

## Event Guests and College Networking

### Data Protection Information

pursuant to Art. 13 and Art. 14 GDPR (General Data Protection Regulation)

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#### 1. Description of the Data Processing Activities

This data protection information is provided in connection with and due to our event management, networking, and customer management.

#### 2. Name and Contact Details of the Controller

Bard College Berlin, A Liberal Arts University gGmbH

Platanenstr. 24

13156 Berlin

Managing Director: Dr. Florian N. Becker

Managing Director: Taun N. Toay

#### 3. Purpose and Legal Bases of the Data Processing

Your personal data is collected and processed for the following purposes:

- customer support services
- performance of contracts
- services for interested parties
- product marketing
- event management
- documentation of institutional history (data may also be provided to Bard College in Annandale-on-Hudson, USA)
- impressions from events (documentation of institutional history, promotional material)

Your personal data for purposes of customer support services, performance of contracts, and event management is processed based on art. 6, para. 1 lit. b of the General Data Protection Regulation (GDPR). Personal data for purposes of interest management, the documentation of institutional history, and compatible purposes based on our legitimate interest, your data is processed according to art. 6 para. 1 lit. f of the GDPR. In other cases, we will obtain your consent in accordance with art. 6 para. 1 lit. a of the GDPR.

#### 4. Categories of Processed Personal Data

The following categories of personal data are processed:

- name, title, and academic degrees of a person
  - address and contact data
  - profession, sector, or business name
  - group characteristics (such as customer group)
  - history of business relation and correspondence, such event data, and topical areas of interest
  - information of curriculum vitae or career
  - single pictures
  - group pictures
- and similar data.

## **5. Source of the Data**

The controller collected the personal data directly from you or the data is coming from publicly available sources of which the publication purpose is compatible with the processing activities described in this document.

## **6. Recipients or Categories of Recipients of Personal Data**

Processors appointed by the company include cloud service providers, other companies of the corporate group and service providers who are essential for corporate services, e.g. companies offering catering, IT services, experts and consultants. For mailings and registrations Bard College Berlin also operates with technologies provided by Google.

## **8. Transfer of Personal Data to Third Countries**

The data may be transferred to countries within and outside of the European Economic Area, in particular to the United States of America. The company takes adequate and suitable security measures pursuant to applicable data protection laws to protect your data and ensure secure data transmission.

## **9. Duration of Retention of Personal Data**

Usually, your personal data is stored for the duration of the business relationship or as long as it is necessary to comply with the legal retention periods defined to fulfil the specific tasks. In individual cases, such as lists of event participants, your data is stored in the American Academy's research archive.

## **10. Rights of the Data Subjects**

Pursuant to the European GDPR you, the data subject, have the following rights:

If your personal data is processed, you have the right of information on which data concerning you was processed (art. 15 GDPR). In case inaccurate personal data was processed, you have the right to obtain rectification of the data concerning you (art. 16 GDPR). Where the legal requirements are met, you may request erasure of your data or restriction of processing and object to the processing of the data concerning you (art. 17, 18 and 21 GDPR). If you have consented to data processing or a contract pertaining to data processing exists or data processing is carried out by automated means, you have the right of data portability – where applicable (art. 20 GDPR).

Should you exercise any of the rights mentioned above, the controller reviews if the legal requirements are met for this purpose. To exercise your rights please contact [datenschutz@berlin.bard.edu](mailto:datenschutz@berlin.bard.edu). In case of any data protection complaints, you can contact the competent supervisory authority, the Berlin Commissioner for Data Protection and Freedom of Information (Berliner Beauftragte für Datenschutz und Informationsfreiheit).

## **11. Right of Revocation of Consent**

If you have consented to the processing of your personal data by the controller having made an according declaration, you may revoke the consent with effect for the future at any time. The lawfulness of data processing carried out until the revocation remains unaffected by this due to your former consent.