

Data Protection Information Participation in Events of the Bitkom Group

Overview of the processing of personal data when participating in events on site or online

The original data protection information for participation in events of the Bitkom Group is in German and is available in the [Bitkom Data Protection Center](#). This translation is provided for convenience only and without liability.

Responsibility

Controller

The Bitkom Group company that contacted you is responsible for processing your personal data. The contact details are as follows:

Bitkom Servicegesellschaft mbH
Albrechtstrasse 10
10117 Berlin
E-mail: info@bitkom-service.de

Bitkom e.V.
Albrechtstrasse 10
10117 Berlin
E-mail: bitkom@bitkom.org

DFA Digital für alle gGmbH
Albrechtstrasse 10
10117 Berlin
E-Mail: info@digitaltag.eu

(hereinafter jointly referred to as "we")

Contact details of the data protection officer

You can address questions about the processing of your data to the data protection officer at any time:

datenschutz nord GmbH
Standort Berlin
Kurfürstendamm 212
10719 Berlin
E-Mail: office@datenschutz-nord.de

Purposes and legal basis of data processing

Registration for the event

We generally process these categories of personal data in this context: Name, e-mail address (private or business), telephone number (private or business), company, position, address (business). We process your data for these purposes in particular:

- Sending the registration confirmation
- Creation of a name badge for face-to-face events
- Support before, during and after the event
- Creation of a participation list
- Forwarding the participation list to speakers for optimal preparation for the event
- Forwarding the participation list to member companies of Bitkom e.V. to grant and control access to their premises, which they make available for the purpose of holding the event
- If necessary, forwarding the participation list to other third parties involved in organizing the event

The data processing described is carried out on the basis of Art. 6 para. 1 lit. b) GDPR (contract fulfillment, event implementation) and Art. 6 para. 1 lit. f) GDPR (protection of legitimate interests, based on our interest in preparing the event in the best possible way).

For some of our events, it is necessary to provide further information, for example in order to be able to fulfill any security requirements on site. For this purpose, the data may also be passed on to third parties. The basis for data processing is Art. 6 para. 1 lit. f) GDPR (balancing of interests, based on our interest in holding the event). We will inform you in good time about the provision of the required information and delete this data immediately after the event.

Special features of participating in a hybrid event or an online meeting

Some of our events take place as hybrid or purely online meetings/conferences. In the case of a hybrid event, it is possible to participate on site or virtually. Below you will find the necessary information for online participation for both hybrid events and online-only meetings. Online participation in a hybrid event corresponds to participation in an online meeting.

Participation via online meeting software

If you participate in the event online, participation is usually via the online meeting software "Microsoft Teams". "Microsoft Teams" is a service provided by Microsoft Corporations, which is based in the USA. Participation can also take place via the online meeting software "Zoom", a service of Zoom Video Communications Inc., also based in the USA. The service of the respective online meeting software is made available to us as commissioned data processing (processing on our behalf).

In the case of online participation, the following categories of personal data may be subject to processing:

- Personal details: first name, surname, telephone number, e-mail address, password, profile picture, department
- Meeting metadata: Topic, description, IP addresses of the participant, device/hardware information for recordings: MP4 file of all video, audio and presentation recordings, M4A file of all audio recordings, text file of all online meeting chats
- when dialing in with the telephone: information on the incoming and outgoing telephone number, country name, start and end time, if necessary, further connection data such as the IP address of the device can be saved
- Text, audio and video data: You may have the option of using the chat, question or survey function in an online meeting. The text entries you make are processed in order to display them in the online meeting and, if necessary, to log them.

The provision of your data is voluntary. However, some of the data mentioned is required to hold the event and is therefore marked as mandatory. The provision of this data is mandatory for participation in order to enable the event to take place.

The provision of other data is voluntary, but may be necessary for the use of certain services or functions. These data are also marked as mandatory fields. Failure to provide the mandatory data means that the service or function in question cannot be provided. If optional data is not provided, we may not be able to provide the online meeting in the same form and to the same extent as usual.

In order to enable the display of video and the playback of audio, the data from the microphone and/or video camera of your end device will be processed for the duration of the event. You can deactivate or mute the camera and/or microphone at any time using the provider's online meeting software. For more information on data processing, please refer to Teams: <https://learn.microsoft.com/de-de/microsoftteams/teams-privacy> or Zoom's privacy policy: <https://explore.zoom.us/de/privacy/>.

If it is necessary to record the event, we will note the text entries made in the online meeting. In the case of events in the form of a webinar, we may process the questions asked by participants for the purpose of recording and following up on webinars.

The legal basis for the data processing described is Art. 88 GDPR in conjunction with Section 26 (1) BDSG (implementation of the employment relationship of the Bitkom Group, insofar as an employment relationship exists). If there is no employment relationship with the Bitkom Group, the legal basis is Art. 6 para. 1 lit. f GDPR (safeguarding legitimate interests based on our interest in conducting online meetings, organizing them efficiently and fulfilling our statutory mission).

Participation via a livestream

Some of our events are broadcast via a live stream, which you can access via our website www.bitkom.org. The livestream is embedded on our website via the third-party provider YouTube, which is not stored on our servers. However, for reasons of data protection, when you access our website, no content from the third-party provider is loaded and the third-party provider does not receive any information. Only when you give your consent via our banner will third-party content be loaded. As a result, the third-party providers receive the information that you have accessed our site as well as the technically required usage data. In addition, the third-party providers are then able to implement tracking technologies.

We have no influence on further data processing by the third-party providers. However, when embedding the live stream, we made sure to activate the extended data protection mode offered by the respective

third-party provider. The extended data protection mode means that the respective third-party provider does not automatically set cookies. However, in order to be able to play the live stream, it is necessary that you agree to the setting of certain cookies (social media cookies). Otherwise the live stream cannot start.

The livestream is retrieved on the basis of Art. 6 para. 1 lit. a GDPR (consent), provided that you have given your consent via our banner.

Provider	Adequate level of data protection	Revocation of consent
Google Ireland Limited, Google LLC, USA (YouTube)	For transfers to the USA, an appropriate level of data protection is guaranteed due to the provider's certification in accordance with the EU-U.S. Data Privacy Framework.	If you have clicked on the banner, the content of the third-party provider will be loaded immediately. If you do not want such a reload on other pages, please call up the Consent Management Tool again and select your setting.

Profile on the event platform Swapcard

Some of our events are held on the Swapcard event platform. In order for you to be able to participate, a user profile is created for you on the basis of Art. 6 para. 1 lit. b) GDPR, in which your name, your e-mail address, your position and your company are stored. You cannot participate in the event without creating a user profile.

Your profile is generally set so that your details are not visible to other app users. However, we would be pleased if you would make your data visible to other users in order to promote the exchange of information and networking. You can also optionally add further data about yourself to your user profile, e.g. a profile picture. The aforementioned data processing is voluntary and is based on your consent in accordance with Art. 6 para. 1 lit. a) GDPR, which you can revoke at any time, e.g. by changing or deleting your profile settings or at datenschutz@bitkom.org.

Further information about Swapcard and the Networking App can be found here <https://www.swapcard.com/privacy-policy/>.

Lead Scanning by Exhibitors

At our events, exhibitors may have the option of scanning the event badge or QR code of participants. If you have your badge or QR code scanned by an exhibitor, the contact details stored in your participant profile on the Swapcard event platform, in particular your name, your company, your position as well as your business e-mail address and, where applicable, telephone number, may be transmitted to the exhibitor. The exhibitor processes this data under its own responsibility, in particular for following up on a conversation, contacting you and for its own advertising purposes. The data will only be transmitted to the exhibitor if you consciously present your badge or QR code for scanning. The aforementioned data processing is voluntary and is based on your consent in accordance with Art. 6 para. 1 lit. a) GDPR, which you can revoke at any time with effect for the future.

Information about planned photo and video recordings at the event

At some events, we will take photos and/or videos for public relations purposes. As soon as this is the case, we will inform you of this at the beginning of the event at the latest. As a rule, photos and video recordings are made of people who play a special role (e.g. speakers, moderators, etc.) or show groups of participants and depict the atmosphere of the event.

We publish these photos and/or videos

- on the Bitkom website,
- on our pages in social networks such as LinkedIn, Twitter and Instagram as well as in the Bitkom member portal,
- to create a photo recap or highlight video of the event.

If you do not wish to appear in these photographs or videos, please inform the photographer accordingly.

The legal basis for data processing with regard to the taking of photos and/or videos is Art. 6 para. 1 lit. f GDPR (protection of legitimate interests, based on our interest in documenting the event with photographs for public relations purposes and then using these for information and representation purposes). You can object to the data processing.

Information about recordings and livestream of the event

Some of our events are streamed live or recorded in order to make the event accessible to interested parties at another location or afterwards for public relations purposes. If this is the case, we will inform you of this at the latest at the start of the event. In the case of online participation, the fact that the event is being recorded will be displayed in the online meeting software itself.

As a rule, people who play a special role at the event (e.g. speakers, moderators, etc.) are filmed during a recording or livestream. However, due to the camera settings at the event location, there is a possibility that you as a participant may be filmed in the livestream or during the recording. This applies to both on-site and online participation. If you do not wish to appear in the recordings, we ask that you either position yourself at the event location in such a way that the camera cannot capture you or, if you are participating online, turn off the camera on your device.

We intend to publish the livestream and the recording on the YouTube platform. We may also use the recording for internal purposes only (e.g. making it available to participants, documentation purposes).

The legal basis for the data processing described is Art. 6 lit. f) GDPR (protection of legitimate interests, based on our interest in documenting the event for the purpose of public relations with film recordings and using these for information and representation purposes). You can object to the data processing.

Newsletter and information about events and membership in Bitkom

If you have registered for the event via a website, you also have the option of voluntarily registering for the newsletter or mailings for future events and services as well as information on membership of the Bitkom Group. After registering, you will receive an e-mail in which you must confirm your e-mail address for verification purposes (so-called double opt-in procedure). The legal basis for storing the e-mail address and sending the information is your consent in accordance with Art. 6 (1) (a), 7 GDPR, which you can revoke at any time with effect for the future. An uncomplicated way to revoke your consent is, for example, via the unsubscribe link provided in every e-mail.

As part of the registration for the newsletter and mailing, we store further data in addition to the data already mentioned, insofar as this is necessary so that we can prove that you have ordered our newsletter. This may include the storage of the full IP address at the time of the order or confirmation of the newsletter, as well as a copy of the confirmation email sent by us. The corresponding data processing is carried out on the basis of Art. 6 para. 1 sentence 1 lit. f) GDPR and is carried out in the interest of being able to account for the legality of the consent.

Information on similar event formats/topics

We use the e-mail address you provide when registering for a Bitkom Servicegesellschaft mbH event for direct advertising for our own similar event formats. You will receive these event recommendations regardless of whether you have subscribed to our newsletter. In this way, we want to provide you with information about events and topics that may be of interest to you based on your previous registrations for our events. If you do not wish to receive these event recommendations, you can object to this at any time without incurring any costs other than the transmission costs according to the basic rates. An informal message to the address datenschutz@bitkom.org is sufficient. Alternatively, you can also use the unsubscribe link contained in every e-mail.

The legal basis for the data processing described is Art. 6 para. 1 lit. f GDPR (balancing of interests, based on our interest in providing advertising to existing customers) and Section 7 para. 3 UWG (processing of your email address for direct advertising).

Further information on the processing of your data

Access to personal data

Within Bitkom, access to your data is only granted to persons who need it to carry out the tasks assigned to them.

In addition, service providers or other persons who support us in the fulfillment of our tasks may have access to your data. These are service providers or persons in the following categories:

- Hosting service provider for the operation of our servers
- Service provider for the registration process (doo GmbH)
- Service provider for the provision of a video conferencing system (Zoom, Microsoft)
- Service provider for the provision of the event platform (swapcard)
- E-mail dispatch service provider for sending e-mails (Mailjet)

- other Bitkom Group companies for internal administrative purposes
- Speakers in preparation for an event

Service providers used by us must meet special confidentiality requirements. They will only have access to your data to the extent and for the period of time required to fulfill their tasks.

Some of our events are supported by partner companies or sponsors. In this case, you have the option of consenting to the transfer of your data to our partner companies/sponsors so that they can send you promotional information. The transfer of data to our partner companies / sponsors is based on your consent in accordance with Art. 6 para. 1 lit. a) GDPR. You can find our partner companies / sponsors in the overview linked in the consent text.

Some of the partner companies / sponsors are based in countries outside the European Union. Some of these countries are considered unsafe third countries under data protection law because the data protection laws there do not generally protect personal data to the same extent as is the case in the member states of the European Union. It cannot be ruled out that authorities will be allowed to access data without the data subjects being able to assert effective legal protection against this access. Furthermore, the rights of data subjects may be restricted.

We would like to point out that the content from the online meeting is available to all participants. If you participate in the event online, the provider of the online meeting software will have access to your data insofar as this is provided for in the context of order processing. This does not apply if we hold an online meeting with end-to-end encryption. In this case, the provider of the online meeting software cannot access the content of an online meeting.

Data processing outside the European Union

To process your data, we use Microsoft Corporation (USA) and Zoom Video Communications Inc. as service providers located in a third country outside the European Union. Countries outside the European Union handle the protection of personal data differently than countries within the European Union. We have therefore taken special measures to ensure that your data is processed as securely in third countries as it is within the European Union. Microsoft Corporation and Zoom Video Communications Inc. are certified under the EU-U.S. Data Privacy Framework. This ensures an appropriate level of data protection when data is processed at Microsoft and Zoom in the USA.

Storage duration

The data processed in the context of event participation is generally stored for the duration of the event and deleted as soon as it is no longer required for the execution and processing of the contract (usually after five years) and there are no (longer) any statutory retention periods.

If you have subscribed to our newsletter or consented to our mailing, we will store your name and e-mail address until you withdraw your consent. We also store the data that we require as proof of your newsletter consent until the expiry of the limitation period of three years. The data processed in the context of event participation is generally stored for the duration of the event and deleted as soon as it is no longer required for the execution and processing of the contract (usually after three years) and there are no (longer) any statutory retention periods.

Rights of the data subject

Information

You can request information about your personal data processed by us in accordance with Art. 15 GDPR.

Correction

If your data is not (or is no longer) correct, you can request the correction of your data in accordance with Art. 16 GDPR. If your data is incomplete, you can request that it be completed.

Deletion

In accordance with Art. 17 GDPR, you have the right to request the erasure of your data.

Restriction of processing

In accordance with Art. 18 GDPR, you have the right to request the restriction of the processing of your data.

Contradiction

In accordance with Art. 21 GDPR, you have the right to object to the processing of your data on grounds relating to your particular situation. In the event of a justified objection, we will no longer process your data.

Objection to the processing of your data for direct marketing purposes

You have the right to object at any time to the processing of your data for direct marketing purposes. This also applies to profiling in connection with direct advertising. You can address your objection to us informally, preferably using datenschutz@bitkom.org.

Right of appeal

You are entitled to lodge a complaint with a data protection supervisory authority if you do not agree with the processing of your data.

Data portability

In accordance with Art. 20 GDPR, you have the right to receive personal data that you have provided to us in an electronic format.

Revocation of your consent

You have the right to withdraw any consent you have given us to process your data at any time. The easiest way to withdraw your consent is to send an e-mail to datenschutz@bitkom.org. The withdrawal of consent does not affect the lawfulness of the processing of your data up to the time of withdrawal.