

## **Data protection policy**

The protection of your personal data during the collection, processing and use of your data when you visit our website (platform) is an important concern for us.

Therefore, this data protection policy will inform you about the type, scope and purposes of the collection and use of your personal data on our website or when using the services offered on our website (e.g. virtual congresses, virtual trade fairs) (hereinafter referred to as “digital services”) or surveys. We are responsible for all personal data collected on our website unless this data protection policy stipulates otherwise. In the case of web services in particular, the respective organiser is responsible, while we act as a pure service provider or order processor.

Personal data is information with which a person can be identified, i.e. information that can be traced back to an individual. This typically includes the name, e-mail address or telephone number. In addition, purely technical data that can be assigned to a person is also considered personal data.

### **I. Name and address of the responsible party**

We are the responsible body for data processing:

Bundesverband der Hörgeräte-Industrie e.V.  
Herriotstr. 1, 60528 Frankfurt am Main  
Telephone: +49 (0)69 664 263 400  
E-Mail: [info@bvhi.org](mailto:info@bvhi.org)  
Web: [www.bvhi.org](http://www.bvhi.org)

Europäische Union der Hörakustiker e. V.  
Neubrunnenstraße 3, 55116 Mainz  
Tel.: +49 (0) 6131 2830-0  
E-Mail: [info@euha.org](mailto:info@euha.org)  
Web: [www.euha.org](http://www.euha.org)

All responsible parties are named “organiser” in the following.

### **II. Collection and storage of personal data and the nature and purpose of its use**

#### **1. When visiting the website (platform)**

When you call up the website, the browser used on your end device automatically sends information to the server of our website. This information is temporarily stored in a so-called log file. The following information is recorded without your intervention and stored until it is automatically deleted:

- IP address of the requesting computer,
- date and time of access,
- name and URL of the retrieved file,
- website from which the access takes place (referrer URL),
- the browser used and, if applicable, the operating system of your computer and the name of your access provider.

We process the data mentioned above for the following purposes:

- to ensure easy connection to our website,
- to guarantee the user-friendliness of the website,
- for the evaluation of system security and stability and
- other administrative purposes.

### **Transfer of personal data to meetyoo conferencing GmbH**

For the purpose of efficiently processing your enquiries and carrying out the services on offer, we also forward personal data to meetyoo conferencing GmbH (<https://metyoo.com/de>). Meetyoo conferencing GmbH acts as a service provider or order processor for the organiser. The data protection policy of meetyoo conferencing GmbH can be found at [https://metyoo.com/wp-content/uploads/2020/06/DE\\_Datenschutzerklärung\\_virtuelle\\_Events\\_metyoo\\_2020\\_6\\_4.pdf](https://metyoo.com/wp-content/uploads/2020/06/DE_Datenschutzerklärung_virtuelle_Events_metyoo_2020_6_4.pdf).

The legal basis for data processing is Art. 6(1) sentence 1, point f GDPR. The above-mentioned purposes for data collection form the basis for our justified interest. Under no circumstances will we use the data collected for the purpose of drawing conclusions about your person.

Furthermore, we use cookies and analysis services when you visit our website. You will find more detailed explanations regarding cookies in the following sections of this data protection policy.

## 2. Registration

The use of our digital services for virtual congresses or virtual trade fairs requires registration.

The data stored during registration can be seen in the input mask of the respective registration form. In the standard case, this is first name, surname, company, city, country, e-mail address as well as information about industry and function. Mandatory information is marked as such. If the user has registered for a digital service, he/she will receive various reminder e-mails and, if applicable, e-mails after participation entitled for example "Thank you", "Publication of the on-demand version" or "Request for feedback" etc.

When you register on our site, the IP address, technical information about the device and browser used, including version and any installed plug-ins, as well as fonts, data volumes, technical data transfer details such as access status/HTTP status code and data volume are processed. In addition, technical error codes as well as date and time of the dial-in and time zone are also processed. This serves to identify and prevent cases of abuse (e.g. in the event that a third party misuses your data and registers on our site with this data without your knowledge).

### **Declarations of consent within the scope of registration**

Within the scope of the application and registration, the submission of a declaration of consent under data protection law is obligatory. We would like to point out that any consent granted under data protection law can be revoked at any time with effect for the future.

### **Typical data processing procedures within the scope of a digital service**

When you participate in a digital service, the time, duration and circumstances of your participation in the respective digital service are recorded (e.g. downloads or exhibition stands visited). This data is used to create invoices, to enable the control and administration of the digital service and, if necessary, to allow an evaluation of the event (statistically anonymous and non-person-specific). You may also have the opportunity to ask the presenter, organiser or other participants questions and to make your own contributions via chat or audio transmission. Within the scope of providing these functions, we process the contents of your questions and contributions, as well as the time and date.

In addition, your data will be passed on to the exhibitors in accordance with their declaration of consent during registration, who are themselves responsible for the use of the data.

### **Votes, feedback and online surveys**

If votes are cast during participation in a virtual event or on-demand participation, data on the result of the votes (number of votes cast in each case and percentage distribution) are collected and processed. As a result of registration, the voting behaviour is processed on a personal basis, i.e. with the respective name of the participant. If the webcast is offered without registration, the voting behaviour is anonymous.

At most events, you will have the opportunity to answer short online surveys in order to provide the organisers with valuable feedback on the event attended. The time and content of your feedback will be stored on our platform on a personal basis. The evaluation of the feedback is usually transmitted to the organiser in a personalised form unless the organiser has expressly commissioned an anonymised form of transmission.

### **Legal basis for data processing by the organiser**

The processing of personal data in the context of the use of the digital services for virtual events and virtual trade fairs is based on Art. 6(1)-point b GDPR. According to Art. 6(1) point b GDPR, data processing is permitted if it is necessary for the fulfilment of a contract. In order to provide you with these digital services in accordance with the contract, we must process the personal data presented in this section.

### **III. Passing on data**

Your personal data will not be transferred to third parties for purposes other than those listed below.

We only pass on your personal data to third parties if:

- you have given your express consent in accordance with point a of Art. 6(1) sentence 1 GDPR,
- the disclosure pursuant to Art. 6(1) sentence 1, point f GDPR is necessary for the assertion, exercise or defence of legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data,
- in the event that there is a legal obligation to pass on the data pursuant to Art. 6(1) sentence 1, point c GDPR, and
- this is legally permissible and required under Art. 6(1) sentence 1, point b GDPR for the processing of contractual relationships with you.

### **IV. Cookies**

We use cookies on our website. These are small files that are automatically created by your browser and stored on your end device (laptop, tablet, smartphone or similar) when you visit our site. Cookies do not cause any damage to your device, do not contain viruses, trojans or other malware.

Information is stored in the cookie that is related to the specific device used. This does not mean, however, that we obtain direct knowledge of your identity as a result.

The use of cookies serves on the one hand to make it easier for you to use our services. For example, we use so-called session cookies to recognize that you have already visited individual pages of our website. These are automatically deleted when you leave our site.

On the other hand, we also use temporary cookies to optimise user-friendliness, which are stored on your end device for a certain fixed period of time. If you visit our site again to use our services, we will automatically recognise that you have already been with us and which entries and settings you have made so that you do not have to enter them again.

Furthermore, we use cookies to record the use of our website statistically and to evaluate it for the purpose of optimising our services for you (see Section 5). These cookies enable us to automatically recognise that you have already been with us when you visit our site again. These cookies are automatically deleted after a defined time.

The data processed by cookies is required for the purposes mentioned above to protect our legitimate interests and those of third parties in accordance with Art. 6(1) sentence 1, point f GDPR.

Most browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer or so that a message always appears before a new cookie is created. Although, completely deactivating cookies may mean that you cannot use all the functions of our website.

## **V. Analysis and tracking tools**

The tracking measures listed below and used by us are carried out in accordance with Art. 6(1) sentence 1, point f GDPR. With the aid of the following tracking measures, we aim to ensure that our website is designed to meet the needs of our customers and is continuously optimised. Furthermore, we use these tracking measures to record the use of our website statistically and evaluate it for the purpose of optimising our services for you. These interests are to be regarded as justified in the sense of the aforementioned regulation.

The respective data processing purposes and data categories relate to the corresponding tracking tools.

### **a) Google Analytics**

For the purpose of designing our pages to meet your needs and continuously optimising them, we use Google Analytics, a web analysis service provided by Google Inc. (<https://www.google.de/intl/de/about/>) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter "Google"). In this context, pseudonymised user profiles are created, and cookies are used. The information generated by the cookie about your use of this website such as

- browser type/version,
- the operating system used,
- referrer URL (the previously visited page),

- host name of the accessing computer (IP address),
- time of the server request,

is transmitted to a Google server in the USA and stored there. The information is used to evaluate the use of the website, to compile reports on the website activities and to provide further services associated with the use of the website and the internet for the purposes of market research and the design of the website in line with requirements. This information may also be transferred to third parties if required by law or if third parties process this data on our behalf. Under no circumstances will your IP address be merged with other Google data. The IP addresses are made anonymous, so that identification is not possible (IP masking).

You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use the full range of functions of this website.

You can also prevent the collection of data generated by cookies that is related to your use of the website (including your IP address) and the processing of this data by Google by downloading and installing a browser add-on (<https://tools.google.com/dlpage/gaoptout?hl=de>).

As an alternative to the browser add-on, especially in the case of browsers on mobile devices, you can also prevent the collection by Google Analytics by clicking on this link. An opt-out cookie is set to prevent future collection of your information when you visit this website. The opt-out cookie is only valid in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you will need to set the opt-out cookie again.

Further information on data protection in connection with Google Analytics can be found in the Google Analytics help section (<https://support.google.com/analytics/answer/6004245?hl=de>).

## **VI. Social media plug-ins**

Social media plug-ins are used on our website or on social media pages linked from Facebook to make their use more personal. For this purpose, we use the “LIKE” and “SHARE” buttons. This is a service provided by Facebook.

This is carried out in accordance with Art. 6(1) sentence 1, point f GDPR, in order to make our association better known. The advertising purpose behind this is to be regarded as a legitimate interest within the sense of the GDPR. The responsibility for data protection compliance is to be guaranteed by the respective provider of the plug-in. The integration of such plug-ins by us takes

place by means of the so-called two-click method in order to protect visitors to our website in the best possible way.

If you call up a page of our website that contains such a plug-in, your browser establishes a direct connection with the Facebook server. The content of the plug-in is transmitted by Facebook directly to your browser, which integrates it into the website. Through the integration of the plug-in, Facebook receives the information that your browser has called up the corresponding page of our website, even if you do not have a Facebook account or are not currently logged in to Facebook. This information (including your IP address) is transmitted by your browser directly to a Facebook server in the USA and stored there. If you are logged in to Facebook, Facebook can assign your visit to our website directly to your Facebook account. If you interact with the plug-in, for example by clicking the "LIKE" or "SHARE" buttons, the corresponding information is also transmitted directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your Facebook friends.

Facebook may use this information for the purpose of advertising, market research and the design of Facebook pages to meet your needs. To this end, Facebook creates usage, interest and relationship profiles, e.g. to evaluate your use of our website with regard to the advertisements displayed to you on Facebook, to inform other Facebook users about your activities on our website and to provide other services associated with the use of Facebook.

If you do not want Facebook to assign the data collected via our website to your Facebook account, you must log out of Facebook before visiting our website.

Please refer to Facebook's data protection policy for further information regarding the purpose and scope of data collection and the further processing and use of data by Facebook, as well as your rights in this regard and the setting of options to protect your privacy, (<https://www.facebook.com/about/privacy/>).

## **VII. Rights of data subjects**

You have the right:

- to request information about your personal data processed by us in accordance with Art. 15 GDPR. In particular, you may request information on the purposes of processing, the category of personal data, the categories of recipients to whom your data have been or will be disclosed, the planned storage period, the existence of a right of rectification, cancellation, restriction of processing or opposition, the existence of a right of appeal, the origin of your data, if not collected by us, as well as the existence of automated decision

making including profiling and, if applicable, relevant information on the details of the data;

- in accordance with Art. 16 GDPR, to demand without delay the correction of incorrect or incomplete personal data stored by us;
- in accordance with Art. 17 GDPR, to demand the deletion of your personal data stored by us, unless processing is necessary to exercise the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims;
- in accordance with Art. 18 GDPR, to demand the restriction of the processing of your personal data, insofar as the accuracy of the data is disputed by you, the processing is unlawful and we no longer require the data, but you refuse its deletion as you require it for the assertion, exercise or defence of legal claims or you have lodged an objection to the processing pursuant to Art. 21 GDPR;
- in accordance with Art. 20 GDPR, to receive your personal data that you have provided us with in a structured, standard and machine-readable format or to request its transfer to another responsible party;
- in accordance with Art. 7(3) GDPR, to revoke your consent to us at any time. As a result, we may no longer continue data processing based on this consent for the future and
- to complain to a supervisory authority pursuant to Art. 77 GDPR. As a rule, you can turn to the supervisory authority of your usual place of residence, workplace or our headquarters.

### **VIII. Right of objection**

If your personal data is processed on the basis of legitimate interests in accordance with Art. 6(1) sentence 1 point f GDPR, you have the right to object to the processing of your personal data in accordance with Art. 21 GDPR if there are reasons for doing so arising from your particular situation or if the objection is related to direct marketing. In the latter case, you have a general right of objection, which will be implemented by us without the indication of any particular situation.

If you wish to exercise your right of revocation or objection, simply send an e-mail to [info@bvhi.org](mailto:info@bvhi.org).

### **IX. Data security**

We use the standard SSL (Secure Socket Layer) protocol during your visit to the website in conjunction with the highest encryption level supported by your browser. As a rule, this is 256-bit

encryption. If your browser does not support 256-bit encryption, we use 128-bit v3 technology instead. You can tell whether an individual page of our website is being transmitted in encrypted form by the closed key or lock symbol in the lower status bar of your browser.

We also use suitable technical and organisational security measures to protect your data against accidental or deliberate manipulation, partial or complete loss, destruction or unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

#### **X. Current validity and amendment of this data protection policy**

This data protection policy is currently valid as of July 2020.

Due to the further development of our website and the services above or due to changes in legal or official requirements, it may become necessary to amend this data protection policy. You can access and print out the current data protection policy from the registration website: <https://www.ubivent.com/register/digitaler-euha-kongress> at any time.