

Privacy Policy virtual Events of meetyoo conferencing GmbH

Last updated: 14th of September 2020

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Introduction

This Privacy Policy explains the nature, scope and purposes of the collection and use of personal data when using virtual events (webcasts, virtual trade fairs and media libraries, event manager) (hereinafter referred to as "virtual events") on the websites where virtual events are offered (hereinafter referred to as "event websites"). meetyoo conferencing GmbH (hereinafter referred to as "meetyoo") is responsible for the technical implementation of the virtual events and for the data collected in this context.

The respective organiser is responsible for virtual events and the data processed within the context of virtual events, and is clearly named on the registration form for the event (hereinafter referred to as "organiser"). meetyoo acts as a provider or data processor. meetyoo also acts as the organiser for individual events (this is also clearly stated on the registration form).

Personal data is information that can help identify an individual, i.e. data that can be traced back to a single person. This typically includes a person's name, email address or telephone number. Purely technical data that can be assigned to a single person is also considered personal data.

Contact details for the data controller

The respective organiser is responsible for virtual events. Their contact details can be found on the registration form for the event. meetyoo can also act as an event organiser. The contact details for the data protection officer from the data controller can be found in the organiser's privacy policy.

The registration form also contains a link to the privacy policy.

Contact details for the Data Control Officer and Data Protection Officer:

meetyoo conferencing GmbH
Friedrichstraße 200
10117 Berlin, Germany
Phone: +49 (0)30 8687 10400
Email: privacy@meetyoo.com

Data Protection Officer

Mr. Kent Schwirz (external Data Protection Officer of PROTEKTO DATA FUSE GmbH)
Wendenstraße 279
20537 Hamburg
Internet: www.protekto.de
Email: datenschutz@protekto.group

Please contact our data protection officer or the organiser's data protection officer directly if you have any questions or concerns about safeguarding your data protection rights. You can reach them using the contact details provided above.

Rights of data subjects

You have the right to receive information on request about the personal data stored on your person free of charge. You also have the right to ask for incorrect data to be corrected, restrict the processing of excessively processed data and have any unlawfully processed personal data or personal data which has been stored for too long deleted (unless there is a legal obligation to retain it and no other reasons according to Art. 17 (3) GDPR exclude it). You also have the right to have all the data you provided us with transferred in a common file format (right to data portability), insofar as you provided us with the data within the context of a declaration of consent or in order to fulfil a contract.

Insofar as you have a right to object to the processing of individual proceedings, we point out this in the description of the individual proceedings.

To exercise your rights, please send an email to our data protection officer (see above).

In addition, you also have the right to appeal to a data protection supervisory authority. A list of German and European data protection officers and their contact details can be found under the following link: https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html (in German only).

Willingness to provide data

The provision of your personal data on meetyoo websites is generally not required, either for legal or contractual reasons. You are not obliged to provide personal information on this website. Nevertheless, providing the functions of this website requires your personal data to be processed.

Information on the use of cookies

meetyoo use cookies on our website. Cookies are small text files that are saved on your device by the respective browser you use when you access meetyoo websites. Individual services on a website can 'recognise' and 'remember' you in this way in terms of which settings you have made. Primarily, this helps to make websites more user-friendly and benefit the user (e.g. by storing login details). Secondly, cookies also help to collect statistical data relating to use of the website by using the data acquired for analysis and advertising purposes.

Some cookies are automatically deleted from your device as soon as you leave the website (what are referred to as 'session cookies'). Other cookies are stored for a period of time that does not exceed two years (persistent cookies). We also use what are referred to as third-party cookies which are managed by third parties in order to provide certain services.

You can control the use of cookies: most browsers have an option for allowing the user to restrict or prevent cookies being saved. You can also configure your cookie settings [here](#).

We should point out here, however, that not using cookies can limit your ability to use our website, and, in particular, limit the user experience.

meetyoo only sets cookies if you have given us permission to do so. In the context of the data processing procedures listed below, we explain the legal basis upon which we base the processing for each procedure that uses cookies, whether (and if so, which) third parties receive data over cookies and for how long we save the personal data collected with the help of cookies.

Summary of Procedures

Personal data is processed during the following procedures:

1. Visiting the event websites
2. Establishing contact
3. Use of virtual Events
4. Tools for Customer surveys, Website use/analysis, Advertising and Social media

1. Visiting the event websites

Each time the event website is accessed, the organiser records a series of technical data which are considered personal data of the person accessing the event website:

- The IP address of the user
- The name of the web page or file retrieved
- The date and time access was made
- The volume of data transferred
- Notification of successful retrieval
- The browser type and version
- The user's operating system
- The user's end device, including MAC address
- The referring URL (previous website visited)

This data is not merged with any other personally identifiable data that you actively provide when visiting meetyoo websites. We collect server log files for the purpose of administering the website and detecting and preventing unauthorised access.

Notes on IP Addresses

IP addresses are assigned to each device (e.g. smartphone, tablet, PC) connected to the Internet. The IP address depends on the Internet access point your device currently uses to connect to the Internet. It may be the IP address that your Internet service provider has assigned to you, e.g. if you are connected to the Internet at home using your wi-fi connection. It may also be an IP address that your mobile service provider has assigned to you, or the IP address from a public or private wi-fi point or other Internet access provider. In its current form (IPv4), the IP address consists of four digits. In most cases, you will not be assigned a permanent IP address as a private user, but a temporary one assigned to you by your provider (what is referred to as a 'dynamic IP address'). In the case of a permanently assigned IP address (what is referred to as a 'static IP address'), the clear assignment of user data is simpler in principle. Except for purposes of tracing unauthorised access to our Internet offering, we generally do not use this data specific to an individual person, but analyse it on an anonymous basis only, such as in terms of which of our websites are most popular, how often are they accessed every day, and similar statistics.

Our website already supports the new IPv6 address standard. If you already have an IPv6 address, you also need to be aware of the following: an IPv6 address consists of eight blocks of four. As with full IPv4 addresses, the first four blocks are typically assigned to private users dynamically. The last four blocks of the IPv6 address (what are referred to as "interface identifiers") are determined by the device you are using to browse the website. Insofar as this is not set differently in your operating system, what is referred to as the MAC address is used for this. The MAC address is a kind of serial number that is unique to each IP-capable device worldwide. For this reason, we do not store the last four blocks of your IPv6 address. In general, we recommend enabling the "privacy extensions" on your device in order to better anonymise the last four blocks of your IPv6 address. Most standard operating systems have a privacy extensions function, which in some cases is not factory-set.

Legal Basis

The personal data in log files is processed on the basis of Art. 6 (1) (f) GDPR. This legal permission allows personal data to be processed in the context of the 'legitimate interest' of the data controller, unless your fundamental rights, freedoms or interests prevail. Our legitimate interest lies in simplifying administration and enabling us to detect and track hacking. You can object to your personal data being processed at any time if your particular situation gives rise to reasons that call the processing of your personal data into question. All you need to do is send an email to privacy@meetyoo.com.

Duration of Data Storage

The server log files containing the forgoing data are deleted automatically after 30 days. If facts exist that suggest that unauthorised access can be assumed (such as attempts at hacking or what are referred to as 'DDOS attacks'), we reserve the right to store the server log files for longer.

2. Establishing contact

When contact is made with us (such as over the contact form or by email), the information you provide is saved for purposes of processing the enquiry and in the eventuality that there are follow-up questions.

Legal Basis

The information provided in the context of establishing contact is processed on the basis of Art. 6 (1) (a) and (f) GDPR. This legal permission allows personal data to be processed in the context of the 'legitimate interest' of the data controller, unless your fundamental rights, freedoms or interests prevail. Our legitimate interest lies in our processing the contact made. You can object to your personal data being processed at any time if your particular situation gives rise to reasons that call the processing of your personal data into question. All you need to do is send an email to privacy@meetyoo.com.

Duration of Data Storage

The personal data stored in the course of establishing contact will be deleted if the concerns associated with the contact made have been clarified in full and it is also unlikely that the specific instance of contact made will become relevant again in future.

3. Use of virtual Events

Virtual Events: products and services

Virtual Events comprise the following products and services:

a. Webcast und media library

A webcast is a modern communication tool that allows information to be transmitted to large amounts of people over the Internet at the same time. Webcasts are held by one or several presenters who use computers to make presentations or show videos, among other things. A media library is a collection of several live and on-demand webcasts.

Unlike a live webcast, an on-demand webcast takes the form of pre-recorded content that is then delivered on demand. This may be a live event that is recorded to be broadcast online afterwards. It can also be a recording that was expressly produced for on-demand viewing only.

b. Virtual fairs

At virtual fairs, various virtual stands are placed on offer, through which participants can contact the owners of the stands, download information material and participate in a series of webcasts

c. Event Manager

If the contracting party wants to make a presentation in addition to his audio conference, you can follow the presentation online using our EventManager. The sound comes from AudioEvent (telephone conference), which you have also dialled in to. Participants first have to register/sign in to be able to participate in the online presentation via EventManager.

Data processing by meetyoo as a provider for virtual events

meetyoo is a provider that realises various digital offerings for virtual events including virtual trade fairs. If you make use of one of these digital offerings, the event organiser named on the event registration form is responsible for processing personal data within the context of the virtual event. meetyoo only acts on behalf of and under the instructions of the event organiser within the scope of the data processing commission in accordance with Art. 28 GDPR. The contracting party alone is responsible for deciding on the specific type of processing for the data and its further use. meetyoo caters for the implementation and provision of the service and does not process the data for its own purposes (unless stated differently, e.g. if meetyoo also offers its own virtual events). Details of the how the organiser processes personal data can be found in the organiser's privacy policy.

Subcontractors

meetyoo uses the following subcontractors to provide virtual events:

1. The technical provision of virtual events is performed by **ubivent GmbH**, Stiller Weg 52, 68305 Mannheim, Germany, whose privacy policy can read at <https://www.ubivent.com/en/legal-details#dps>. ubivent GmbH is a wholly owned subsidiary of meetyoo conferencing GmbH and processes your personal data exclusively on our behalf and for our purposes on the basis of a data processing contract.
2. Virtual events will be hosted by Amazon **Web Services EMEA SARL** (AWS), 38 avenue John F. Kennedy, L-1855 Luxembourg, ("AWS"). AWS is therefore the recipient of the data. However, AWS does not process the data for its own purposes, but only on behalf of and under the instructions of meetyoo or ubivent GmbH. This data is stored in the EU computer centre (Frankfurt/Main / Backup: Paris), which is certified in accordance with ISO 27001, 27017 and 27018 as well as PCI DSS Level 1. For your security, meetyoo has concluded an agreement on order processing with Amazon Web Services, Inc. in accordance with Art. 28 DSGVO, including the [EU standard contract clauses](#). In addition, we would like to point out that data of virtual events (regarding content and registration data) are stored in encrypted form in the file systems and databases ("at rest": AES encrypted) and are transmitted encrypted via the Internet ("in transit": TLS 1.3 encrypted).
In the event of an exceptional data transfer to the US, the encryption will provide the necessary guarantees for the admissibility of the EU standard contractual clauses.

Typical data processing processes in the context of virtual events

Depending on the settings made by the respective organiser, the time, duration and circumstances of your participation in the respective event will also be recorded when participating in a virtual event (e.g. downloads and fairs stands visited). This data is used to prepare the billing for the organiser, to allow them to control and manage the event and, if necessary, to allow for an evaluation of the event (statistically anonymised or personalised). You also have the opportunity to ask the presenter, organiser or other participants questions and make your own contributions in chat sessions or audio transmissions. Within the scope of providing these functions, meetyoo processes the contents of your questions and submissions for the organiser, along with the time and date.

You can source the details from the dedicated information provided by the organiser for the specific event. Depending on the settings, the organiser allows the participant's profile data to be made available to other users, provided that the participant

The following describes further data processing processes that take place during virtual events:

a. Registration

Registration is required for the use of specific digital offers for virtual events. The data that is saved upon registration can be seen in the entry form on the corresponding registration page. In the standard case, this includes first name, last name, company, email address and password/ PIN. Compulsory fields are labelled as such.

When you register for a virtual Event, you receive a series of reminder emails and possibly an email

after participating in the event itself that possibly contains "acknowledgements", "on demand releases" or "requests for feedback" etc. (depending on the contract and consent assigned by the organiser). By registering on our site, the IP address, technical information about the terminal used and the browser used, including the version and any plugins installed, as well as fonts, data volumes, data transmission specifications such as access status / HTTP status code, data volume are processed. In addition, technical error codes as well as date and time of the dial-in and time zone are processed. This serves to identify and prevent possible cases of misuse (e.g. in the case that a third party misuses your data and registers on our site without your knowledge). We make the aforementioned services available to the respective contracting party.

Legal basis for registering

The processing of personal data in the context of registering for digital virtual event offerings is based on Art 6 (1) (b) GDPR. In accordance with Art. 6. (1) (b) GDPR, data processing is then allowed when required for fulfilling a contract. We need to process the personal information detailed in this section in order to be able to make these digital offerings available to you in accordance with the contract.

b. Declaration of consent within the context of registration

The organiser or meetyoo may ask you for a declaration of consent under data protection law when registering. Any consent provided under data protection law can be withdrawn at any time with effect for the future. The wording of the declaration of consent, which is also sent to you in the contents of the confirmation mail, also explains how and to whom you can withdraw your consent.

The declaration of consent can be provided for the following purposes:

- *Email invitations to future virtual events*

On the meetyoo websites and registration pages for virtual events, meetyoo gives you the option to register for invitations to future virtual events. Your initial meetyoo login account can be used to take part in these future virtual events. meetyoo provides regular information about future virtual events incl. the topics and speakers at the virtual events in the email invitations. We use the double opt-in procedure for this declaration of consent. This means that after you declare your consent, you receive a confirmation email containing a confirmation link that you need to click on. We store the IP address and the date and time of the registration confirmation in order to prove that the registration was duly performed. We do not collect any further data.

- *Consent to the dispatch of newsletters*

meetyoo gives you the option on the meetyoo websites and registration pages to subscribe to newsletters. We use this newsletter to inform you at regular intervals about offers and events for webcast topics and virtual trade fairs. meetyoo uses the double opt-in procedure for subscriptions to the newsletter. This means that after you subscribe, you receive a confirmation email containing a confirmation link that you need to click on. We store the IP address and the date and time of the subscription confirmation in order to prove that the subscription was duly made. We do not collect any further data.

Legal basis for the data processing

Data processing in the aforementioned regard takes place based your consent which you provided when subscribing for the newsletter or consenting to receive invitations to future events. According to Art. (1) (a) GDPR, data processing is permitted if you have granted consent to data processing for one or more specific purposes as detailed below. In the context of subscribing to the newsletter or consenting to the invitations, you submitted the following declaration of consent:

By entering my email address and clicking on the "Subscribe" button or clicking on the corresponding check box during registration, I consent to receiving information about news, offers and future events of meetyoo conferencing GmbH by email in future. You can withdraw your consent at any time by contacting unsubscribe@meetyoo.de or by clicking on the link at the end of the email.

c. Polls, online surveys, chat, feedback and learning controls

When voting takes place during participation in a virtual event or on-demand participation, data on the result of the polls (number of votes cast and percentage distribution) is collected and processed. In the wake of registration, the voting behaviour is processed on a personal basis using the respective name of the participant. If a webcast is offered where no registration is required, then voting behaviour is anonymous.

You may also have the opportunity to ask questions to the presenter, organiser or other participants and make your own contributions via chat or audio transmission. As part of the provision of these functions, meetyoo processes the contents of your questions and contributions, as well as the time and date, for the organiser.

With most events, you have the opportunity to answer short **online surveys** to provide the organisers with valuable feedback on the event attended.

The timing and content of your feedback is stored on a personal basis on our platform. Evaluation of the **feedback** is usually transmitted to the organiser on a personal basis, unless the latter has expressly requested transmission in anonymous form.

The organisers of some virtual events/trade fairs give you the chance to participate in learning checks or online tests. Participants in these virtual events/fairs receive an online questionnaire for these tests so that they can, for example, obtain a certificate. meetyoo stores information about answering the questionnaire and the percentage test result on behalf of the organiser. This information is usually transferred to the organiser on a personal basis, unless the latter has expressly requested transferral in anonymous form. The results of the online test are sent to you by email afterwards. If you pass the test, you also receive the certificate by email.

Legal basis for the data processing

The processing of personal data in the context of using digital offerings regarding polls, chats online surveys, feedback and learning controls for virtual events is based on Art. 6 (1) (b) GDPR. In accordance with Art. 6. (1) (b) GDPR, data processing is then allowed when it is required to fulfil a contract. The polls, online surveys, chat posts, feedback function and learning controls are necessary to fulfil the contract between you and the organiser. We make reference at this point to the organiser's privacy policy with regard to the legal bases on which the organiser relies.

Duration of data storage

Registration data will be stored for as long as necessary for the use of the service and on Request deleted. The personal data provided in connection with your registration / participation in a webcast, a virtual trade fair or the media library, by submitting feedback or questions, chat contributions as well as answering and participating in online tests, will be deleted at the latest 12 months after the expiry of the on-demand version. The standard archiving period for a webcast is 3-12 months (depending on the commission by the organiser).

The registration data of users of a media library (collection of webcasts), who have not logged in to the media library for a period of 3 years, will automatically be deleted after this period.

On the basis of retention periods from the tax code and the commercial code, the tax-relevant personal data which is processed in the context of using the meetyoo services are stored for up to 10 years after the end of a specific conference (e.g. orders, offer forms etc.).

1. Tools for Customer surveys, Website use/analysis, Advertising and Social media

Customer Surveys

meetyoo conduct customer surveys to determine customer satisfaction. In these online surveys, customers registered for a meetyoo service receive an email containing a link to participate in the online survey. We use the opt-out procedure here. This means that the person who receives this email can object to participating in the online survey in future without incurring any costs. All you need to do is send an email to unsubscribe@meetyoo.com. In this case, we store the IP address and the date and time of the cancellation confirmation to prove that cancellation was duly performed. If a prize draw takes place amongst the survey participants, the winner's address data and email address are also used for duly delivering the prize.

The email inviting you to take part in the online survey is sent to you by **mailingwork GmbH**, Birkenweg 7, 09569 Oederan, Germany, whose privacy policy you can read at <https://mailingwork.de/datenschutz/> (in German only). mailingwork GmbH processes your email address and other personal data we transmit exclusively with regard to the work we commission and for our purposes on the basis of an agreement on order processing.

Alternatively, the customer surveys are sent out over **MailChimp**, a mailing platform from the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA.

The email addresses for our customer surveys and the other customer survey data described in the context of this information, are stored on MailChimp servers in the USA. MailChimp uses this information to send and evaluate the customer surveys on our behalf. Furthermore, according to information provided by MailChimp, they can use this data to optimise or improve their own services, such as technically optimising the mailing and presentation of the customer surveys or for business purposes to determine which countries the recipients come from. However, MailChimp does not use the data from the recipients of our customer surveys for their own mailing activities, nor do they disclose it to third parties.

The MailChimp privacy policy can be found here: <https://mailchimp.com/legal/privacy>

Statistical surveys and analyses

Our customer surveys contain what is referred to as a 'web beacon', i.e. a pixel-sized file that is retrieved from the MailChimp server when the customer surveys is opened. Technical information, such as information about your browser and system and your IP address and the time of retrieval, is collected in the first instance when the customer survey is opened. This information is used to improve the technical performance of our services based on technical data or the target groups and their reading habits, based on their retrieval locations (which can be determined using the IP address) or access times.

The statistical surveys undertaken also include determining if the customer survey is opened, when it is opened and which links are clicked on. Although technical reason allow this information to be assigned to the recipients of the customer survey, it is neither our aim nor that of the MailChip to surveil individual users. These evaluations serve rather to determine the reading habits of our users and adapt our customer surveys to them or send different content according to their interests.

We use **SurveyMonkey**, a service of SurveyMonkey Inc., to conduct online surveys.

SurveyMonkey Inc. is a US-based research company with a presence in Ireland. SurveyMonkey is certified under the [EU-US Privacy Shield](#). When answering the online questionnaire, what are referred to as cookies are set, which are stored on your computer and facilitate the authentication and functional use of the survey tool. SurveyMonkey evaluates the information collected (e.g. IP address, answers to the questions, scores) on our behalf to generate the results of the customer survey. We have concluded an data processing agreement with SurveyMonkey Inc. in accordance with Art. 28 GDPR including EU standard contract clauses.

More information on the [SurveyMonkey Privacy Policy](#).

You can find more information about the cookies used by SurveyMonkey [here](#).

You can prevent cookies from being stored at any time by making the relevant settings in your browser.

Legal Basis

Personal data is processed in the aforementioned customer survey on the basis of Art. 6 (1) (f) GDPR. This legal permission allows personal data to be processed in the context of the 'legitimate interest' of the data controller, unless your fundamental rights, freedoms or interests prevail. Our legitimate interest lies in analysing customer satisfaction. You can opt out of participating in customer surveys in the future by using the opt-out procedure contained in the invitation email.

Duration of Data Storage

We will remove the personal reference to you no later than 2 weeks after completing the survey, so that only statistical data for the analysis remains stored. The data from those participants who received a prize in a survey is stored following completion of the survey until due delivery of the prize and beyond, until the limitation period for any reciprocal claims from delivering the prize have expired.

Virtual Event Website Use/Analysis

meetyoo uses **Google Analytics**. Google Analytics is a web analytics service from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Analytics uses several "cookies" (see above) to identify your browser. The information on how you use meetyoo websites generated by the cookies is usually transferred to a Google server in the USA and stored there. However, meetyoo has enabled the IP anonymisation function on this website so that your IP address is truncated by Google, if it is located within the member states of the European Union or other parties to the agreement on the European Economic Area. Only in exceptional cases is the full IP address transferred to a Google server in the US and truncated there. Google uses this information on behalf of the operator of our website to evaluate how you use meetyoo websites in order to compile reports on website activity to provide the website operator with website and internet-related services. As a part of the Google Analytics service, the IP address transferred by your browser is not merged with other data from Google. Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>, to cover exceptional cases where personal data is transferred to the USA.

meetyoo uses **Google Tag Manager**. Google Tag Manager is a tool from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Tag Manager is a solution that marketers use to

be able to manage web page tags from a single interface. The Tag Manager tool itself (which implements the tags) is a cookie-free domain. The tool serves for triggering other tags that, in themselves, may collect data in certain circumstances. Google Tag Manager does not access this data. Google Tag Manager itself does not process personal data. If disabled at domain or cookie level, it remains in effect for all tracking tags implemented with Google Tag Manager. Turning off tracking in your browser prevents Google Tag Manager from functioning in full.

meetyoo uses **Google reCAPTCHA**. Google reCAPTCHA is a service from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. This feature allows us to provide more data security when submitting forms. By using Google reCAPTCHA, a distinction is made between whether the entries on a form are made by a natural person, or whether misuse took place by automated entries being made. A minimum of your IP address is transmitted to Google in this context. The IP address transferred as a part of Google reCAPTCHA is not merged with other data from Google.

In accordance with Art. 28 DSGVO, we have concluded an [agreement on order processing](#) including the [EU standard contract clauses](#) with Google LLC on advertising products.

meetyoo uses **Hotjar** to better understand the needs of our users and optimise the service on this website. Hotjar technology helps us to get a better understanding of the experiences our users make (e.g. the amount of time users spend on which pages, which links they click on, what they like and what they do not like etc.), which helps us to align our service to the feedback provided by our users. Hotjar uses cookies and other technologies to collect information about the behaviour of our users and their devices (in particular, the IP address of the device (recorded and stored in anonymous form only), screen size, unique device identifiers, information about the browser used, location (country only) and preferred language for displaying our website). Hotjar stores this information in a pseudonymous user profile. Neither Hotjar nor we use this information to identify individual users, nor it is aggregated with other data about individual users. For more information, please refer to the Hotjar Privacy Policy [here](#). In accordance with Art. 28 DSGVO, we have concluded an agreement with Hotjar for order processing. You can object to Hotjar storing a user profile and information about your visit to our website, including Hotjar tracking cookies being set on other websites, by clicking on this [opt-out link](#).

meetyoo uses **HubSpot**, a service from HubSpot Inc., for analysis purposes. HubSpot is a US-based software house with a presence in Ireland. HubSpot uses what are referred to as "Cookies", which are stored on your computer, and allow your use of the website to be analysed. HubSpot analyses the information collected (e.g. IP address, geographic location, browser type, duration of visit and pages accessed) on our behalf to generate reports about your visit.

For more information, please refer to the [HubSpot Privacy Policy](#).

You can find more information about the cookies used by HubSpot Go [here](#) and [here](#).

If you do not want HubSpot to collect data, you can prevent cookies being stored on your computer at any time by making the appropriate settings in your browser.

meetyoo uses **Optimizely** and **Optimizely Logging**. Optimizely and Optimizely Logging is a web analytics service from Optimizely Inc. ("Optimizely"), 631 Howard St. Suite 94105, San Francisco, CA 94105, USA. The

tool uses what are referred to as A/B and multi-variant tests, which allow two or more versions of a partial or complete web page to be tested during real-time operation to analyse the effects of each change.

For more information, please refer to the Terms of Use and Privacy Policy of Optimizely, Inc. at <https://www.optimizely.com/terms/> and <https://www.optimizely.de/privacy>. You can disable Optimizely tracking at any time by following the instructions at <https://www.optimizely.com/legal/opt-out/>.

The information collected here is stored in pseudonymous form, i.e. the respective identifying features are automatically replaced by a pseudonym or code to avoid identification of the user concerned. Cookies are used for this purpose. These are set by us and the Optimizely Inc. log sub-domain. In this case, you can also reset previously saved cookies in your web browser to delete these cookies as well. You can also prevent cookies from being stored on your computer in future by making the appropriate settings in your browser. If you do so, however, you should note that you may not be able to use all the features of our website in full.

For more information, please refer to the Terms of Use and Privacy Policy of Optimizely, Inc. at <https://www.optimizely.com/terms/> and <https://www.optimizely.de/privacy>. You can disable Optimizely tracking at any time by following the instructions at <https://www.optimizely.com/legal/opt-out/>.

Legal Basis

We base the processing of personal data by the above-mentioned services on Art. 6, Paragraph 1, Letter a of the DSGVO. This provision permits the processing of personal data within the scope of the consent of the person concerned. Consent is obtained via the Cookie Banner Tool, which is integrated on the event websites. Here you can access your cookie settings directly. You can also revoke this consent for the future via the [cookie tool](#). The IP address transferred as a part of Google services is not merged with other data from Google. You can prevent the data generated by cookies and the data relating to your use of the website (incl. your IP address) being transferred and processed by making the appropriate settings in your browser and for Google Analytics, by downloading and installing the browser plug-in available from the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

Duration of Data Storage

The data is not stored here in a personalised manner. Immediately after the data is collected, it is converted into statistics and made completely anonymous.

Advertising

meetyoo uses **Google AdWords Conversion Tracking**. Google AdWords Conversion Tracking is an analytics service from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google AdWords sets a cookie on your computer ('conversion cookie') if you arrive at our website over a Google ad. These cookies lose their validity after 30 days and are not used for personal identification. If you visit certain pages on our websites and the cookie has not yet expired, both meetyoo and Google can recognise that someone clicked on the ad and was therefore redirected to our website. Each AdWords customer receives a different cookie. This means that said cookies cannot be tracked through the AdWords' customers' websites. The information gathered using the conversion cookie is used to generate conversion statistics for AdWords advertisers who have opted for conversion tracking. AdWords customers are informed of the total number of users who have clicked on their ad and were redirected to a conversion tracking tag page. They do not receive any information that personally identifies users, however.

meetyoo uses **DoubleClick**. DoubleClick is a web service from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.. DoubleClick optimises advertising with the help of a cookie, for example, by displaying ads that are relevant to the user, etc. This is carried out by sending corresponding cookies to your browser, which can be used to check which ads were shown and which ads you viewed. Information that results from the use of the cookie is usually transmitted to a Google server in the USA and stored there. The data is only transferred to third parties if Google is required to do so by law, or if there is a data processing agreement between the third party and Google. The data assets that Google collects about you are not merged with other data.

In accordance with Art. 28 DSGVO, we have concluded an [agreement on order processing](#) including the [EU standard contract clauses](#) with Google LLC on advertising products.

meetyoo uses the technologies of **Microsoft Advertising** (<https://ads.microsoft.com/>), which are provided and operated by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA (Microsoft). Microsoft will set a cookie on your terminal device if you have reached our website via a Microsoft Bing Ad. We, along with Microsoft, can then determine that someone has clicked on our ad, has been directed to our website, and has reached a predetermined target page (conversion site). We only learn about the total number of users that clicked on the Bing Ad and were then directed to the conversion site. Microsoft collects, processes and uses information about the cookie from which user profiles are created using pseudonyms. These user profiles serve to analyse visitor behaviour and are used to display advertisements. No personal information about the identity of the user is processed. If you do not wish that information regarding your behaviour is used by Microsoft as explained above, you can refuse the cookie needed for this, for example by deactivating the automatic setting of cookies in your browser settings. You can also prevent the collection of data generated by the cookie and by your use of the website, as well as the processing of this data by Microsoft, by stating your opposition under the following link. More information on data protection and cookies used by Microsoft and Bing Ads can be found on the [Microsoft](#) website.

To optimise our advertising service, meetyoo uses the **Facebook service Customer Audience** and the **Facebook Pixel** on our website, provided that you have granted Facebook corresponding consent to do so. Further information about these Facebook services and the privacy policy of Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook") can be accessed [here](#). If you use a

Facebook user account, the Facebook cookies used to transfer the user data collected to Facebook for analysis and marketing purposes can recognise the Facebook pixel on our website. You can review and/or disable the collection of this data and its further processing and use by Facebook directly on Facebook. The Facebook pixel is a JavaScript code that transfers the following data to Facebook:

- HTTP header information (including IP address, information about your web browser, page storage location, document, URL of the website visited and the web browser user agent as well as the day and time of use)
- Pixel-specific data; this includes the Pixel ID and Facebook cookie data, including your Facebook ID (this data is used to link events to a specific Facebook advertising account and assign them to a Facebook user)
- Additional information about the visit to our website, as well as standard and user-defined data events.
 - Orders placed (purchases made)
 - Conclusion of registrations and trial subscriptions
 - Products searched for; access to product information

The data processing mentioned above only affects users who have a Facebook account or have accessed a Facebook partner page (meaning that a cookie has been set). The display of advertising on Facebook (partner) pages using the "Customer Audience" service does not impact upon users who are not Facebook members. If the Facebook ID contained in the Facebook cookie can be assigned to a Facebook user, Facebook will assign this user to a target group ("Custom Audience") based on the rules we have defined, provided that the rules apply. We use the information received in this way for presenting Facebook (partner) pages. You can set an opt-out cookie on Facebook or disable JavaScript in your browser If you want to object to the use of Facebook Pixel. For more information and the setting options for protecting your privacy for advertising purposes, please refer to the [privacy policy](#) from Facebook.

meetyoo uses **Capterra**. Capterra is an online marketplace provider and acts as an intermediary between buyers and sellers of software. The provider is Capterra Inc., 1201 Wilson Blvd, 9th Floor, Arlington, VA 22209, USA. Capterra sets cookies in your browser, which facilitate the analysis of how you use our website. The information generated by the cookie on how you use our website is usually transferred to a Capterra server in the USA and stored there. You can object to the collection, processing and recording of data generated by Capterra at any time.

More information on the [privacy policy of Capterra](#).

Legal Basis

We base the processing of personal data by the above-mentioned services on Art. 6, Paragraph 1, Letter a of the DSGVO. This provision permits the processing of personal data within the scope of the consent of the person concerned. Consent is obtained via the Cookie Banner Tool, which is integrated on the event websites. Here you can access your cookie settings directly. You can also revoke this consent for the future via the [cookie tool](#). You can also prevent cookies being stored by selecting the appropriate settings in your browser. We would like to point out that by doing so, you may limit your ability to use all of the features of this website to the full. Doing so stops you being included in the conversion tracking statistics. You can change personalised

ads by making the appropriate ad settings suggested on the following website <https://support.google.com/ads/answer/7395996?hl=en>.

Duration of Data Storage

The personal reference is removed immediately by partially deleting the IP address, so that only statistical data is stored.

Social Media

We use components of the **XING.com** network on our website. These components are a service from XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany. Every time you call up one of our web pages that is equipped with said components, they cause your browser to download a corresponding image of the components from XING. To the best of our knowledge, XING does not store any personal data on the user regarding calling up our website. Likewise, XING does not store IP addresses. Neither does an analysis of usage behaviour take place concerning the use of cookies in connection with the XING Share button. For more information on this, please refer to the [Privacy Policy for the XING Share button](#).

meetyoo uses components of the **LinkedIn** network on our website. LinkedIn is a service from LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Every time you call up one of our web pages that is equipped with said components, they cause your browser to download a corresponding image of the components from LINKEDIN. This process informs LinkedIn about which specific page on our website is currently being visited. You can link the contents of our pages to your LinkedIn profile by clicking on the LinkedIn "Recommend" button while you are logged into your LinkedIn account. This allows LinkedIn to associate your visit to our website with your LinkedIn user account. We have no control over the information, or the extent of the information, collected by LinkedIn. We also have no knowledge of the content of the data submitted to LinkedIn. Details about data collection by LinkedIn and your rights and settings options can be sourced from the [LinkedIn Privacy Policy](#). LinkedIn has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>, to ensure compliance with the legal conditions for the adequacy of data protection provided in accordance with Art. 45 GDPR.

meetyoo embeds **YouTube** contents into our website. Your browser may establish a connection to the servers from YouTube for this purpose and transfer personal data to these servers. You can find information below on the embedded content from YouTube and the data processing that occurs in relation:

Provider: YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA

(represented by Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA)

Data categories processed: IP address, URL of the page visited, HTTP header information (e.g. browser used, operating system used, screen resolution and language set); if applicable, link to an existing Google user profile

Purposes of the data processing: displaying YouTube videos

Option for stopping data processing: disabling JavaScript in your browser settings.

More information on [the privacy policy of the provider](#)

Legal Basis

Data We base the processing of personal data by the above-mentioned services on Art. 6, Paragraph 1, Letter a of the DSGVO. This provision permits the processing of personal data within the scope of the consent of the

person concerned. Consent is obtained via the Cookie Banner Tool, which is integrated on the event websites. Here you can access your cookie settings directly. You can also revoke this consent for the future via the cookie tool. You can also prevent the storage of cookies by selecting the appropriate technical settings in your browser software. However, we would like to point out that in this case you may not be able to use all the functions of this website to their full extent. You can change these functions in your Twitter account: https://twitter.com/login?redirect_after_login=/account/settings

Duration of Data Storage

We do not store any data in connection with the use of the afore mentioned social media components.