in particular can access your personal data without that we or you can learn about or prevent, stop or control this. For these reasons, your consent

includes the use of cookies (e.g. for YouTube or Vimeo videos) also the purpose of data transmission to countries outside the EU.

Otherwise, we do not transfer your personal data to countries outside the EU or EEA or to international organizations.

6. Data storage

When you visit our website your IP address, the website you were visiting prior to our website, the data and time you accessed our website, the volume of data transferred, the type and version of browser you are using and data on the referring provider are all sent to the appellando server and stored in log files.

When you make active use of our website and when you send us inquiries or register with us, including outside the website, we initially store your personal data for as long as it takes to respond to your inquiry. If a business relationship is then entered into and/or a contract is entered into, we store your personal data for the duration of our business relationship or the length of the contractual relationship. This also includes taking steps prior to entering into a contract (pre-contractual relationship) and the settlement of a contract.

We also store your personal data as potential evidence until any legal claims arising from the relationship with you have become statute-barred. The limitation period is as a rule three years.

Upon expiry of the limitation period we erase your personal data unless there is a legal requirement or requirements to retain the data for longer, e.g. the sections 238, 257 (4) of the German Commercial Code (HGB) or section 147 (3, 4) of the Tax Code (AO). These retention periods may be as long as ten years.

7. Information about your rights

You have the right to receive information from us about the relevant personal data as well as the right to have such data rectified, erased (right to be forgotten), to have the processing of such data restricted, the right to data portability and, where data are processed under Article 6(1) (e) and (f) GDPR, the right to object to processing. You may withdraw any consent you have given to our processing of your personal data with effect for the future at any time. You have the right to lodge a complaint to a data protection authority. Questions, including about your rights as a data subject, can be sent to our data protection officer at the following e-mail address: info@appellando.org.

8. Duties to provide data

You are not required in any way to disclose your personal data to us. If you do not disclose such data, however, we will not be able to make our website available to you, to respond to your inquiries or enter into a contract with you.

9. Automated decision-making

We do not engage in automated decision-making or profiling (an automated analysis of your personal circumstances).

10. Information about your right to object under Article 21 GDPR

You have the right to object at any time to the processing of your data on the legal basis of Article 6(1) (f) GDPR (data processing on the basis of a balance of interests) or Article 6(1) (e) GDPR (data processing in the public interest) on grounds relating to your particular situation.

If you lodge an objection, we will cease to process personal data concerning you unless we are able to demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or if such processing is carried out to establish, exercise or defend legal claims.

In certain specific cases we process your personal data for direct marketing purposes. You may object at any time if you do not wish to receive any advertising. We will comply with such objection with effect for the future. If you object to processing for direct marketing purposes, we will no longer process your personal data for such purposes.

Your right to object may be exercised informally and should be communicated as soon as possible to:

appellando GmbH
Spichernstr. 55
50672 Cologne
Germany
e-mail: info@appellando.org

11. Scope of and changes to this privacy policy

This privacy policy applies exclusively to the use of the websites provided by us. The policy does not apply to the websites of other service providers to which we refer merely by means of a link. We disclaim all responsibility and liability for external declarations and guidelines which are not related to our website. We reserve the right to modify the above privacy policy from time to time in line with future changes in the collection and processing of personal data.