

## Data protection

As of: April 2024

### Data protection declaration of DLG eV and DLG Service GmbH

Data protection and data security for our contractual partners/users as well as for consumers are a high priority for DLG eV and DLG Service GmbH. That is why the protection of your personal data is very important and a particular concern for us.

We collect, store and use your personal data in accordance with the provisions of the European General Data Protection Regulation (GDPR). In this declaration we would like to inform you about what types of data we process, for what purposes and what rights you are entitled to.

DLG eV and DLG Service GmbH work closely together here. The two companies have jointly determined how your data will be processed. You are therefore jointly responsible for protecting your personal data for all work processes described below.

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#### I. Jointly responsible bodies within the meaning of Art. 26 GDPR

##### **DLG eV**

Eschborner Landstr. 122  
60489 Frankfurt am Main

##### **DLG Service GmbH**

Eschborner Landstr. 122  
60489 Frankfurt am Main

DLG eV: Register of Associations Frankfurt/Main – Register No.: 5030, VAT ID No.:  
DE114234905

DLG Service GmbH: HRB 90872, VAT number: DE277385289

The contractual partners have divided the tasks among themselves as follows:

DLG eV	DLG Service GmbH
<ul style="list-style-type: none"><li>• Informing those affected about the essential content of the agreement between DLG eV and DLG Service GmbH (Art. 26 Para. 2 Sentence 2 GDPR)</li><li>• Responding to applications and protecting the rights of those affected (Art. 15ff GDPR)</li><li>• Contact/reports to the supervisory authorities</li><li>• Deletion of data and its transfer in accordance with Art. 20 GDPR</li><li>• CRM system administration (administrative tasks)</li><li>• Ensuring data protection through technology (Privacy by Design, Privacy by Default)</li><li>• Use of subcontractors in the operation of the CRM</li></ul>	<ul style="list-style-type: none"><li>• Supporting DLG eV in informing those affected about the essential content of the agreement between DLG eV and DLG Service GmbH (Art. 26 Para. 2 Sentence 2 GDPR)</li><li>• Supporting the DLG eV in answering applications and protecting the rights of those affected (Art. 15ff GDPR)</li><li>• Supporting the DLG eV with contact/reports to the supervisory authorities</li><li>• Deletion of data and its transfer in accordance with Art. 20 GDPR</li></ul>

Each contracting party also ensures that the data processing it carries out is admissible under data protection law in accordance with Article 6 (1) of the GDPR and that the information obligations in accordance with Articles 13 and 14 of the GDPR are fulfilled.

Those affected can assert their data protection rights at both DLG eV and DLG Service GmbH.

## II. Contact details of the data protection officer

Contact details of the data protection officer of DLG eV	Contact details of the data protection officer of DLG Service GmbH
DLG eV Stephan Kisters <a href="mailto:DataProtection@DLG.org">Data Protection@DLG.org</a>	DataCo GmbH Dachauer Str. 65 80335 Munich <a href="mailto:kontakt@consulting.dataguard.de">kontakt@consulting.dataguard.de</a>

We reserve the right to make changes to this privacy policy at any time. The privacy policy is updated regularly and any changes are automatically published on our website.

## III. Provision of the website and creation of log files

### 1. Description and scope of data processing

Every time our website is accessed, our system automatically collects data and information from the computer system of the accessing computer. The following data is collected:

- Information about the browser type and version used
- The user's operating system
- The user's Internet service provider
- Date and time of access
- Websites from which the user's system accesses our website
- Websites that are accessed by the user's system via our website
- Search words you used to find our site

This data is stored in the log files of our system.

### 2. Purpose of data processing

The primary processing of personal data takes place to establish a connection between your device and our website. The data is stored in log files to ensure the functionality of the website. The data also serves us to optimize the website and to ensure the security of our information technology systems. The data will not be evaluated for marketing purposes in this context. These purposes also include our legitimate interest in data processing in accordance with Article 6 Paragraph 1 Sentence 1 Letter f of the GDPR.

### 3. Legal basis for data processing

The legal basis for the temporary storage of the data is Article 6 Paragraph 1 Sentence 1 Letter f GDPR.

### 4. Duration of storage

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. If the data is collected to provide the website, this is the case when the respective session has ended.

### 5. Possibility of objection and removal

The collection of data to provide the website and the storage of the data in log files is absolutely necessary for the operation of the website. There is therefore no possibility for the user to object.

## **IV. Use of cookies**

### 1. Description and scope of data processing

Our website uses cookies. Cookies are text files that are stored in the Internet browser or by the Internet browser on the user's computer system. If a user accesses a website, a cookie can be stored on the user's operating system. This cookie contains a characteristic string that allows the browser to be uniquely identified when the website is accessed again.

We use cookies to make our website more user-friendly. Some elements of our website require that the accessing browser can be identified even after a page change.

We also use cookies on our website that enable analysis of users' surfing behavior.

In this way, the frequency of page views and movement on our website can be tracked. You can find more information about this in the "Plugins" section.

## 2. Purpose of data processing

The purpose of using technically necessary cookies is to simplify the use of websites for users. Some functions of our website cannot be offered without the use of cookies. For this it is necessary that the browser is recognized even after a page change.

Analysis cookies are used for marketing and statistical purposes. Through the analysis cookies we learn how the website is used and can therefore continually optimize our offering. Accordingly, the quality of our website and its content should be improved.

## 3. Legal basis for data processing

The legal basis for the processing of personal data using cookies that are not technically necessary is Article 6 Paragraph 1 Sentence 1 Letter a GDPR.

The legal basis for the processing of personal data using technically necessary cookies is Article 6 Paragraph 1 Sentence 1 Letter f of the GDPR.

## 4. Duration of storage, possibility of objection and removal

Cookies are stored on the user's computer and transmitted from the user to our site. Therefore, as a user, you also have full control over the use of cookies. By changing the settings in your internet browser, you can deactivate or restrict the transmission of cookies. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it may no longer be possible to fully use all functions of the website.

If you use a Safari browser version 12.1 or later, cookies are automatically deleted after seven days. This also applies to opt-out cookies that are set to prevent tracking measures.

# **V. Email & Telephone Contact | contact form**

## 1. Description and scope of data processing

It is possible to contact us on our website using the email addresses and telephone numbers provided or using the contact form. In this case, the user's transmitted personal data will be stored. The data is used exclusively for processing the conversation.

The following personal data is regularly processed:

- Surname
- First name
- Akad. Degree
- Time and day of contact
- Reason for contact and other content data
- E-mail address

- Telephone number (with direct dialing)
- Company and legal form
- Industry
- Data to specify the industry and activity (e.g. agricultural business, livestock farming, politics, function in the company, etc.)

## 2. Purpose of data processing

If you contact us by email or telephone, this also constitutes the necessary legitimate interest in processing the data.

## 3. Legal basis for data processing

The legal basis for processing the data, if the user has given his consent, is Article 6 (1) (a) GDPR.

The legal basis for the processing of data transmitted in the course of sending an email is Article 6 (1) (f) GDPR.

If the e-mail contact is aimed at concluding a contract, the additional legal basis for the processing is Article 6 (1) (b) GDPR.

## 4. Duration of storage

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. For personal data sent by email, this is the case when the respective conversation with the user has ended. The conversation ends when it can be seen from the circumstances that the matter in question has been finally clarified.

## 5. Possibility of objection and removal

The user has the option to revoke his consent to the processing of personal data at any time. If the user contacts us by email, they can object to the storage of their personal data at any time. In such a case, the conversation cannot continue. To do this, please send us a written request to object to storage using the contact information provided above. In this case, all personal data that was stored in the course of contacting us will be deleted.

## **VI. Corporate appearances**

Those responsible for company appearances in social networks. So on, among other things

Instagram: Instagram, Part of Facebook Ireland Ltd., 4 Grand Canal Square Grand Canal Harbour, Dublin 2, Ireland.

Facebook (Meta): Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Dock, Dublin, D02 X525, Ireland.

Twitter: Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA

YouTube: Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

We provide information on our company websites and offer users the opportunity to communicate. If you carry out an action on our company website (e.g. comments, posts, likes,

etc.), you may make personal data (e.g. real name or photo of your user profile) public. However, since we generally or largely have no influence on the processing of your personal data by the companies jointly responsible for the company's appearance, we cannot provide any binding information about the purpose and scope of the processing of your data.

Our company presence in social networks is used for communication, information exchange and our company presentation with (potential) customers, interested parties and applicants. The publications about the company's presence can contain the following content:

- Information about services
- contact details
- News

Every user is free to publish personal data through activities. Further information on data processing can be found in the specific data protection declaration of the respective company website.

The legal basis for data processing is Article 6 Paragraph 1 Sentence 1 Letter a GDPR.

You can object to the processing of your personal data that is collected as part of your use of our company website at any time and assert your data subject rights mentioned above. To do this, send us an informal email.

You can find further information about the processing of your personal data by Instagram, Facebook, Twitter and YouTube and the corresponding objection options here:

- o Instagram:<https://help.instagram.com/519522125107875>
- o Facebook:<https://de-de.facebook.com/policy.php>
- o Twitter:<https://twitter.com/de/privacy>
- o YouTube:<https://policies.google.com/privacy?hl=de&gl=de#infocollect>

## **VII. Use of company presence in professional networks**

### **1. Scope of data processing**

We take advantage of the opportunity for company appearances on professional networks. We maintain a corporate presence on the following professional networks:

XING, XING SE, Dammtorstraße 30, 20354 Hamburg, Germany

LinkedIn: LinkedIn, Unlimited Company Wilton Place, Dublin 2, Ireland

On our site we provide information and offer users the opportunity to communicate. The company website is used for applications, information/PR and active sourcing.

We do not have any information about the processing of your personal data by the companies jointly responsible for the company's appearance. Further information can be found in the privacy policy of

XING:<https://privacy.xing.com/de/datenschutzerklaerung>

LinkedIn:<https://www.linkedin.com/legal/privacy-policy>

If you carry out an action on our company website (e.g. comments, posts, likes, etc.), you may make personal data (e.g. real name or photo of your user profile) public.

## 2. Purpose of data processing

Our corporate presence serves us to inform users about our services. Every user is free to publish personal data through activities.

## 3. Legal basis for data processing

The legal basis for the processing of your data in connection with the use of our company website is Article 6 Paragraph 1 Sentence 1 Letter f GDPR.

## 4. Duration of storage

We store your activities and personal data published via our corporate website until you revoke your consent. In addition, we adhere to the statutory retention periods.

## 5. Possibility of objection and removal

You can object to the processing of your personal data that we collect as part of your use of our company website at any time and submit your consent under XIII. to assert the data subject rights mentioned in this data protection declaration. To do this, send us an informal email to the email address stated in this data protection declaration.

## **VIII. Hosting**

The website is hosted on servers by a service provider commissioned by us.

Our service provider is  
Expoplattform Ltd.  
28 Chesterton Rd  
Cambridge, CB4 3AZ, UK

The website server is geographically located in Europe. The servers automatically collect and store information in so-called server log files, which your browser automatically transmits when you visit the website.

The information stored is:

Browser type and browser version  
Operating system used  
Referrer URL  
Host name of the accessing computer  
Date and time of the server request  
IP address

This data is collected on the basis of Article 6 Paragraph 1 Letter f GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimization of his website - for this purpose the server log files must be recorded.

## **IX. Plugins used**

We use plugins for various purposes. The plugins used are listed below:

### Use of Facebook pixels

#### 1. Scope of processing of personal data

On our online presence we use the Facebook pixel of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA and its representatives in the Union Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal H, D2 Dublin, Ireland (hereinafter referred to as Facebook). This allows us to track users' actions after they have seen or clicked on a Facebook ad. This allows personal data to be stored and evaluated, in particular the user's activity (in particular which pages have been visited and which elements have been clicked on), device and browser information (in particular the IP address and the operating system), data about the advertisements displayed (in particular which advertisements were displayed and whether the user clicked on them) and also data from advertising partners (in particular pseudonymized user IDs). This allows us to record the effectiveness of Facebook advertisements for statistical and market research purposes.

Data can be transmitted to Facebook servers in the USA.

The data collected in this way is anonymous to us, which means we do not see the personal data of individual users. However, this data is stored and processed by Facebook. Facebook can connect this data to your Facebook account and also use it for its own advertising purposes, in accordance with Facebook's data usage policy.

Further information on how Facebook processes data can be found here:

<https://de-de.facebook.com/policy.php>

#### 2. Purpose of data processing

The use of the Facebook pixel is used to analyze and optimize advertising measures.

#### 3. Legal basis for processing personal data

The legal basis for the processing of users' personal data is generally the user's consent in accordance with Article 6 Paragraph 1 Sentence 1 Letter a of the GDPR. In order to ensure appropriate guarantees to protect the transmission and processing of personal data outside the EU, data transfer to and data processing by Instagram is carried out on the basis of suitable guarantees in accordance with Art. 46 ff. GDPR, in particular through the conclusion of so-called standard data protection clauses in accordance with Art. 46 Paragraph 2 lit. c GDPR.

#### 4. Duration of storage

Your personal information will be retained for as long as necessary to fulfill the purposes described in this privacy policy or as required by law, for example for tax and accounting purposes.



## 5. Possibility of revocation and removal

You have the right to revoke your data protection declaration of consent at any time. The revocation of consent does not affect the lawfulness of the processing carried out based on the consent before its revocation.

You can prevent the collection and processing of your personal data by Facebook by preventing the storage of third-party cookies on your computer, using the "Do Not Track" function of a supporting browser, or deactivating the execution of script code in your browser or install a script blocker such as NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) in your browser.

Further information on objection and removal options against Facebook can be found at: <https://de-de.facebook.com/policy.php>

## Use of Google (Universal) Analytics

### 1. Scope of processing of personal data

We use Google Analytics, a web analysis service provided by Google Ireland Ltd., Gordon House, Barrow Street, D04 E5W5, Dublin, Ireland (hereinafter referred to as Google).

Google Analytics examines, among other things, the origin of visitors, how long they spend on individual pages and the use of search engines, thus allowing better monitoring of the success of advertising campaigns. Google places a cookie on your computer. This allows personal data to be stored and evaluated, including:

- User activity (particularly which pages were visited and which elements were clicked on),
- Device and browser information (particularly the IP address and operating system),
- Data about the advertisements displayed (in particular which advertisements were displayed and whether the user clicked on them) and
- Data from advertising partners (particularly pseudonymized user IDs).

We have activated IP anonymization on this online presence. This prevents the personal information generated by the cookie about your use of this online presence from being transmitted to Google servers in the USA and stored there.

On behalf of the operator of this online presence, Google will use this information to evaluate your use of the online presence, to compile reports on the activities of the online presence and to provide other services related to the use of the online presence and internet usage to the operator of the online presence. The IP address transmitted by your browser as part of Google Analytics is not combined with other Google data. You can prevent the storage of cookies by setting your browser software accordingly; However, we would like to point out that in this case you may not be able to fully use all of the functions of our online presence.

Further information on how Google processes data can be found here: <https://policies.google.com/privacy?gl=DE&hl=de>

### 2. Purpose of data processing

We use Google Analytics (Universal Analytics) to evaluate the use of our online presence and to display targeted advertising to people who have already expressed an initial interest by visiting the site.

### 3. Legal basis for processing personal data

The legal basis for the processing of users' personal data is generally the user's consent in accordance with Article 6 Paragraph 1 Sentence 1 Letter a of the GDPR.

The legal basis for the transfer of your personal data to the United States of America is Article 49 Paragraph 1 Sentence 1 Letter a GDPR.

If you agree to the use of Google Analytics, it cannot be ruled out that your personal data will not remain within the EU or EEA. In this respect, your personal data may be processed on servers in the United States of America, whose level of data protection has been recognized by the European Union as an inadequate level of data protection. In order to ensure suitable guarantees to protect the transmission and processing of your personal data, which may be processed on servers in the United States of America and may therefore be requested by US security authorities, the data is transferred to Google on the basis of suitable guarantees in accordance with Art. 46 ff. GDPR, in particular through the conclusion of so-called standard data protection clauses in accordance with Art. 46 Para. 2 lit. c GDPR. A copy of the appropriate guarantees can be requested by making an informal request to the contact information above.

By transferring and processing your personal data in the USA, there is a possibility that American authorities, secret services or the government may gain complete access to the transferred data. The scope, purpose and duration of this processing by the above bodies are then beyond your control. It is very likely that your rights under the GDPR will no longer be protected or that you will most likely not be able to assert them.

### 4. Duration of storage

Your personal information will be retained as necessary to fulfill the purposes described in this privacy policy or as required by law. Advertising data in server logs is anonymized by Google deleting parts of the IP address and cookie information after 9 or 18 months.

### 5. Possibility of revocation and removal

You have the right to revoke your data protection declaration of consent at any time. The revocation of consent does not affect the lawfulness of the processing carried out based on the consent before its revocation.

You can prevent the collection and processing of your personal data by Google by preventing the storage of third-party cookies on your computer, using the "Do Not Track" function of a supporting browser, or deactivating the execution of script code in your browser or install a script blocker such as NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) in your browser.

You can also prevent Google from collecting the data generated by the cookie and relating to your use of the online presence (including your IP address) and from processing this data by

Google by downloading the browser plug-in available under the following link and install:<https://tools.google.com/dlpage/gaoptout?hl=de>

You can deactivate Google's use of your personal data using the following link:  
<https://adssettings.google.de>

Further information on objection and removal options against Google can be found at:  
<https://policies.google.com/privacy?gl=DE&hl=de>

### **Use of Google AdWords Conversion**

#### 1. Description and scope of data processing

We use Google AdWords Conversion from the provider Google Ireland Ltd, Google Ireland Ltd., 4 Barrow St, Grand Canal Dock, Dublin 4, D04 V4X7, Ireland on our website. Google Ad Words Conversion enables better display of user interactions after clicking on an advertising field. This includes, for example, purchasing a product, installing an app or entering an email list.

The following data, among others, is processed:

- IP address
- User interactions came to the website via an advertisement

Google is registered in the EU-US Data Privacy Framework. There is therefore an appropriate level of data protection for data transfer to the USA.

Further information about data processing by Google can be found here:

<https://policies.google.com/privacy>

#### 2. Purpose of data processing

The data processing is carried out with the purpose of better evaluating our marketing campaigns and proving the advertising effectiveness.

#### 3. Legal basis for processing

The legal basis for the processing of users' personal data is the user's consent in accordance with Article 6 Paragraph 1 Sentence 1 Letter a GDPR.

#### 4. Duration of storage

Your personal information will be retained for as long as necessary to fulfill the purposes described in this privacy policy or as required by law, for example for tax and accounting purposes.

#### 5. Possibility of revocation, objection and removal

You can revoke your consent at any time and your consent under XIII. to assert the data subject rights mentioned in this data protection declaration. To do this, send us an informal email to the email address stated in this data protection declaration. The revocation of consent does not affect the lawfulness of the processing carried out based on the consent before its revocation.

You can prevent the collection and processing of your personal data by Google AdWords Conversion by preventing the storage of third-party cookies on your computer, using the "Do

Not Track” function of a supporting browser, or executing script code in your Deactivate your browser or use a script blocker such as NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) install in your browser.

Further information on revocation, objection and removal options against Google can be found at:<https://policies.google.com/privacy>

## Use of Google Tag Manager

### 1. Description and scope of data processing

We use the Google Tag Manager from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter referred to as Google). With the Google Tag Manager, tags from Google and third-party services can be managed and bundled and embedded into an online presence. Tags are small code elements on an online presence that are used, among other things, to measure visitor numbers and behavior, measure the impact of online advertising and social channels, use remarketing and target group targeting, and test and optimize online presences. When a user visits the online presence, the current tag configuration is sent to the user's browser. It contains instructions on which tags should be triggered. Google Tag Manager triggers other tags, which in turn may collect data. You can find information on this in the passages on the use of the relevant services in this data protection declaration. Google Tag Manager does not access this data.

For more information about Google Tag Manager, see <https://www.google.com/intl/de/tagmanager/faq.html> and in Google's privacy policy: <https://policies.google.com/privacy?hl=de>

### 2. Purpose of data processing

The purpose of processing personal data is to collect and manage them clearly and to efficiently integrate third-party services.

### 3. Legal basis for processing

The legal basis for the processing of users' personal data is generally the user's consent in accordance with Article 6 Paragraph 1 Sentence 1 Letter a of the GDPR.

### 4. Duration of storage

Your personal information will be retained for as long as necessary to fulfill the purposes described in this privacy policy or as required by law. Advertising data in server logs is anonymized by Google deleting parts of the IP address and cookie information after 9 or 18 months.

### 5. Possibility of revocation, objection and removal

You can revoke your consent at any time and your consent under XIII. to assert the data subject rights mentioned in this data protection declaration. To do this, send us an informal email to the email address stated in this data protection declaration. The revocation of consent does not affect the lawfulness of the processing carried out based on the consent before its revocation.

You can prevent the collection and processing of your personal data by Google by preventing the storage of third-party cookies on your computer, using the “Do Not Track” function of a supporting browser, or deactivating the execution of script code in your browser or a script blocker such as NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) install in your browser.

You can also prevent Google from collecting the data generated by the cookie and relating to your use of the online presence (including your IP address) and from processing this data by Google by downloading the browser plug-in available under the following link and install:<https://tools.google.com/dlpage/gaoptout?hl=de>

You can deactivate Google's use of your personal data using the following link:<https://adssettings.google.de>

Further information on revocation, objection and removal options against Google can be found at:<https://policies.google.com/privacy?gl=DE&hl=de>

## **Use of DoubleClick**

### 1. Description and scope of data processing

On our website we use DoubleClick from the provider Google Ireland Ltd, Google Ireland Ltd., 4 Barrow St, Grand Canal Dock, Dublin 4, D04 V4X7, Ireland. DoubleClick enables better planning, execution, management and evaluation of campaigns and advertisements. This means that personalized advertising, which is intended to reflect the interests of our users as closely as possible, is shown to individual users.

The following data, among others, is processed:

- Number of page views
- User surfing behavior
- IP address
- Previously visited pages
- Search terms

Google is registered in the EU-US Data Privacy Framework. There is therefore an appropriate level of data protection for data transfer to the USA.

Further information about data processing by Google can be found here:

<https://policies.google.com/privacy>

### 2. Purpose of data processing

The data processing is carried out with the purpose of monetizing our website and adapting our marketing better to individual users.

### 3. Legal basis for data processing

The legal basis for the processing of users' personal data is the user's consent in accordance with Article 6 Paragraph 1 Sentence 1 Letter a GDPR.

### 4. Duration of storage

Your personal information will be retained for as long as necessary to fulfill the purposes described in this privacy policy or as required by law, for example for tax and accounting purposes.

### 5. Possibility of revocation, objection and removal

You can revoke your consent at any time and your consent under XIII. to assert the data subject rights mentioned in this data protection declaration. To do this, send us an informal email to the email address stated in this data protection declaration. The revocation of consent does not affect the lawfulness of the processing carried out based on the consent before its revocation.

You can prevent the collection and processing of your personal data by DoubleClick by preventing the storage of third-party cookies on your computer, using the "Do Not Track" function of a supporting browser, or deactivating the execution of script code in your browser or a script blocker such as NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) install in your browser.

Further information on objection and removal options against Google can be found at: <https://policies.google.com/privacy>

### Use of Google Single Sign-On

You have the option to log in via Google Single Sign-On (SSO). When using Google SSO, we may collect certain personal information from you, such as your name, email address and profile picture. This information is provided by Google when you sign in using your Google Account. The personal data we collect via Google SSO is used to provide you with easy and quick access to our services. We use this information to verify your identity and provide you with access to our platforms and applications. We will only retain your personal data for as long as necessary to provide our services or as required by law. If you would like to disconnect your Google Account from our Services, you can do so at any time through your Google Account settings.

The legal basis for processing your data is your consent. If you would like to revoke your consent to the use of Google SSO, Google has an opt-out function available to you. You can find out more about the processing of your data when using Google SSO in Google's privacy policy: <https://policies.google.com/privacy?hl=de>.

### Use of Facebook Single Sign-On

You have the option of logging in via Facebook Single Sign-On (SSO). When using Facebook SSO, we may collect certain personal information from you, such as your name, email address and profile picture. This information is provided by Facebook when you log in using your Facebook account. The personal data we collect via Facebook SSO is used to provide you with easy and quick access to our services. We use this information to verify your identity and provide you with access to our platforms and applications. We will only retain your personal data for as long as necessary to provide our services or as required by law. If you would like to disconnect your Facebook account from our Services, you can do so at any time via Facebook Google Account Settings.

The legal basis for processing your data is your consent. If you would like to revoke your consent to use Facebook SSO, Facebook has an opt-out function available to you. You can find out more about the processing of your data when using Facebook SSO in Facebook's privacy policy: <https://www.facebook.com/privacy/policy/?tid=331688105677>.

### **Use of Klarna CDN**

#### 1. Description and scope of data processing

We use Klarna CDN from Klarna Bank AB (publ) Sveavägen 46 111 34 Stockholm Sweden (hereinafter "Klarna"). With Klarna we can make the payment processes on our website as simple and quick as possible. In order to offer you Klarna's payment methods, we may transmit your personal data in the form of contact and order details to Klarna at checkout so that Klarna can assess whether you are eligible for their payment methods and to adapt these payment methods for you .

The following data can sometimes be collected:

- Technical data (e.g. IP address, browser type, operating system, date and time)
- Contact details (e.g. name, date of birth, email, nationality, salary, ID number)
- Payment information (e.g. credit card details or account number)
- Product information (e.g. tracking number, type and price of the product)

Further information on data processing by Klarna can be found at: [https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de\\_de/privacy](https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_de/privacy)

#### 2. Purpose of data processing

The purpose of processing the personal data is to process payment services, in particular to establish your identity and check your creditworthiness.

#### 3. Legal basis for data processing

If the data processing serves to process a contract, the legal basis for the processing of personal data is Art. 6 Paragraph 1 Sentence 1 Letter b GDPR. If data processing is necessary so that we can comply with a legal obligation, data processing is based on Article 6 Paragraph 1 Sentence 1 Letter c GDPR. If none of the aforementioned legal bases exists, we only process the data in the case of a legitimate interest in accordance with Art. 6 Para. 1 Sentence 1 Letter f of the GDPR or with your consent in accordance with Art .

#### 4. Duration of storage

Your personal information will be retained for as long as necessary to fulfill the purposes described in this privacy policy or as required by law.

#### 5. Possibility of revocation, objection and removal

If the processing is based on your consent, you can revoke it at any time and your consent under XIII. to assert the data subject rights mentioned in this data protection declaration. To do this, send us an informal email to the email address stated in this data protection declaration. The revocation of consent does not affect the lawfulness of the processing carried out based on the consent before its revocation.

If personal data is processed based on legitimate interest, you have the right to object to the processing of your personal data at any time.

You can prevent the collection and processing of your personal data by Klarna by preventing the storage of third-party cookies on your computer, using the “Do Not Track” function of a supporting browser, or deactivating the execution of script code in your browser or a script blocker such as NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) install in your browser.

Further information on cancellation, objection and removal options towards Klarna can be found at:[https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de\\_de/privacy](https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_de/privacy)

### **Use of Cookie Consent by Osano**

#### 1. Description and scope of data processing

We use “Cookie Consent by Osano” from the provider Osano, Inc., 3800 North Lamar Blvd, Suite 200, Austin, TX 78756 (hereinafter “Osano”). Osano helps us to manage the information about the cookies we use and the consent given. The consent given is assigned to you by means of the cookie.

The following data can sometimes be collected:

- IP address assigned a unique identifier (transfer to the USA only if the IP address has previously been hashed or deidentified)
- Details about your consent (date and time, browser data)

The data is stored in Amazon Web Services (AWS).

The processing takes place within the framework of an order processing contract. This ensures that the data collected is only processed according to our instructions and in compliance with data protection regulations.

If data is transmitted to third countries, it is ensured that the transmission takes place under the conditions of Chapter V of the GDPR. Osano is registered in the EU-US Data Privacy Framework. There is therefore an adequate level of protection for data transfer to the USA.

Further information on data processing by Osano can be found at:<https://osano.trusthub.com/privacy>



## 2. Purpose of data processing

The purpose of processing the personal data is to provide our consent tool with regard to the cookies used.

## 3. Legal basis for data processing

The processing is based on our legal obligation to obtain informed consent for non-essential cookies and to provide a consent banner. The data processing takes place on the legal basis of Article 6 Paragraph 1 Sentence 1 Letter c GDPR.

## 4. Duration and storage

Your personal information will be retained for as long as necessary to fulfill the purposes described in this privacy policy or as required by law.

## 5. Possibility of objection and removal

You can prevent the collection and processing of your personal data by Osano by preventing the storage of third-party cookies on your computer, using the “Do Not Track” function of a supporting browser, or deactivating the execution of script code in your browser or a script blocker such as NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) install in your browser.

Further information on objection and removal options against Osano can be found at:<https://osano.trusthub.com/privacy>

## **X. Purchasing an online ticket**

In order to order an online ticket, it is necessary that we collect your first and last name, your address and your email address. This is necessary for issuing the ticket and creating the invoice. It is necessary to request your mobile number in order to be able to inform you in good time via SMS in the event of an impending storm. The child's date of birth must be stated when purchasing a child ticket in order to determine whether there is a right to this ticket, as only children up to and including 12 years of age are allowed to receive a free ticket.

We process your personal data to initiate, implement and process the contract. The legal basis is Article 6 Paragraph 1, Sentence 1 Letter b GDPR. The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected and statutory retention periods no longer require the data to be retained.

When purchasing your ticket, you have the opportunity to personalize your ticket. Information about your company and your interests is requested. The ticket is personalized for marketing purposes (targeted contact for newsletters in accordance with point XVI. Telephone campaigns, member acquisition) and statistical purposes (image barometer, market analysis,

trade fair analysis). The legal basis for the processing of your data as part of ticket personalization is your consent in accordance with Article 6 Para. 1, S. 1 lit. a GDPR. You can revoke your consent at any time with future effect.

In order to process the payment for you, we use the services of PayPal (Europe) S.à rl et Cie, SCA, 22-24 Boulevard Royal, L-2449 Luxembourg, as a payment service provider. If you use this service, PayPal will receive the necessary data from us to process the contractual payment obligations.

## **XI. Registration of a voucher**

Exhibitors have the opportunity to invite visitors to the trade fair. Exhibitors have the opportunity to use our invitation tool from our Ticket Service Center. If the invitation tool is used, we receive your name and email address from the respective exhibitor in order to send you your individual registration link. Alternatively, exhibitors have the option of sending you a non-personalized registration link directly. After the event, the exhibitor can see in his ticket service center whether his invited guest was at the trade fair.

You can use the registration link to obtain your online ticket. To do this, we need to collect your first and last name, your address and your email address. This is required for the ticket to be issued. It is necessary to request your mobile number in order to be able to inform you in good time via SMS in the event of an impending storm. The child's date of birth must be stated when purchasing a child ticket in order to determine whether there is a right to this ticket, as only children up to and including 12 years of age are allowed to receive a free ticket.

We process your personal data to initiate, implement and process the contract. The legal basis is Article 6 Paragraph 1 Letter b GDPR. The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected and statutory retention periods no longer require the data to be retained.

When registering the voucher, you have the opportunity to personalize your ticket. Information about your company and your interests is requested. The ticket is personalized for marketing purposes (targeted contact for newsletters, mailings, telephone campaigns, member acquisition) and statistical purposes (image barometer, market analysis, trade fair analysis). The legal basis for the processing of your data as part of ticket personalization is your consent in accordance with Article 6 Para. 1 lit. a GDPR. You can revoke your consent at any time with future effect.

## **XII. Use for advertising purposes**

When purchasing a ticket, registering a voucher or scanning the barcode on your ticket and using the event app, the personal data collected can be sent to [Subsidiaries](#) transmitted to DLG Service GmbH or exhibitors for the purpose of marketing and advertising their own services and products and processed there. This also includes data that you give to the respective exhibitor when you visit their exhibition stand. The legal basis for processing your data for advertising purposes is our legitimate interest in accordance with Article 6 (1) (f) of the GDPR if the requirements of Section 7 (3) UWG are met, otherwise your consent in accordance with

Article 6 (1) (a) of the GDPR. You can object to the use of data for advertising purposes at any time based on legitimate interest or revoke your consent at any time with future effect.

### **XIII. Lead tracking**

When you purchase a ticket or register a voucher, you will receive an online ticket (as a PDF, m-ticket or wallet ticket). This ticket contains an encrypted barcode on which the personal data you provided during purchase or registration is stored. When you visit an exhibitor, you can voluntarily have this barcode scanned as an electronic business card by an exhibitor who takes part in lead tracking.

The personal data you provided when purchasing tickets or registering will then be sent to the exhibitor and processed there for the purpose of marketing and advertising its own services and products.

This also applies to the data you provided when personalizing your ticket, such as information about your company or your interests. This also includes data that you give to the respective exhibitor when you visit their exhibition stand.

The legal basis for the processing of your data for advertising purposes is your consent given to the respective exhibitor in accordance with Article 6 Paragraph 1 lit. a GDPR, which is explained by the voluntary scanning of the ticket. You can revoke your consent at any time with the respective exhibitor with effect for the future.

When you scan the barcode on your ticket, the personal data collected can be transmitted to affiliated companies of DLG Service GmbH for the purpose of documenting consent or for advertising purposes for their own services and products. This also applies to so-called interaction data. This data is obtained from interaction with Scan2Lead.

### **XIV. Use of the trade fair app**

The trade fair app is the DLG's digital platform and consists of a web app and a mobile app. The following describes how personal data is collected, used, disclosed and protected with the event app (hereinafter referred to as the "App").

#### Collection and use of personal data

Registration Data: When registering on the app, certain personal data is collected:

- Mandatory information: email address, last name, first name
- Voluntary information: salutation, title, mobile number, business address, country of origin, job title, company, biography and accounts of other social networks.

The information can be edited during registration or later at any time. This data is used to enable the use of the Platform, manage your account and provide you with access to the Platform's features and resources.

If the user purchased a ticket for the respective trade fair in the DLG trade fair ticket shop before registering in the trade fair app and registered there to purchase the ticket, the data required for registration in the trade fair app will be pre-filled. Your purchased ticket will also

be added to the ticket wallet of the trade fair app. This is done by entering the email address, which is used to ask the operator of the ticket shop (Aditus GmbH, Straße der Kulturen 5, 30539 Hannover) whether the user has purchased a ticket for the trade fair in advance. There is no automated registration in the trade fair APP when purchasing the trade fair ticket in the ticket shop.

Communication and networking: The networking function gives the user the opportunity to get in direct contact with other users and/or exhibitors. In the trade fair app you can configure in your profile settings whether you would like to be contacted. If the user has activated the “networking function”, he or she can be contacted by other users and exhibitors at any time.

If you communicate with other users via the Platform (e.g. via the chat function), your messages and information may be stored to enable the exchange and to ensure the security of the Platform.

Scan barcode: The user can use the “Scan Barcode” function in the mobile trade fair app to scan a barcode (QR code) at the stand of the participating exhibitors. After scanning the barcode, the user receives information about the exhibitor and access to further information that the exhibitor has stored for this purpose. In return, the respective exhibitor receives the data collected when purchasing the ticket or registering a voucher, including the voluntarily communicated interests, and can use this for advertising purposes or to contact you. The legal basis for the processing of your data for these purposes is your consent given to the respective exhibitor in accordance with Article 6 Para. 1 lit. a GDPR, which is declared by scanning the barcode. You can revoke your consent at any time with the respective exhibitor with effect for the future.

Address book synchronization:Address book access offers the option of saving the contacts received via the digital business card or the exhibitor directory directly in your address book as contacts. This checks locally on your device to see whether the contact is already saved in your address book. In order to save exhibitor contacts, our app requires access to your address book.

Address book access also offers the option of inviting your own contacts to use the app. As soon as a contact is searched for in networking who is not yet an app user/networking participant, after access to the address book has been granted, it can be checked whether the user is present in the local address book in order to then invite him to use the app.

Access is only possible if you have previously agreed to this. The legal basis for this is your consent in accordance with Article 6 Paragraph 1 Letter a) GDPR, which you can revoke at any time with effect for the future. To do this, please deactivate access in the app settings on your device.

Log data: When you use the Platform, certain information is automatically collected, such as your IP address, device information, browser type, operating system, date and time of access. This information is used for statistical purposes, to improve the platform and to ensure security.

Recommendations and personalized content: Based on the information and data you provide, including your profile and your activities on the Platform, we use automated technologies to generate recommendations about contacts, content and features that may be useful to you. These recommendations may include, for example, events, people, groups, posts or resources. A current and accurate profile helps us make these recommendations relevant and accurate.

Disclosure of personal data

Within the platform: Your personal data may be used within the platform for exchange and communication with other users.

By clicking on an exhibitor's profile page, you agree that your visit to the exhibitor's profile page can be tracked by the exhibitor by displaying your first and last name, company and job title. The exhibitor now has the opportunity to send you a contact request within the trade fair app. If this request is accepted, further data (email address, telephone numbers, country of origin, interests, matchmaking information) will be made available to the issuer.

If you interact with the exhibitor when visiting the exhibitor profile, for example by clicking on the "Request a Meeting" or "Express Interest" buttons, your data (email address, telephone numbers, country of origin, interests, matchmaking information ) made available to the exhibitor.

Third party service providers:DLG may commission third parties to offer services in connection with the platform, e.g. B. Hosting services, data analysis or technical support. These service providers may have access to personal data, but only to the extent necessary to provide their services and they are contractually obliged to respect data protection.

#### Legal basis for data processing

We process your personal data to initiate, implement and process the respective contract. The legal basis for the processing of the data is Article 6 Paragraph 1 Sentence 1 Letter b GDPR

The legal basis for processing the data, if consent has been given, is Article 6 Paragraph 1 Sentence 1 Letter a GDPR. You can revoke your consent at any time with future effect.

#### Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected and statutory retention periods no longer require the data to be retained.

### **XV. Newsletter**

#### 1. Description and scope of data processing

You can subscribe to a free newsletter on our website. When you register for the newsletter, your company name, your first and last name, your company or private address and your email address will be sent to us from the input mask.

In connection with data processing for sending newsletters, the data is passed on to the service provider:

Inxmail GmbH  
Wentzingerstr. 17  
79106 Freiburg/GERMANY  
Tel.: 0761 – 29 69 790

Sales and support via:

crm consults GmbH  
Felsweg 1435435 Wettenberg

Tel.: 0641 – 39 97 56 30

## 2. Purpose of data processing

The purpose of collecting the user's email address is to deliver the newsletter.

## 3. Legal basis for data processing

The legal basis for the processing of data after the user has registered for the newsletter is Article 6 Paragraph 1 Sentence 1 Letter a of the GDPR if the user has given their consent.

For existing customers...

## 4. Duration of storage

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. The user's email address is therefore stored as long as the subscription to the newsletter is active.

## 5. Possibility of revocation and removal

The subscription to the newsletter can be canceled by the affected user at any time. For this purpose, there is a corresponding link in every newsletter.

## **XVI. Rights of data subjects**

If your personal data is processed, you are the data subject within the meaning of the GDPR and you have the following rights towards the person responsible:

### 1. Right to information

You can request confirmation from the person responsible as to whether personal data concerning you is being processed by him. If such processing occurs, you can request information from the person responsible about the following information:

- the purposes for which the personal data are processed;
- the categories of personal data that are processed;
- the recipients or categories of recipients to whom the personal data concerning you have been or will be disclosed;
- the planned duration of storage of the personal data concerning you or, if specific information is not possible, criteria for determining the storage period;
- the existence of a right to rectification or deletion of personal data concerning you, a right to restrict processing by the controller or a right to object to this processing;
- the existence of a right to lodge a complaint with a supervisory authority;
- all available information about the origin of the data if the personal data is not collected from the data subject;
- the existence of automated decision-making including profiling in accordance with Article 22 Paragraphs 1 and 4 GDPR and at least in these cases - meaningful information about the logic involved as well as the scope and intended effects of such processing for the data subject.

You have the right to request information as to whether the personal data concerning you will be transferred to a third country or to an international organization. In this context, you can request to be informed about the appropriate guarantees in accordance with Art. 46 GDPR in connection with the transfer.

## 2. Right to rectification

You have the right to request correction and/or completion from the person responsible if the personal data processed concerning you is incorrect or incomplete. The person responsible must make the correction immediately.

## 3. Right to restriction of processing

You can request the restriction of the processing of personal data concerning you under the following conditions:

- if you contest the accuracy of the personal data concerning you for a period enabling the controller to verify the accuracy of the personal data;
- the processing is unlawful and you refuse the deletion of the personal data and instead request the restriction of the use of the personal data;
- the controller no longer needs the personal data for the purposes of processing, but you need them to assert, exercise or defend legal claims, or
- if you have lodged an objection to the processing in accordance with Article 21 Para. 1 GDPR and it is not yet clear whether the legitimate reasons of the controller outweigh your reasons.

If the processing of personal data concerning you has been restricted, this data - apart from its storage - may only be used with your consent or to assert, exercise or defend legal claims or to protect the rights of another natural or legal person or for reasons of important public interest of the Union or a Member State. If the restriction on processing has been restricted in accordance with the above conditions, you will be informed by the person responsible before the restriction is lifted.

## 4. Right to deletion

### a) Obligation to delete

You can request that the person responsible delete the personal data concerning you immediately, and the person responsible is obliged to delete this data immediately if one of the following reasons applies:

- The personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed.
- You revoke your consent on which the processing was based in accordance with Article 6 Paragraph 1 Sentence 1 Letter a or Article 9 Paragraph 2 Letter a GDPR and there is no other legal basis for the processing.
- You object to the processing in accordance with Article 21 Paragraph 1 of the GDPR and there are no overriding legitimate reasons for the processing, or you object to the processing in accordance with Article 21 Paragraph 2 of the GDPR.
- Your personal data has been processed unlawfully.

- The deletion of personal data concerning you is necessary to comply with a legal obligation under Union or Member State law to which the controller is subject.
- The personal data concerning you was collected in relation to information society services offered in accordance with Article 8 Para. 1 GDPR.

#### b) Information to third parties

If the person responsible has made the personal data concerning you public and is obliged to delete it in accordance with Article 17 Para. 1 GDPR, he shall take appropriate measures, including technical measures, taking into account the available technology and the implementation costs, to ensure that the person responsible for data processing to inform those processing the personal data that you, as the data subject, have requested them to delete all links to that personal data or copies or replications of that personal data.

#### c) Exceptions

There is no right to deletion if processing is necessary

- to exercise the right to freedom of expression and information.
- to fulfill a legal obligation requiring processing under Union or Member State law to which the controller is subject, or to carry out a task carried out in the public interest or in the exercise of official authority vested in the controller;
- for reasons of public interest in the field of public health in accordance with Article 9 Paragraph 2 Letters h and i and Article 9 Paragraph 3 GDPR;
- for archiving purposes in the public interest, scientific or historical research purposes or for statistical purposes in accordance with Article 89 Para. 1 GDPR, insofar as the law mentioned under section a) is likely to make the achievement of the objectives of this processing impossible or seriously impair it, or
- to assert, exercise or defend legal claims.

#### 5. Right to information

If you have asserted the right to rectification, deletion or restriction of processing against the controller, the controller is obliged to inform all recipients to whom the personal data concerning you have been disclosed of this rectification or deletion of the data or restriction of processing, unless: this turns out to be impossible or involves disproportionate effort. You have the right to be informed about these recipients by the person responsible.

#### 6. Right to data portability

You have the right to receive the personal data concerning you that you have provided to the person responsible in a structured, common and machine-readable format. You also have the right to transmit this data to another person responsible without hindrance from the person responsible to whom the personal data was provided, provided that

- the processing is based on consent in accordance with Art. 6 Paragraph 1 Sentence 1 Letter a GDPR or Art based and
- the processing takes place using automated procedures.
- In exercising this right, you also have the right to have the personal data concerning you transmitted directly from one controller to another controller, to the extent that this



is technically feasible. The freedoms and rights of other people must not be impaired by this.

The right to data portability does not apply to processing of personal data that is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

#### 7. Right to object

You have the right, for reasons arising from your particular situation, to object at any time to the processing of your personal data, which is carried out on the basis of Article 6 Paragraph 1 Sentence 1 Letter e or f of the GDPR; This also applies to profiling based on these provisions.

The person responsible will no longer process the personal data concerning you unless he can demonstrate compelling legitimate grounds for the processing that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

If your personal data is processed for the purpose of direct advertising, you have the right to object at any time to the processing of your personal data for the purpose of such advertising; This also applies to profiling insofar as it is connected to such direct advertising.

If you object to processing for direct advertising purposes, your personal data will no longer be processed for these purposes.

In connection with the use of information society services - regardless of Directive 2002/58/EC - you have the opportunity to exercise your right to object using automated procedures that use technical specifications.

#### 8. Right to revoke the declaration of consent under data protection law

You have the right to revoke your data protection declaration of consent at any time. The revocation of consent does not affect the lawfulness of the processing carried out based on the consent before its revocation.

#### 9. Automated decision-making in individual cases including profiling

You have the right not to be subject to a decision based solely on automated processing - including profiling - which produces legal effects concerning you or similarly significantly affects you.

This does not apply if the decision

- is necessary for the conclusion or fulfillment of a contract between you and the person responsible,

- is permitted by Union or Member State law to which the controller is subject and such law contains appropriate measures to safeguard your rights and freedoms and your legitimate interests or
- with your express consent.

However, these decisions may not be based on special categories of personal data in accordance with Article 9 Paragraph 1 GDPR, unless Article 9 Paragraph 2 Letters a or b GDPR applies and appropriate measures have been taken to protect your rights and freedoms as well as your legitimate interests .

With regard to the cases mentioned in 1 and 3, the person responsible takes appropriate measures to protect the rights and freedoms as well as your legitimate interests, including at least the right to obtain the intervention of a person on the part of the person responsible, to express one's own point of view and to challenge belongs to the decision.

#### 10. Right to complain to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your residence, your place of work or the place of the alleged infringement, if you are of the opinion that the processing of your personal data is contrary to violates the GDPR. The supervisory authority to which the complaint was submitted will inform the complainant of the status and results of the complaint, including the possibility of a judicial remedy in accordance with Art. 78 GDPR.

The supervisory authority responsible for those responsible is  
Hessian Commissioner for Data Protection and Freedom of Information  
Gustav Stresemann Ring 1  
65189 Wiesbaden  
Telephone: 0611-1408 0  
Email: [poststelle@datenschutz.hessen.de](mailto:poststelle@datenschutz.hessen.de)