

## Privacy Policy ONLINE (as at: 27 February 2023)

In the following, we inform you about the collection and processing of personal data when using our website. Personal data is all data that can be personally related to you, e.g. name, address, e-mail addresses and user behaviour (see Art. 4 No. 1 DSGVO).

### 1. Name and contact details of the controller

This data protection notice applies to data processing by the following data controller:

#### ZVO Service GmbH

Home/delivery address: Giesenheide 15, 40724 Hilden  
Address for correspondence: P.O. Box 10 10 63, 40710 Hilden, Germany  
Phone: +49 2103 25 56 10  
Fax: +49 2103 25 56 25  
Internet: [www.zvo.org](http://www.zvo.org)  
eMail: [mail@zvo.org](mailto:mail@zvo.org)

Düsseldorf Local Court HR B

38401 Managing Director: Christoph Matheis

### 2. Processing of personal data / legal basis / storage period

#### a) When visiting the website

When you visit our website <https://oberflaechentage.zvo.org>, 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 collected without your intervention and stored until automatic deletion:

- IP address of the requesting computer,
- Date and time of access,
- Time zone difference from Greenwich Mean Time (GTM)
- Name and URL of the retrieved file (specific page retrieved),
- Website from which the access is made (referrer URL),
- Access status/http status code
- Browser used (also language and version of the browser software) and, if applicable, the operating system of your computer and its interface as well as the name of your access provider.
- Data volume transferred in each case

The above data will be processed by us for the following purposes:

- Ensuring a smooth connection of the website,
- Ensuring a comfortable use of our website,
- Evaluation of system security and stability, and
- for other administrative purposes.

The legal basis for data processing is Art. 6 para. 1 p. 1 lit. f DSGVO. Our legitimate interest follows from the purposes of data collection listed above. In no case do we use the collected data for the purpose of drawing conclusions about your person.

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Furthermore, we only use cookies with your express consent when you visit our website.

Furthermore, we use AWstats, a free web analysis software distributed under the GNU General Public License, as an analysis service for the purpose of demand-oriented design and continuous optimisation of our pages. You can find more detailed information on this in sections 4 and 5 of this data protection declaration.

### **b) When registering for our newsletter**

If you have expressly consented in accordance with Art. 6 (1) sentence 1 lit. a DSGVO, we will use your e-mail address to send you our newsletter on a regular basis. To receive the newsletter, it is sufficient to provide an e-mail address.

You can unsubscribe at any time, for example via a link at the end of each newsletter. Alternatively, you can also send your unsubscribe request at any time to [ser-vice@zvo.org](mailto:ser-vice@zvo.org) by e-mail. Your data will be processed for the purpose of sending the newsletter as long as you have not expressed a wish to unsubscribe.

### **c) When using our contact form**

If you have any questions, we offer you the possibility of contacting us via a form provided on the website. In doing so, it is necessary to provide a valid e-mail address so that we know who the enquiry is from and so that we can respond to it. Further information can be provided voluntarily.

Data processing for the purpose of contacting us is carried out in accordance with Art. 6 para. 1 S. 1 lit. a DSGVO on the basis of your voluntarily given consent. The personal data collected by us for the use of the contact form will be deleted after we have answered your enquiry, unless this conflicts with legal obligations to preserve data or the enquiry is connected with the use of services and/or registration for an event. In these cases, the data will be processed as described below under d).

### **d) When requesting services, registering for events or applying for membership**

If you are interested in and/or register for one of the events or services we offer, we collect and process the following information, which you provide to us yourself:

- Title, title, first name, last name,
- a valid e-mail address,
- Address (private address or address of the company you have named)
- Telephone number (landline and/or mobile)
- Fax number
- Information that is necessary for the processing of your enquiry and for the fulfilment of a contract to be concluded

The collection of this data takes place,

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- to identify you as a (possible) customer or (possible) member
- for correspondence with you
- for the examination of your request, processing of the enquiry / the contract
- for invoicing
- to enforce any claims against you or to defend against any claims against us
- for further customer care and advertising for own similar products/events

The aforementioned data processing is carried out in response to your enquiry and is necessary for the aforementioned purposes for the processing of your enquiry and/or for the mutual fulfilment of obligations arising from the pre-contractual or contractual relationship in accordance with Art. 6 (1) sentence 1 lit. b DSGVO.

In addition, we would like to maintain contact with you even after the contract has been fulfilled or after the event has ended and to inform you electronically - e.g. via the e-mail address you have provided - about similar products, services and events. We base the processing of data for the purposes of customer loyalty and advertising on a justified interest within the meaning of Art. 6 Para. 1 lit. f DSGVO, whereby we also consider the advantages that this contact offers you, e.g. through the timely notification of events, when weighing up your interests with your fundamental rights and freedoms.

You can object to this data processing for the purposes of long-term customer loyalty and advertising at any time in accordance with Art. 21 of the Data Protection Regulation (DSGVO), which we point out again separately under point 5 of this data protection notice.

The personal data collected to answer your enquiry or to fulfil the contract will be stored until the contract has been fully processed and then deleted, unless we are obliged to store it for a longer period of time in accordance with Article 6 (1) sentence 1 c of the German Data Protection Act (DSGVO) due to tax and commercial storage and documentation obligations (from the German Commercial Code (HGB), the German Criminal Code (StGB) or the German Tax Code (AO)) or you have consented to storage beyond this in accordance with Article 6 (1) sentence 1 a of the DSGVO. Data which is processed on the basis of Art. 6 Para. 1 lit. f. DSGVO will be processed until the legitimate interest ceases to exist and then deleted, at the latest when you declare your objection to the data processing. Legal obligations to preserve data are also observed with regard to this data.

### 3. Passing on data

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

We will only share your personal information with third parties if:

- you have given your express consent to this in accordance with Art. 6 para. 1 p. 1 lit. a DSGVO,
- this is legally permissible and necessary according to Art. 6 para. 1 p. 1 lit. b DSGVO for the processing of contractual relationships with you.
- in the event that there is a legal obligation for the disclosure pursuant to Art. 6 para. 1 sentence 1 lit. c DSGVO, as well as

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- the disclosure is necessary for the assertion, exercise or defence of legal claims pursuant to Art. 6 (1) sentence 1 lit. f DSGVO and there is no reason to assume that you have an overriding interest worthy of protection in the non-disclosure of your data.

If we use external service providers to process your data and they have access to your personal data (e.g. our IT service provider, copy and/or letter shops), we have carefully selected and commissioned them, they are bound by our instructions, are regularly monitored and must ensure, as we do, by means of their own technical and organisational measures, that your data is processed in accordance with your fundamental rights and freedoms.

### 4. Cookies

We only use cookies on our website to increase user-friendliness with your express consent. 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 end device and do not contain viruses, Trojans or other malware. Information is stored in the cookie that arises in connection with the specific end device used. However, this does not mean that we gain direct knowledge of your identity.

Our website only uses session cookies for front-end use, the lifetime of which is limited to the period of your stay on our website.

#### a) Transient cookies / session cookies

The use of cookies serves on the one hand to make the use of our offer more convenient for you. We use transient cookies, which include session cookies in particular, to recognise that you have already visited individual pages of our website. Specifically, a so-called session ID is stored with these cookies, with which various requests from your browser can be assigned to the joint session. This enables your computer to be recognised when you return to our site. These cookies are automatically deleted after you leave our site (so-called session cookies, see section 4, 3rd paragraph).

#### b) Persistent / Temporary Cookies

In addition, we also use temporary cookies to optimise user-friendliness, which are stored on your end device for a temporary period of time. If you visit our website again in order to use our services, the internet browser you are using will automatically recognise that you have already been to our website and which entries and settings you have made so that you do not have to enter them again. If you have removed cookies from your internet browser, this automatic recognition does not take place.

#### c) Analysis cookies

On the other hand, we use cookies to statistically record the use of our website and to evaluate it for the purpose of optimising our offer for you (see section 5). If you visit our site again in order to use our services, we will recognise the cookies.

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The internet browser you use automatically recognises that you have already been to our website and which entries and settings you have made so that you do not have to enter them again. If you have removed cookies from your internet browser, this automatic recognition does not take place.

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 functionality of this website.

You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by installing or activating AddBlocker in your browser and deactivating cookies in your browser settings.

### **d) Legal basis / setting, deactivation and objection options**

The data processed by cookies is necessary for the aforementioned purposes based on your consent pursuant to Art. 6 (1) a DSGVO and to protect our legitimate interests and those of third parties pursuant to Art. 6 (1) p. 1 f DSGVO.

Most browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer or a notice always appears before a new cookie is created. However, completely disabling cookies may mean that you cannot use all the functions of our website. For more information about cookies and how to set your browser if you do not want to allow cookies, please click here <http://www.allaboutcookies.org/ge/>.

When you visit our website, you will be asked in a cookie layer pop-up whether you want to allow the cookies that are set on our site or whether you want to deactivate them in the settings. If you decide not to allow cookies, an opt-out cookie will be set in your browser. This cookie is only used to assign your objection. However, switching off the cookies may mean that certain functions of our website are no longer available to you. Please note that for technical reasons, an opt-out cookie can only be used for the browser from which it was set. If you delete the cookies or use a different browser or end device, you must opt out again. The setting option does not cover cookies that were set by other providers during your visit to third-party websites.

However, you can delete all cookies at any time via your browser. Please refer to the help functions of your browser for more information. However, this may also result in individual functions no longer being available to you. You can also manage and deactivate the use of cookies by third-party providers via the following website: <http://www.youronlinechoices.com/de/praferenzmanagement> . This website is not operated by us, so we are not responsible and have no influence on its content and availability.

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### 5. Analysis tools / Tracking

The tracking measures listed below and used by us are carried out on the basis of Art. 6 (1) sentence 1 lit. f DSGVO. With the tracking measures used, we want to ensure a needs-based design and the ongoing optimisation of our website. On the other hand, we use the tracking measures to statistically record the use of our website and to evaluate it for the purpose of optimising our offer for you. These interests are to be regarded as legitimate within the meaning of the aforementioned provision.

The respective data processing purposes and data categories can be found in the corresponding tracking tools. Specifically, we use **AWstats**, a free web analysis software distributed under the GNU General Public License, for the purpose of demand-oriented design and continuous optimisation of our pages. In this context, pseudonymised user profiles are created and cookies are used (see section 4).

The information generated by the cookie about your use of this website, such as your

- Browser type/version,
- Operating system used,
- Referrer URL (the previously visited page),
- Host name of the accessing computer (IP address),
- Time of the server request,

are stored on the web server of our provider in Germany. The information is used to evaluate the use of the website, to compile reports on website activity and to provide other services related to the use of the website and the internet for the purposes of market research and demand-oriented design of this website. This information may also be transferred to third parties if required by law. The IP addresses are anonymised so that an assignment 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 functionality of this website.

You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by installing or activating AddBlocker in your browser and deactivating cookies in your browser settings.

### 6. Data processing when using maps / other tools from external providers

It may happen that content or services from third-party providers, such as city maps, are integrated within our online offer. Fonts from other websites, in particular Google Web Fonts, are not integrated. The external verification service Google reCAPTCHA is also not used.

The integration of content from third-party providers always requires that the third-party providers are aware of the IP address of the users, as without the IP address they would not be able to send the content to the users' browser. The IP address is therefore essential for the presentation of this content.



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content is required. Furthermore, the providers of third-party content may set their own cookies and process the users' data for their own purposes. In doing so, user profiles can be created from the processed data. We will use this content as sparingly as possible and in a way that avoids data loss, and we will select reliable third-party providers with regard to data security.

### Maps of the Google Maps service

On our website we use Google Maps (API) from Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Maps is a web service for displaying interactive (land) maps in order to visually present geographical information. By using this service, our location is displayed to you and a possible journey is made easier. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit. f) DSGVO.

When you call up those sub-pages in which the Google Maps map is integrated, information about your use of our website (such as your IP address) is transmitted to Google servers in the USA and stored there. This occurs regardless of whether Google provides a user account via which you are logged in or whether no user account exists. If you are logged in to Google, your data will be directly assigned to your account. If you do not want your data to be associated with your Google profile, you must log out before activating the button. Google stores your data (even for users who are not logged in) as usage profiles and evaluates them. Such an evaluation is carried out in particular in accordance with Art. 6 para. 1 lit. f) DSGVO on the basis of Google's legitimate interests in the display of personalised advertising, market research and/or the needs-based design of its website.

You have the right to object to the creation of these user profiles, whereby you must contact Google directly to exercise this right. Please read Google's privacy policy at <https://www.google.com/policies/privacy>. The option to object (opt-out) should be accessible via the following link, [www.google.com/settings/ads/](http://www.google.com/settings/ads/).

Google LLC, headquartered in the USA, is responsible for the us data protection agreement. "Privacy Shield", which guarantees compliance with the data protection niveau applicable in the EU according to the (criticised) opinion of the EU Commission.

If you do not agree to the future transmission of your data to Google in the context of the use of Google Maps, you also have the option of completely deactivating the Google Maps web service by switching off the JavaScript application in your browser. Google Maps and thus also the map display on this website can then not be used.

You can view Google's terms of use at <http://www.google.de/intl/de/policies/terms/regional.html>, and the additional terms of use for Google Maps at [https://www.google.com/intl/de\\_US/help/terms\\_maps.html](https://www.google.com/intl/de_US/help/terms_maps.html). Detailed information on data protection in connection with the use of Google Maps can be found on the Google website ("Google Privacy Policy"): <http://www.google.de/intl/de/policies/privacy/>

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### 7. Data subjects' rights

You have the right:

- You have the right to revoke your consent at any time in accordance with Art. 7 (3) DSGVO. This means that we are no longer allowed to continue the data processing based on this consent in the future (e.g. the publication of your personal data). (e.g., to share your subscriber data with other subscribers via mobile apps);
- In accordance with Art. 15 DSGVO, you may request information on whether we process personal data relating to you. If this is the case, you can request further information, in particular about the purposes of the processing, the category of personal data and the nature of the processing.  
We would like to ask you for information about the data you have provided us with, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, deletion, restriction of processing or objection, the existence of a right of complaint, the origin of your data if it has not been collected by us, as well as about the existence of automated decision-making including profiling and, if applicable, meaningful information about its details;
- In accordance with Art. 16 DSGVO, you may immediately request the correction of incorrect or incomplete personal data stored by us;
- to request the deletion of your personal data stored by us in accordance with Art. 17 DSGVO, unless the processing is necessary for the exercise of the right to object. freedom of expression and information, to comply with a legal obligation, for reasons of public interest or for the assertion, exercise or defence of legal claims;
- to request the restriction of the processing of your personal data in accordance with Art. 18 DSGVO, insofar as the correctness of the data is disputed by you, the processing is unlawful, but you refuse its deletion and we do not object to the deletion.  
We will only process your data if you no longer require it for the purpose of asserting, exercising or defending legal claims or if you have objected to the processing in accordance with Article 21 of the GDPR;
- in accordance with Art. 20 DSGVO, to receive your personal data that you have provided to us in a structured, common and machine-readable format or to request the transfer to another controller; and
- complain to a supervisory authority in accordance with Art. 77 DSGVO. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters.

### 8. right of objection

*Insofar as your personal data is processed on the basis of legitimate interests pursuant to Art. 6 (1) p. 1 lit. f DSGVO, you have the right to object to the processing of your personal data pursuant to Art. 21 DSGVO, insofar as there are grounds for doing so that arise from your particular situation.*

*If you wish to exercise your right of objection, simply send an e-mail to [service@zvo.org](mailto:service@zvo.org) or written information to ZVO Service GmbH, Giesen- heide 15, 40724 Hilden (Postfach 10 10 63, 40710 Hilden).*



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### 9. Data security

We use the widespread SSL procedure (Secure Socket Layer) in connection with the highest encryption level supported by your browser when visiting the website. As a rule, this is a 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 encrypted by the closed display of the key or lock symbol in the lower status bar of your browser.

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

### 10. Up-to-dateness and amendment of this privacy policy

This data protection declaration is currently valid and will expire in February 2023. It may become necessary to amend this data protection declaration as a result of the further development of our website and offers on it or due to changes in legal or official requirements. You can access and print out the current data protection declaration at any time on our [website](#) or our [congress homepage](#).