



## *Data Protection Information*

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### PURSUANT TO ART. 13 AND ART. 14 GDPR (GENERAL DATA PROTECTION REGULATION)

#### **1. Description of the Data Protection Activities**

The privacy notice is provided in connection with online events. In this context, we use the platform Vimeo. Vimeo is a service of Vimeo.com, Inc. (330 West 34th Street, 10th Floor, New York, New York 10001, USA, email: [privacy@vimeo.com](mailto:privacy@vimeo.com), tel.: +1-212-314-7457), and acts as a joint controller with us. This privacy notice informs you about the processing by the American Academy in Berlin. For more information about the processing, your right of withdrawal, and privacy on the Vimeo platform, please refer to the Vimeo privacy policy at <https://vimeo.com/privacy>.

The information below relates solely to data the American Academy in Berlin processes in connection with online events.

#### **2. Name and Contact of the Controller**

American Academy in Berlin GmbH  
Am Sandwerder 17-19  
14109 Berlin  
Germany

American Academy in Berlin  
14 East 60th Street, Suite 1104  
New York, NY 10022  
USA

#### **3. Contact Details of the Company's Data Protection Officer at the AAB GmbH**

Lars Beitlich  
IfDuS GmbH  
Landsberger Str. 396  
81241 München

Tel.: +49 (89) 85 63 346 - 0  
Fax: +49 (89) 85 63 346 - 90  
E-Mail: [privacy@ifdus.de](mailto:privacy@ifdus.de)

#### 4. Purpose, Categories and Legal Bases of the Data Processing

Purpose	Categories	Legal Bases
Customer support services	<ul style="list-style-type: none"><li>- IP address</li><li>- Time of accession</li><li>- Time of termination</li><li>- Country</li><li>- Cookie preferences</li><li>- Only for active participation in the Q&amp;A: Name/alias and messages as entered</li><li>- Only for panelists (moderation or active participation as a speaker): Image and audio material</li></ul>	Your data is processed based on our legal obligations under Article 6, para. 1 lit. f (enabling and simplifying participation) of the General Data Protection Regulation.
Enabling the provision of an embeddable video	<ul style="list-style-type: none"><li>- IP address</li><li>- Cookie data</li><li>- Location information</li></ul>	Your data is processed based on our legal obligation under Article 6, para. 1 lit. a of the General Data Protection Regulation.
Product marketing	<ul style="list-style-type: none"><li>- Only for panelists (moderation or active participation as a speaker): Image and audio material</li></ul>	Your data is processed based on our legal obligations under Article 6, para. 1 lit. b of the General Data Protection Regulation.
Event management	<ul style="list-style-type: none"><li>- IP address</li><li>- Time of accession</li><li>- Time of termination</li><li>- Country</li><li>- Cookie preferences</li><li>- Only for active participation in the Q&amp;A: Name/alias and messages as entered</li><li>- Only for panelists (moderation or active participation as a speaker): Image and audio material</li></ul>	Your data is processed based on our legal obligations under Article 6, para. 1 lit. b and Article 6, para. 1 lit. f (enabling intellectual and cultural, transatlantic exchange) of the General Data Protection Regulation. If legitimate interest does not apply in individual cases, we would obtain consent in accordance with Article 6, para. 1 lit. a of the General Data Protection Regulation.

Documentation of institutional history	<ul style="list-style-type: none"><li>- Only for panelists (moderation or active participation as a speaker): Image and audio material</li><li>- History of business relationship and correspondence</li><li>- Event dates and thematic interests</li></ul>	Your data is processed based on our legal obligations under Article 6, para. 1 lit. a, Article 6, para. 1 lit. b, and Article 6, para. 1 lit. f (event documentation) of the General Data Protection Regulation.
Academic exchange and exchange with experts	<ul style="list-style-type: none"><li>- Only for panelists (moderation or active participation as a speaker): Image and audio material</li><li>- Event dates and thematic interests</li></ul>	Your data is processed based on our legal obligations under Article 6, para. 1 lit. a, Article 6, para. 1 lit. b, and Article 6, para. 1 lit. f (knowledge management) of the General Data Protection Regulation.

## 5. Source of the Data

The controller collected the personal data directly from you or the data is coming from publicly available sources of which the publication purpose is compatible with the processing activities described in this document.

## 6. Recipients or Categories of Recipients of Personal Data

Processors appointed by the company include cloud service providers, other companies of the corporate group and service providers who are essential for corporate services, e.g. companies offering IT services, experts and consultants.

The operator of the video portal, Vimeo.com, Inc. (330 West 34th Street, 10th Floor, New York, New York 10001, USA, email: [privacy@vimeo.com](mailto:privacy@vimeo.com), tel.: +1-212-314-7457), acts with us as a joint controller for the processing of your data. The key elements of the joint controller agreement can be provided upon request.

## 7. Transfer of Personal Data to Third Countries

The data may be transferred to countries within and outside of the European Economic Area, in particular also to the United States of America. The company takes adequate and suitable security measures pursuant to applicable data protection laws to protect your data and ensure secure data transmission.

Vimeo is part of the EU-U.S. Data Privacy Framework (DPF).

## 8. Duration of Retention of Personal Data

Usually, your personal data is stored for the duration of the business relationship or as long as it is necessary to comply with the legal retention periods defined to fulfil the specific tasks.

Purpose	Retention period
Customer support services	Depending on the cookie type, the retention period at Vimeo ranges from a single browser session to 2 years. Image and audio material is retained permanently.
Enabling the provision of an embeddable video	On American Academy in Berlin website, the retention period is up to 90 days; depending on the cookie type, the retention period at Vimeo varies. Further information can be found here: <a href="https://help.vimeo.com/hc/en-us/articles/26080940921361-Vimeo-Player-Cookies">https://help.vimeo.com/hc/en-us/articles/26080940921361-Vimeo-Player-Cookies</a> .
Product marketing	Image and audio material is retained permanently.
Event management	Depending on the cookie type, the retention period at Vimeo ranges from a single browser session to 2 years. Image and audio material is retained permanently.
Documentation of institutional history	Permanently
Academic exchange and exchange with experts	5 years / 10 years for data communicated via email

## 9. Rights of the Data Subjects

Pursuant to the European GDPR you, the data subject, have the following rights:

If your personal data is processed, you have the right of information on which data concerning you was processed (art. 15 GDPR).

In case inaccurate personal data was processed, you have the right to obtain rectification of the data concerning you (art. 16 GDPR).

Where the legal requirements are met, you may request erasure of your data or restriction of processing and object to the processing of the data concerning you (art. 17, 18 and 21 GDPR).

If you have consented to data processing or a contract pertaining to data processing exists or data processing is carried out by automated means, you have the right of data portability – where applicable (art. 20 GDPR).

Should you exercise any of the rights mentioned above, the controller reviews if the legal requirements are met for this purpose.

To exercise your rights please contact the Data Protection Officer in charge. In case of any data protection complaints you can contact the competent supervisory authority, the Berlin

Commissioner for Data Protection and Freedom of Information (*Berliner Beauftragte für Datenschutz und Informationsfreiheit*).

#### **10. Right of Revocation of Consent**

If you have consented to the processing of your personal data by the controller having made an according declaration, you may revoke the consent with effect for the future at any time. The lawfulness of data processing carried out until the revocation remains unaffected by this due to your former consent.

28-November-24