

# INFORMATION ON DATA PROTECTION

We take data protection and privacy seriously. We process your personal data in accordance with current legal requirements and wish to do so in a transparent manner. For this reason, we would like to briefly explain to you which data we process in relation to the use of our website, for what purposes, and on what lawful basis this is done. You will also find information about contact persons and your rights in connection with data processing.

## Name and contact details of the responsible person

Leuphana University Lüneburg  
represented by the President  
Universitätsallee 1  
21335 Lüneburg, Germany

## Contact details of the data protection officer

Leuphana University Lüneburg  
Data Protection Officer  
Universitätsallee 1  
21335 Lüneburg, Germany  
email: [dsb@leuphana.de](mailto:dsb@leuphana.de)

## PURPOSES AND LAWFUL BASIS OF DATA PROCESSING

### 1. REGISTRATION AND ORGANIZATION

We use your contact data (title, surname, first name, company/university affiliation, full address), the classification of your status to determine the fees for conference participation and, if you apply as a speaker, also your presentation topic and draft presentation as part of the organization and registration for the CSR Communication Conference 2022. This data processing is necessary to carry out pre-contractual measures for your interest in conference participation. The legal basis for these processing operations is Article 6 (1) sentence 1 letter b of the General Data Protection Regulation (GDPR).

In the course of carrying out this task, we work together with our cooperation partner **CMCA (Corporate and Marketing Communication Association, Godesic 140, 4220 Skofja Loka, Slovenia)** in such a way that there is joint responsibility pursuant to Art. 26 GDPR for the data processing under this section. CMCA is responsible for the registration process on its own website [csr.com.org](http://csr.com.org); the selection of participants and speakers is carried out by Leuphana University of Lüneburg in close coordination with CMCA.

### 2. BOOKING

We use your contact data (title, surname, first name, address, company, email address), your details for participation in the conference dinner and the PhD workshop, and your payment data as part of your booking for the CSR Communication Conference 2022. This data processing is necessary in order to take pre-contractual measures based on your booking for

conference participation and to subsequently fulfill the contract. The legal basis for these processing operations is Art. 6 para. 1 p. 1 letter b of the General Data Protection Regulation (GDPR).

In the context of performing this task, we cooperate with the service provider **XING SE (Dammtorstraße 30, 20354 Hamburg, Germany)** in such a way that there is joint responsibility pursuant to Art. 26 GDPR for data processing under this section. XING is responsible for handling the booking and payment process (ticketing); Leuphana University Lüneburg selects the participants.

### 3. VIDEOCONFERENCE: ZOOM

If you are unable to attend the conference in person, you can follow individual program items via the **Zoom** video conferencing software (**55 Almaden Boulevard, 6th Floor, San Jose, CA 95113; e-mail: info@zoom.us**). We will use your credentials (title, name, and email address) to invite you to join the videoconference via Zoom, if needed. If you participate via your own device, we processed the following meeting data via Zoom to provide the service: Meeting topic and duration, start and end (time) of participations, meeting description (optional), chat status, participant IP addresses, Mac addresses and other device IDs if applicable; approximate location to connect to the nearest data center; device/hardware information such as device type, operating system type and version, client version, camera type, microphone or speaker, connection type, and audio and video data if applicable, to the extent you share/turn on your camera and microphone. Your selected username, audio and video data will be displayed to the participating people, if applicable. Please note that when downloading the application, data may be collected by Zoom over which we have no control. For more information from Zoom on this, please visit:

<https://zoom.us/de-de/privacy.html>

We use Zoom's end-to-end encryption as far as possible, so that Zoom itself does not gain any insight into the content of the video session. This may not be available in individual cases, e.g. when using breakout rooms. The use of Zoom is necessary due to its performance, especially for participants from rural areas, for the implementation of the event for lack of suitable alternatives and thus for the fulfillment of the contract.

We process this data in order to enable you to participate in the conference via video conference as part of the performance of the contract. The legal basis is therefore Art. 6 para. 1 p. 1 letter b) GDPR.

In this context, we would like to point out that this data may also be partially processed by Zoom in the USA. You can find more information below in the section "Transfer to third countries".

### 4. RECORDING AND PUBLICATION OF THE LECTURES

We would like to record a part of the presentations during the conference (the keynotes and panels) using Zoom in order to make them available to all conference participants for a period of four weeks after the conference. The recording will be done locally on Leuphana's own servers, the video files will be made available to the participants via the Leuphana website and

there within a password-protected area. You will receive the access data for this area during the conference. We process this data in order to enable you to access the conference content at a later date for a limited period of time as part of the performance of the contract. The legal basis is therefore Art. 6 para. 1 p. 1 letter b) GDPR.

With regard to the use of the Leuphana website and the associated processing of personal data, we refer to the general data protection information, which you can access via the following link:

<https://www.leuphana.de/datenschutz.html>

## 5. PHOTO AND VIDEO RECORDINGS

Photos and videos will also be taken at the event, which may also include participants. We use these images to perform the public interest task of informing the public about how the university fulfills its mission. The images will be used for our own web presence, as well as for our social media presences (Facebook, Instagram, Twitter, Youtube). Selected images may be shared with members of the press, or with our cooperation partner CMCA for public information purposes about the event. The data processing is necessary for the fulfillment of this task. The legal basis for this processing is § 3 p. 1 sentence 1 NDSG (Lower Saxony Data Protection Act), Art. 6 para. 1 p. 1 letter e), para. 2 and 3 GDPR in conjunction with § 3 p. 1 sentence 1 p. 10 NHG (Lower Saxony Higher Education Act).

## GENERAL INFORMATION

Even if you do not make use of your rights below, your data will only be stored by us for as long as is necessary for the above-mentioned purposes. This does not apply if, in derogation thereof, a longer storage or retention period is required by law or is necessary for legal enforcement within the statutory limitation periods. Insofar as data is only retained for the aforementioned purposes, data access is limited to the extent necessary for this purpose.

As a matter of principle, we keep your data to ourselves and only make it available to those employees who need it for their work within the scope of fulfilling their tasks. This does not apply if we are required by law to disclose it. In addition, we reserve the right to have some of these activities, such as conducting the video conference or registration/payment processing, carried out by third-party providers, provided that they offer sufficient guarantees that appropriate technical and organizational measures are implemented in such a way that the data processing is carried out in accordance with legal requirements and ensures the protection of your rights. For participation via videoconference, we use the provider Zoom (55 Almaden Boulevard, 6th Floor, San Jose, CA 95113, USA).

We would like to inform you that the provision of your data is necessary for the fulfillment of the contract. If you do not provide your data, the consequence for you will be that the fulfillment of the contract will be prevented, or even that the contract may already not be concluded.

For the sake of completeness, we would like to inform you that further consequences under civil law may arise from a contractual relationship that has been concluded but cannot be performed.

An automated decision-making including profiling in the sense of Art. 22 (1) and (4) GDPR does not take place.

#### ***TRANSMISSION TO THIRD COUNTRIES***

We use the service provider Zoom within the scope of an order processing relationship to conduct a video conference via Zoom. Zoom is a U.S. company, so that it cannot be ruled out that personal data may end up in the U.S., where there is no comparable high standard of data protection as in the EU. For example, the company is not subject to external supervision by bodies comparable to the European data protection authorities. Furthermore, the legal options for data subjects to influence data processing or obtain information are less extensive than in the scope of the GDPR. This also applies to the limited legal protection options for EU citizens in the USA. Moreover, there are no specific safeguards under Art. 46(1) GDPR to compensate for any shortcomings. This also applies in particular with regard to access to the data by other government agencies such as security authorities. Any use of Zoom with regard to the exceptional transfer to a non-European third country pursuant to Art. 46 (2) (c) GDPR is based on standard data protection clauses previously approved by the EU Commission.

### ***YOUR RIGHT TO OBJECTION ACCORDING TO ART. 21 GDPR***

Insofar as we process your data in accordance with Section 5, you have the right to object to the processing of personal data relating to you at any time on grounds relating to your particular situation.

In this case, we will no longer process this data unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms, or the processing serves the assertion, exercise or defense of legal claims.

### ***YOUR OTHER RIGHTS***

You have the right to request information from us about the processing of data concerning you. In addition to a copy of the data, this right to information also includes the purposes of the data processing, the data recipients and the storage period.

If incorrect data is processed, you may request us to correct this data without delay. If the legal requirements according to Art. 17 or 18 GDPR are met, you are also generally entitled to the right to immediate deletion or restriction of the processing of the data. Please note that restricted processing of the data may not be possible.

Furthermore, insofar as we process your data in accordance with points 1-4, you may exercise your right to data portability under the conditions of Art. 20 GDPR.

To exercise your aforementioned rights in relation to the registration and organization of the conference under section 1, please contact the CMCA at the following email address: [info@csr-com.org](mailto:info@csr-com.org)

To exercise your above-mentioned rights with regard to the booking according to section 2), please use the contact form provided by XING:

[https://www.xing.com/support/contact/security/data\\_protection](https://www.xing.com/support/contact/security/data_protection)

Otherwise, to assert your rights, please contact:

Leuphana University Lüneburg  
Hannah Trittin-Ulbrich  
Universitätsallee 1  
21335 Lüneburg  
E-Mail: [hannah-trittin.ulbrich@leuphana.de](mailto:hannah-trittin.ulbrich@leuphana.de)

If you have any further questions, our data protection officer will be happy to advise you. You can also contact a competent data protection authority with data protection-related complaints.