

# **Data Protection Statement according to the European Union Data Protection**

**Effective May 2018**

## **I. Name and address of the responsible party/data controller**

The responsible party within the scope of the General Data Protection Regulation and other national data protection laws of the Member States as well as other data protection regulations is:

*Premium Conferences GmbH  
Rebhaldenstrasse 11  
8137 Neerach  
Schweiz*

*+41 43 556 64 40  
welcome@premium-conferences.ch  
www.premium-conferences.ch*

## **II. Data protection officer**

You can get in contact with the data protection officer:

*welcome@premium-conferences.ch*

## **III. Rights of the individual/data subject**

The following list includes all rights of individuals/data subjects pursuant to the GDPR. Rights which are not relevant to the specific website do not require mention. The list may therefore be shortened accordingly.

If your personal data are being processed, you are affected within the scope of the GDPR and have the following rights with regard to the responsible party/data controller:

### **1. Right to information**

You have the right to request confirmation as to whether or not we are processing your personal data.

If this is the case, you may request the following information from the data controller:

- (1) the purposes for which the personal data are being processed;
- (2) the categories of personal data being processed;
- (3) the recipients or categories of recipients to whom the personal data concerning you has been or is being disclosed;
- (4) the envisaged storage duration of your personal data or, if specific information on this is not possible, the criteria used to determine that duration;
- (5) the existence of a right to rectification or erasure of personal data concerning you, a right to restrict processing of such data by the controller or a right to object to such processing;
- (6) the right to lodge a complaint to a supervisory authority;
- (7) any available information on the origin of the data, if the personal data was not collected from the data subject;
- (8) the existence of automated decision-making, including profiling, referred to in Art. 22 para. 1 and 4 GDPR and – at least in those cases – meaningful information on the logic involved as well as the significance and envisaged consequences of such processing for the data subject.

You have the right to request information as to whether the personal data concerning you are being transferred to a third country or to an international organisation. In this context, you may request to be informed of the appropriate safeguards pursuant to Art. 46 GDPR relating to the transfer.

## **2. Right to rectification**

You have a right to obtain rectification and/or amendment from the data controller if the personal data processed concerning you is incorrect or incomplete. The data controller shall make the correction without undue delay.

### **3. Right to restriction of processing**

If one of the following applies, you have the right to request a restriction of the processing of your personal data:

(1) if you contest the accuracy of the personal data concerning you, for a period which enables the data controller to verify its accuracy;

(2) the processing is unlawful, and you object to the erasure of the personal data and request the restriction of their use instead;

(3) the data controller no longer needs the personal data for the purposes of the processing, but you do need them to establish, exercise or defend legal rights, or

(4) if you have objected to the processing pursuant to Art. 21 para. 1 GDPR and it has not yet been determined whether the legitimate grounds of the data controller outweigh yours.

Where processing of personal data concerning you has been restricted, such personal data may – with the exception of storage – only be processed with your consent or for the purpose of establishing, exercising or defending legal rights or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or a Member State.

If the processing restriction has been restricted according to the above conditions, you will be informed by the data controller before the restriction is lifted.

### **4. Right to erasure ('right to be forgotten')**

#### **a) Obligation to delete**

If one of the following grounds applies, you have the right to request the erasure of personal data concerning you without undue delay, and the controller is obliged to erase the same without undue delay:

(1) The personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed.

(2) You withdraw your consent on which the processing is based pursuant to Art. 6 para. 1 sentence 1 lit. a or Art. 9 para. 2 lit. a GDPR, and there is no other legal ground for the processing.

(3) You object to the processing pursuant to Art. 21 para. 1 GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21 para. 2 GDPR.

(4) The personal data concerning you have been unlawfully processed.

(5) The erasure of your personal data is necessary for compliance with a legal obligation under Union or Member States law to which the data controller is subject.

(6) The personal data concerning you were collected in relation to information society services referred to in Art. 8 para. 1 GDPR.

#### b) Information to third parties

If the data controller has made the personal data public and is obliged to delete it pursuant to Art. 17 para. 1 GDPR, the controller, taking into account the available technology and implementation costs, shall take appropriate steps, including technical measures, to inform controllers who are processing the personal data that you as the data subject have requested the erasure of any links to, or of copies or replications of, those personal data.

#### a) Exceptions

The right to erasure does not apply insofar as the processing is necessary

(1) to exercise the right of freedom of expression and information;

(2) for compliance with a legal obligation which requires processing by Union or Member State law to which the controller is subject, or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;

(3) for reasons of public interest in the area of public health pursuant to Art. 9 para. 2 lit. h and i and Art. 9 para. 3 GDPR;

(4) for archiving purposes in the public interest, scientific or historical research purposes or for statistical purposes pursuant to Art. 89 para. 1 GDPR, insofar as the right referred to under a) is likely to render impossible or seriously impair the attainment of the objectives of such processing; or

(5) to establish, exercise or defend legal claims.

## **5. Right of notification**

If you have exercised your right to have the data controller rectify, erase or restrict the processing of personal data, they are obliged to inform all recipients to whom the personal data concerning you have been disclosed of this rectification, erasure or restriction on processing, unless this proves impossible or involves a disproportionate effort.

The controller is obliged to inform you about such recipients should you request it.

## **6. Right to data portability**

You have the right to receive the personal data concerning you that you have provided to the controller in a structured, commonly used and machine-readable format. In addition, you have the right to transmit those data on to another controller without obstruction by the controller to whom the personal data have been provided, where

(1) the processing is based on consent pursuant to Art. 6 para. 1 sentence 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR or on a contract pursuant to Art. 6 para. 1 sentence 1 lit. b GDPR and

(2) the processing is carried out by automated means.

In exercising this right, you also have the right to request that your personal data is transmitted directly from one data controller to another, where technically feasible. The freedoms and rights of others may not be affected by this.

The right to portability shall not apply to the processing of personal data necessary for the performance of a task carried in the public interest or in the exercise of official authority vested in the controller.

## **7. Right to object**

You have the right to object, on grounds relating to your particular situation, at any time to the processing of personal data concerning you which is based on Art. 6 para. 1 sentence 1 lit. e or f GDPR; this also applies to profiling based on these provisions.

The data controller shall no longer process the personal data concerning you, unless they can prove compelling legitimate grounds for the processing which outweigh your interests, rights and freedoms, or for the establishment, exercise or defence legal claims.

If your personal data are processed for direct advertising purposes, you have the right to object at any time to the processing of the personal data concerning you for the purpose of such advertising; this also applies to profiling, to the extent that it is associated with such direct advertising.

Should you object to the processing for direct advertising purposes, the personal data concerning you will no longer be processed for these purposes.

In the context of the use of information society services, and notwithstanding Directive 2002/58/EC, you may exercise your right to object by automated means using technical specifications.

## **8. Right to revoke data consent**

You have the right to revoke data consent at any time. The revocation of consent shall not affect the legality of the processing carried out on the basis of the consent until revocation.

## **9. Automated individual decision-making, including profiling**

You have the right not to be subject to a decision based exclusively on automated processing – including profiling – which has legal effects concerning you or similarly significantly impacts you. This does not apply if the decision

(1) is necessary for entering into, or performance of a contract between you and the data controller;

(2) is authorised by Union or Member State law to which the controller is subject and which also stipulates suitable measures to safeguard your rights, freedoms and legitimate interests;  
or

(3) is with your explicit consent.

However, these decisions may not be based on special categories of personal data referred to in Art. 9 para. 1 GDPR, unless Art. 9 para. 2 lit. a or g GDPR applies and appropriate measures have been put in place to safeguard your rights and freedoms and your legitimate interests.

In the cases referred to in (1) and (3), the data controller shall take reasonable measures to safeguard your rights, freedoms and legitimate interests, including at least the right to obtain human intervention on the part of the controller, to state their own point of view and to contest the decision.

#### **10. Right to lodge a complaint to a supervisory authority**

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority – in particular in the Member State of your habitual residence, place of work or place of the alleged infringement – if you are of the opinion that the processing of your personal data infringes the GDPR.

The supervisory authority with which the complaint has been lodged shall inform the complainant on the progress and the outcome of the complaint including the possibility of a judicial remedy pursuant to Article 78 GDPR.

### **IV. General information on data processing**

#### **1. Extent of the processing of personal data**

We only collect and use personal data of our users insofar as this is necessary to provide a functional website and our contents and services. The personal data of our users will normally only be collected and processed with the user's consent. An exception applies in cases in which prior consent cannot be obtained for material reasons and the processing of such data is permitted by law.

#### **2. Legal basis for the processing of personal data**

Insofar as we obtain the consent of the data subject for the processing of personal data, Art. 6 para 1 sentence 1 lit. a of the EU General Data Protection Regulation (GDPR) provides the legal basis for the processing of personal data.

Art. 6 para 1 sentence 1 lit. b GDPR provides the legal basis for the processing of personal data required for the performance of a contract to which the data subject is a party. This also applies to processing operations which are necessary in order to carry out pre-contractual measures.

Insofar as the processing of personal data is required in order to fulfil a legal obligation to which our company is subject, Art. 6 para 1 sentence 1 lit. c GDPR provides the legal basis. In the event that the vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para 1 sentence 1 lit. d GDPR provides the legal basis. If processing is necessary in order to safeguard a legitimate interest of our company or of a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the first-mentioned interest, Art. 6 para. 1 sentence 1 lit. f GDPR provides the legal basis for processing.

### **3. Data erasure and storage period**

The personal data of the data subject will be erased or blocked as soon as the purpose of storage ceases to apply. Furthermore, data may be stored if provision has been made for this by European or national legislators in EU regulations, laws or other provisions to which the controller is subject. The data will also be erased or deleted if a storage period prescribed by the aforementioned standards expires, unless there is a need for the further storage of the data for the entering into or fulfilment of a contract.

## **V. Provision of the website and creation of log files**

### **1. Description and extent of the data processing**

Every time you visit our website, our system automatically collects data and information from the computer system you are using. The following data are collected:

- (1) Information about the browser type and version used
- (2) The user's operating system
- (3) The user's internet service provider
- (4) The user's IP address
- (5) The date and time of access
- (6) Websites from which the user's system accesses our website
- (7) Websites accessed by the user's system via our website

This data is also stored in the log files of our system. This data is not stored together with other personal data of the user.

## **2. Legal basis for data processing**

The legal basis for the temporary storage of data and log files is Art. 6 para. 1 S. 1 lit. f GDPR.

## **3. Purpose of data processing**

The temporary storage of the IP address by the system is necessary to enable the website to be delivered to the user's computer. For this the IP address of the user must remain stored for the duration of the session. The data is stored in log files to ensure the functionality of the website. In addition, the data allows us to optimize the website and ensure the security of our information technology systems. Data collected in this way is not evaluated for marketing purposes.

These purposes also include our legitimate interest in data processing pursuant to Art. 6 para. 1 S.1 lit. f GDPR.

## **4. Duration of storage**

The data will be erased as soon as they are no longer required to achieve the purpose for which they were collected. Where data are collected for the provision of the website, this occurs when the respective session ends. If the data is stored in log files, this occurs after seven days at the latest. Continued storage is possible. In this case, the IP addresses of the users are deleted or anonymised to prevent identification of the client.

## **5. Right of objection and removal**

The collection of the data for the provision of the website and the storage of data in log files is absolutely essential for the operation of the website. Consequently, the user has no right to object.

## **VI. Use of cookies**

### **a) Description and extent of data processing**

Our website uses cookies. Cookies are text files that are stored in the internet browser or by the internet browser on the user's computer system. When a user visits a website, a cookie may be stored on the user's operating system. This cookie contains a distinct string of characters which enables a unique identification of the browser when the website is accessed again.

We use cookies to make our website more user-friendly. Some elements of our website require that the accessing browser can be identified even after a page change.

The following data is stored and transmitted in the cookies:

- (1) Language settings
- (2) Log-in information

We also use cookies on our website which enable an analysis of the user's surfing behaviour. The following data can be transmitted in this way:

- (1) Entered search terms
- (2) Frequency of page views
- (3) Use of website functions

The user data collected in this way is pseudonymised using technical precautions. It is therefore no longer possible to assign the data to the accessing user. The data will not be stored together with other personal user data. When you visit our website, a banner informs you about the use of cookies for analytical purposes and refers you to this data protection statement. You will also be alerted to the option of disabling the storage of cookies in your browser settings.

## **b) Legal basis for data processing**

The legal basis for the processing of personal data using cookies is Art. 6 Para. 1 S.1 lit. f GDPR.

## **c) Purpose of data processing**

Technically necessary cookies are used in order to make it easier for the user to browse the website. Some of the functions of our web pages may not be available without the use of cookies. For these functions it is essential that the browser can be recognized again after the user has visited another page.

We need cookies for the following purposes:

1. Applying language settings
2. To improve quality and user-friendliness

These purposes also correspond with our legitimate interest in the processing of personal data pursuant to Art. 6 Para. 1 S.1 lit. f GDPR.

#### **d) Duration of storage, right of objection and removal**

Cookies are stored on the user's computer, from where they are transmitted to our website. As a user, you therefore have full control over the use of cookies. You can disable or restrict the transmission of cookies by changing the corresponding settings in your internet browser. Cookies which have already been stored can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to make full use of all the website's functions.

## **VII. Newsletter**

### **1. Description and extent of data processing**

You have the option to subscribe to a free newsletter on our website. When you register for the newsletter, the following data entered on the input screen is transmitted to us.

1. E-mail address
2. First name
3. Last name
4. Address
5. Title
6. Function (title)
7. Company
8. Mode of dispatch
9. IP address of the accessing computer
10. Date and time of registration

Data provided in this context will not be forwarded to third parties. The data will be used exclusively for newsletter dispatching purposes.

## **2. Legal basis for data processing**

The collection of other personal data during the registration process serves to prevent misuse of the services or the e-mail address provided.

## **3. Purpose of data processing**

The user's email address is collected for the purpose of delivering the newsletter.

## **4. Duration of storage**

The data will be erased as soon as they are no longer required to achieve the purpose for which they were collected. The user's e-mail address will therefore be stored for as long as the email subscription remains active.

## **5. Right of objection and removal**

The user may cancel the newsletter subscription at any time. There is a corresponding link in every newsletter for this purpose.

## **VIII. Contact form and e-mail contact**

### **1. Description and extent of data processing**

Our website has a contact form which can be used to make contact electronically. If a user makes use of this option, the data entered in the input screen will be transmitted to us and stored. These data are:

1. E-mail address
2. Last name
3. First name
4. Address
5. Phone number
6. Mobile phone number
7. Company
8. Department

## 9. Message content

The following data will also be stored at the time the message is sent:

The IP address of the user

Your consent for the processing of the data will be obtained as part of the send process and you will be referred to this privacy statement. Alternatively, you can opt to make contact using the email address provided. In this case, the user's personal data provided with the email will be stored. Data provided in this context will not be forwarded to third parties and only be used for the purposes of processing the conversation.

### **2. Legal basis for data processing**

The legal basis for the processing of data where the user has given consent is Art. 6 para. 1 S.1 lit. a GDPR. The legal basis for the processing of data transmitted when an e-mail is sent is Art. 6 para. 1 sentence 1 lit. f GDPR. If the e-mail contact is for the purpose of concluding a contract, Art. 6 para. 1 S.1 lit. b GDPR provides an additional legal basis for the processing.

### **3. Purpose of data processing**

We process the personal data provided in the input screen solely in order to handle the contact request. In the case of contact by email, this also establishes the necessary legitimate interest for us to process the data. The other personal data processed during the send process are used to prevent any misuse of the contact form and ensure the security of our information technology systems.

### **4. Duration of storage**

The data will be erased as soon as they are no longer required in order to achieve the purpose for which they were collected. For the personal data from the input screen of the contact form and those which were sent by email, this is the case when the respective conversation with the user has ended. The conversation has ended if the circumstances suggest that the relevant matter have been clarified. The additional personal data collected during the send process will be erased after a period of seven days at the latest.

### **5. Right of objection and removal**

The user has the right to revoke their consent to the processing of personal data at any time. If the user contacts us by e-mail, they can at any time object to the storage of their personal data. In such a case, the conversation cannot be continued, and any personal data stored in the course of contacting us will be deleted.

## **IX. Application of Google+ Plugin**

### **1. Extent of the processing of personal data**

We use the Google+ plug-in by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States. When you visit our website, your browser establishes a direct connection to Google's servers. Information about your visit to the website is forwarded to Google. We have no influence on the content of the plug-in. If you are logged into a Google+ or Google user account during your visit, Google may associate your web page visit with that account. By interacting with this plug-in, this information is transmitted directly to Google and stored there. If you object to this data transmission taking place, you must log out from your Google+ or Google account before visiting our website. We have no influence on the extent and content of the data that Google collects with the help of this plug-in.

### **2. Legal basis for the processing of personal data**

The legal basis for the processing of data is Art. 6 para. 1 S.1 lit. a GDPR.

### **3. Purpose of data processing**

The purpose of processing these data is to enhance and personalize Google's offer to you.

### **4. Duration of storage**

Advertising data in server logs is anonymised by Google deleting part of the IP address and cookie information after 9 and 18 months respectively.

### **5. Right of objection and removal**

For more information on the purpose and extent of data collection by Google+, please visit <https://policies.google.com/privacy/update?hl=en-GB> .

## **X. Application of Google AdWords**

### **1. Extent of the processing of personal data**

We use Google AdWords by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States on our website. This is an online advertising program which uses

conversion tracking. When you access our website via a Google advertisement, Google AdWords places a cookie on your computer. Each Google AdWords customer is assigned a different cookie.

## **2. Legal basis for the processing of personal data**

The legal basis for the processing of data is Art. 6 para. 1 S.1 lit. f GDPR.

## **3. Purpose of data processing**

We only receive information about the total number of users who have responded to our advertisement. No information with which you could be identified will be passed on. Usage is not for tracking purposes.

## **4. Duration of storage**

The cookie expires after 30 days.

## **5. Right of objection and removal**

You can disable Google Conversion tracking by disabling tracking in your browser. For more information, please visit <https://policies.google.com/privacy/update?hl=en-GB> .

# **XI. Application of Google Analytics**

## **1. Extent of the processing of personal data**

We use Google Analytics, a web analysis service by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of this website will be transmitted to and stored by Google on servers in the United States. However, if IP anonymisation is activated on this website, Google will first shorten your IP address within member states of the European Union or in other countries party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. IP anonymization is active on this website. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activities and to provide the website operator with further

services associated with website use and Internet use. The IP address transmitted by your browser in the context of Google Analytics will not be merged with other Google data.

You may prevent the use of cookies by selecting the appropriate settings in your browser, however please note that if you do this, you may not be able to make full use of all the website's functions.

## **2. Legal basis for the processing of personal data**

The legal basis for the processing of data is Art. 6 para. 1 S.1 lit. f GDPR.

## **3. Purpose of data processing**

The purpose of processing personal data is to specifically address a target group that has already expressed an initial interest by visiting the site.

## **4. Duration of storage**

Advertising data in server logs is anonymised by Google deleting part of the IP address and cookie information after 9 and 18 months respectively.

## **5. Right of objection and removal**

You can also prevent Google from collecting the data generated by the cookie and relating to the use of the website (including your IP address) and the processing of these data by Google by downloading and installing the browser plug-in available here: <https://tools.google.com/dlpage/gaoptout?hl=en-GB>  
Find more information at <https://policies.google.com/privacy/update?hl=en-GB> .

## **XII. Application of Google Analytics Remarketing**

### **1. Extent of the processing of personal data**

We use the remarketing function by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States on our website. This allows us, in cooperation with Google, to offer you relevant and interest-specific advertisements. Google Analytics Remarketing uses cookies, which are stored on your computer. According to Google, no personal data are collected. According to the company's own statements, there is no connection to the other Google services.

## **2. Legal basis for the processing of personal data**

The legal basis for the processing of data is Art. 6 para. 1 S.1 lit. f GDPR.

## **3. Purpose of data processing**

The purpose of processing personal data is to specifically address a target group. The cookies stored on your computer recognize you when you visit a website, thus providing advertising which meets your interests.

## **4. Duration of storage**

Advertising data in server logs is anonymised by Google deleting part of the IP address and cookie information after 9 and 18 months respectively.

## **5. Right of objection and removal**

You can prevent the use of the remarketing function by adjusting your settings accordingly: <https://www.google.de/settings/ads> .

Find more information at <https://policies.google.com/privacy/update?hl=en-GB> .

## **XIII. Application of Google Maps Plugin**

### **1. Extent of the processing of personal data**

We use the online map service Google Maps by Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States on our website. By using Google Maps on our website, information about the use of our website, your IP address and addresses entered in the route planner are transmitted to a Google server in the USA and stored there. By using our website, you agree to the processing of your data collected by Google Maps.

### **2. Legal basis for the processing of personal data**

The legal basis for the processing of data is Art. 6 para. 1 S.1 lit. f GDPR.

### **3. Purpose of data processing**

We have neither knowledge of the purpose of the data collection, nor of the use of the data by Google.

#### **4. Duration of storage**

We have no information pertaining to the storage duration.

#### **5. Right of objection and removal**

Find more information at <https://policies.google.com/privacy/update?hl=en-GB> .

**This Data Protection Statement has been translated into English for information purposes; only the original German version is legally binding.**