

Data Privacy Statement

Privacy Policy

Thank you for visiting our website. Protecting your personal data is important to us, and we want you to feel safe when using our website. We therefore protect your privacy and personal data. Your personal data will be used only in accordance with this Data Privacy Statement, Germany's national data protection provisions, and the European Union's General Data Protection Regulation ("GDPR").

Below, you will find an overview of which information we collect when you visit our website and how we use that information:

1. Name and address of the controller

As the operator of the website <https://www.adk-bw.de/> (hereinafter "the website"), the *Akademie für Darstellende Kunst Baden Württemberg GmbH, Akademiehof 1, D-71638 Ludwigsburg, Germany* (hereinafter "we") is the controller as defined by the GDPR and other country-specific data protection provisions.

2. Data protection officer

If you have any concerns relating to data protection law, you may contact our data protection officer at any time:

EmEtz GmbH
Mühlweg 25/3
71711 Murr
E-Mail: datenschutz@emetz.de

3. Personal data

Personal data is any information that relates to an identified or identifiable natural person. A natural person is regarded as identifiable if he/she can be identified directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or one or more particular characteristics that express the physical, physiological, genetic, psychological, economic, cultural, or social identity of this natural person.

Personal data also includes information about your use of our website. Normally, this information is gathered through log files or cookies. Further information on log files and cookies can be found below.

4. Purpose of use and personal data concerned

The scope and nature of the collection, processing, and use of your data will depend upon whether you visit our website merely for the purpose of obtaining generally available information or make use of further services as well.

a) **Use for information purposes**

In principle, you do not need to provide personal data in order to use our website for information purposes alone. In this case, when you access our websites, we instead collect only that data which may be automatically transferred to us by your Internet browser, such as for example:

- the referrer (the website visited beforehand)
- the website or file requested
- the browser type and version used
- the operating system used
- the type of device used
- the time of access
- the IP address in anonymized form (the IP address will be used only to determine the place of access).

In this case, the IP address of your computer will be stored in so-called log files for the duration of your use of the website and will then be immediately erased or anonymized by truncation. The remaining data will be stored for a limited period. We shall use this data for the operation of our website, in particular in order to find and eliminate faults in the website, determine how the website is used, and carry out changes or improvements.

b) **Using our website for utilizing further services**

If you utilize further services of our company via our website, you may have to provide personal data. In such a case, your data will be processed exclusively for the purpose of rendering the service requested.

5. **Forms**

Personal data that you enter via a form on the websites of the *Akademie für Darstellende Kunst Baden-Württemberg GmbH* will be used to establish contact with you and to provide you with the requested information and answers to your questions.

As an international company, we depend on our employees' sharing the same level of knowledge. For this reason, we transmit customer data to our branches, representatives, distributors, and suppliers of commercial products as far as necessary in individual cases. Beyond such use, no personal data will be transferred to third parties.

6. **Cookies**

We use cookies to track visitor preferences and to enable us to optimize the design of our websites. Cookies are small text files stored on your computer when you visit our website. You can erase these cookies at any time if you wish. However, this may lead to individual features' no longer being available to you. For information on how to erase cookies, please refer to your browser's Help feature.

7. **Data security**

All information you transfer to us will be stored on servers within the European Union. We use technical and organizational measures to secure our website and other systems against your data being lost, destroyed, accessed, altered, or disseminated by unauthorized persons. In particular, we transmit your personal data only in encrypted form. We use the TLS 1.2 coding system (Transport Layer Security).

8. **Web analysis by Matomo (formerly PIWIK)**

On our website, we use the open-source software tool Matomo (formerly PIWIK) to analyze our users' surfing behavior. The software sets a cookie on each user's computer (for more on cookies, see above). When individual pages of our website are accessed, the following data is stored:

- o The website accessed
- o The website from which the user accessed the requested web page
- o The subpages called from the called web page
- o The time spent on the website
- o Frequency of a call of a site
- o Two bytes of the IP address of the user's calling system

The software runs exclusively on the servers of our website. Users' personal data is stored only on these servers and is not passed on to third parties.

The software is set so that users' IP addresses are not stored completely. Instead, two bytes of the IP address are masked (e. g., 192.168.xxx.xxx), so that the shortened IP address can no longer be matched to the calling computer.

9. **Our social media sites/data processing through social networks**

We maintain publicly accessible profiles on social networks. A detailed listing of the social networks we use can be found below.

Social networks such as Facebook can usually analyze your user behavior comprehensively when you visit their website or a website with integrated social media content (e. g., buttons or advertising banners). Visiting our social media sites triggers numerous data processes relevant to data protection. In particular:

If you are logged into your social media account and visit our social media site, the operator of the social media platform can assign this visit to your user account. However, your personal data may be collected even if you are not logged in or do not have an account with the respective social media platform. In that case, data collection takes place, for example, via cookies that are stored on your device or by recording your IP address.

With the help of the data collected in this way, the operators of the social media platforms can create user profiles in which your preferences and interests are stored. That way, interest-related advertising can be displayed inside and outside the respective social media platform. If you have an account with the respective social

platform, interest-related advertising can be displayed on all devices on which you are logged in or were logged in.

Please also note that we cannot track all processing on social media platforms. Depending on the provider, the operators of the social media platforms may be able to carry out further processing operations. Details on such processing can be found in the terms of use and data protection regulations of the respective social media platform.

10. **Legal basis**

Our social media sites are designed to ensure the widest possible presence on the Internet. This is a legitimate interest as defined by Art. 6(1)(f) GDPR. The analysis processes initiated by the social networks may be based on different legal bases, which must be stated by the operators of the social networks (e. g., consent as defined by Art. 6(1)(a) GDPR).

Person responsible and assertion of rights

If you visit one of our social media sites (e. g., on Facebook), we are jointly responsible with the operator of the social media platform for the data processing processes triggered during this visit. You can assert your rights (information, correction, deletion, restriction of processing, data transferability, and complaint) both against us and against the operator of the respective social media platform (e. g., Facebook).

Please note that despite our joint responsibility with the social media platform operators, we do not have complete influence over the data processing procedures of the social media platforms. Our options are largely based on the corporate policy of the respective provider.

Storage period

The data collected directly by us through our social media site is deleted from our systems as soon as the purpose for its storage no longer applies, you request that we delete it, or your consent to storage is revoked. Stored cookies remain on your device until you delete them. Mandatory legal provisions—in particular retention periods—remain unaffected.

We have no influence over the storage period of data which is stored by the operators of the social networks for their own purposes. For details, please contact the operators of the social networks directly (e. g., in their privacy policy, see below).

Social networks in detail

Facebook

We have a profile on Facebook. The provider is Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA. Facebook has a certification according to the EU-US-Privacy-Shield. You can adjust your advertising settings independently in your user account. To do this, click on the following link and log in:

<https://www.facebook.com/settings?tab=ads>. Details can be found in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

Instagram

Different functions of Instagram are integrated on our pages. These features are provided by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. If you are logged in to your Instagram account, you can link the content of our pages to your Instagram profile by clicking the Instagram button. At this time, it must be assumed that a direct connection to the provider's services will be established and at least the IP address and device-related information will be collected and used. It is also possible that an attempt will be made to store cookies on the device used.

For further information, please refer to Instagram's privacy policy: <http://instagram.com/about/legal/privacy/>.

Vimeo

Our website uses plug-ins run by the video platform Vimeo, provided by Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA. When you visit one of our pages that uses a Vimeo plug-in, the plug-in may establish a connection with Vimeo's servers. This includes transmitting to the Vimeo server information about which of our pages you have visited, as well as your IP address. This is the case even if you are not logged in to Vimeo or do not have a Vimeo account. The information collected by Vimeo is transmitted to the Vimeo servers located in the USA.

If you have and are logged in to a Vimeo account, Vimeo can assign your website visits directly to your personal profile. You can prevent this identification by signing out of your Vimeo account.

Further information on the use of personal data can be found in Vimeo's privacy policy: <https://vimeo.com/privacy>.

YouTube

We use the platform YouTube.com to make our videos publicly accessible for purposes of publicity and advertising. On our website, we therefore provide links to our YouTube channel. YouTube is provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Whenever you follow such a link by clicking on it, YouTube stores and uses data you provide (IP address and other personal data) to provide its services, as well as for its own commercial purposes. Further information on how YouTube (Google) collects and uses data can be found at: <https://www.google.com/policies/privacy/>.

Our website also embeds videos provided through YouTube. YouTube is provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. YouTube uses cookies to collect and statistically analyze data. These statistics allow YouTube to analyze how often a video has been watched; whether the video was watched on YouTube; and/or on which sites, if any, the video was embedded.

To protect your privacy, we use only embedded YouTube videos in an expanded data protection mode. This means that YouTube does not store cookies on the device of a user visiting a website with an embedded YouTube video as long as the user does not click on the video in order to play it. If the user clicks on the video to play it, YouTube can store cookies on the user's computer; however, no personal data is stored through the playing of embedded videos. Further information on how YouTube (Google) collects and uses data can be found at: <https://www.google.com/policies/privacy/>.

11. Your rights

You have the right:

- to obtain, free of charge, **information** on your personal data stored by us (right of access to information);
- to demand **confirmation** of whether we process personal data concerning you (right to confirmation);
- to demand that we erase, without delay, the personal data concerning you insofar as processing of this data is no longer necessary, and the further prerequisites for **erasure** under the GDPR are met (right to erasure);
- to demand that incorrect personal data concerning you be **rectified** and **completed** (right to rectification);
- to demand that the processing of your personal data be **restricted** (right to restriction of processing);
- to receive in a structured, commonly used and machine-readable format the personal data concerning you (right to **data portability**);
- to object to the processing of your personal data (right to **object**);
- not to be subject to a decision that is based solely on automated processing, including profiling, and has legal effect on you or impairs you in a similar manner (**right to decide in individual cases**);
- to at any time, with effect for the future, **revoke** your **consent** to the processing of your personal data;
- to lodge a complaint with the supervisory authority responsible for data protection if you are of the opinion that the processing of the personal data concerning you violates the GDPR (**right to lodge a complaint**).

For further information on your rights, please contact our data protection officer.

12. **Erasure and blocking of personal data after the intended purpose has been fulfilled**

We process and store personal data only as long as necessary for fulfilling the intended purpose, but for no longer than until the statutory retention and storage periods expire. Once the intended purpose has been fulfilled and the statutory retention and storage periods have expired, the personal data will be erased or blocked in accordance with the provisions of data protection law.

The competent lead supervisory authority for data protection pursuant Art. 56 GDPR in the case of any complaints is the **the State Commissioner for Data Protection and Freedom of Information Baden-Württemberg Dr. Stefan Brink.**

Complaints can be submitted online at <https://www.baden-wuerttemberg.datenschutz.de>.

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70173 Stuttgart

Postal address (PO box):

Postfach 10 29 32

70025 Stuttgart

Telephone: 0711/615541-0

Telefax: 0711/615541-15

Homepage: www.baden-wuerttemberg.datenschutz.de

E-Mail: poststelle@lfdi.bwl.de

[Information for customers and suppliers in accordance with Articles 13/14 GDPR](#)