

Privacy policy

Table of contents

1.	Subject of data protection and legal basis	2
2.	Server log data	3
3.	E-mail	3
4.	Recipients of personal data	4
5.	Data processing in third countries	4
6.	Storage period and deletion	5
7.	Your rights	5
8.	Our data protection officer	6
9.	Safety	6
10.	Changes	6

We, the "**Website**", would like to inform you about the relevant data protection aspects of the use of the website <https://polywall.hertz-lab.zkm.de>.

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(hereinafter also "we" "us" or "ZKM")

as the person responsible, inform you in the following.

Your personal data will be processed exclusively within the framework of the legal provisions of the data protection law of the European Union, in particular the EU General Data Protection Regulation ("GDPR") and, in addition, the State Data Protection Act of Baden-Württemberg ("**LDSG BW**") as well as other legal provisions on data protection (together hereinafter referred to as "**Data Protection Acts**").

If you would like to take a look at the GDPR yourself, you can find it online at: <https://eur-lex.europa.eu/legal-content/DE/TXT/HTML/?uri=CELEX:32016R0679>.

This privacy policy only applies to the website, accessible under the domain https://memes.meme_me.hertz-lab.zkm.de/. For other Internet presences of the ZKM, the data protection information available there applies exclusively. This data protection declaration also does not apply to ZKM presences on third-party platforms such as social networks (e.g. Facebook, Twitter, or Instagram), even if a ZKM website links to such presences. For the presences on these platforms, the data protection notices of the respective platform operator apply, as well as any special data protection notices specified by ZKM there.

Furthermore, the following information does not refer to external websites of other providers that are linked from our website. The terms used, such as "personal data" or their "processing", correspond to the definitions in Art. 4 DSGVO.

1. Subject of data protection and legal basis

The subject of data protection is the protection of personal data. Personal data is any information relating to an identified or identifiable natural person ("data subject"). Consequently, your personal data includes all data that allow your person to be identified, such as your name, your address, your telephone number or your e-mail address. Personal data also includes information that necessarily arises through the use of our website, such as the beginning, end and extent of use or your IP address.

We will only process your data if an applicable legal provision allows us to do so. We will base the processing of your data on the following legal bases, among others:

- **Consent** (Art. 6 para. 1 p. 1 letter a DSGVO): We will only process certain data on the basis of your previously given, explicit and voluntary consent. You have the right to revoke your consent at any time with effect for the future.

- **Fulfillment of a contract or implementation of pre-contractual measures** (Art. 6 para. 1 p. 1 letter b DSGVO): In particular, in the event of the initiation or execution of a contractual relationship with ZKM, we require certain data from you.
- **fulfillment of a legal obligation** (Art. 6 para. 1 p. 1 letter c DSGVO): In addition, we process your personal data to fulfill legal obligations, such as regulatory requirements or commercial and tax retention obligations.
- **Safeguarding legitimate interests** (Art. 6 para. 1 p. 1 letter f DSGVO): ZKM will process certain data to protect your interests or the interests of third parties. However, this only applies if your interests are not overridden in the individual case.

Please note that this is not a complete or exhaustive list of the possible legal bases, but merely examples that are intended to make the legal bases under data protection law more transparent. For more details on the legal basis of the individual data processing in the context of the use of our website, please refer to the explanations in the following sections.

2. Server log data

By visiting our website, the following information about the access can be stored:

- IP address of the requesting end device,
- Name of the retrieved website and file,
- the http response code,
- the Internet page from which you visit the website (referrer URL),
- Date and time of the server request,
- Browser type and version,
- operating system used by the requesting computer,
- Search term with which the website was found, for example via Google.

We process this data on the basis of Art. 6 (1) sentence 1 letter f DSGVO to provide our website, to ensure the technical operation and security of our information technology systems. In doing so, we pursue the interest of enabling and permanently maintaining the use of our website and its technical functionality. When you call up our website, this data is automatically processed. Without this provision, you cannot use our website. We do not use this data for the purpose of drawing conclusions about your identity.

The automatically collected data is usually deleted after the end of the purpose, unless there is another legal basis. If the latter applies, we delete the data immediately after the other legal basis ceases to apply.

We cannot comply with an objection to the collection and storage of your server log data, as this data is absolutely necessary for the smooth operation of our website.

3. E-mail

If you contact us by e-mail, we may process your voluntarily provided data, for example contact data such as name and e-mail address.

The data you provide will be transmitted to us via a secure connection (for details, see item 17). Our outgoing e-mail communication is also transport-encrypted using the TLS 1.3 standard. The encryption

of your e-mail communication to us depends on the settings of your e-mail server or provider. The collection, processing and use of your contact data is only for the purpose of receiving and, if necessary, answering your inquiry. The processing of data transmitted in the context of a communication via contact form or e-mail is based on Art. 6 para. 1 sentence 1 letter b DSGVO, if it is about the initiation or implementation of a contractual relationship with you, or on Art. 6 para. 1 sentence 1 letter f DSGVO. In the latter case, we have a legitimate interest in processing contact requests voluntarily addressed to us.

We delete the data you have provided as soon as the purpose for which it was collected ceases to apply completely, subject to the fulfillment of any continuing legal obligations to retain such data.

Insofar as your data is processed on the basis of legitimate interests, you can object to the storage of your personal data at any time. In this case, we will no longer process your data unless we can prove an overriding legitimate interest in this or are otherwise legally obliged to store it. To exercise your right of objection regarding storage, please contact us in writing, by fax or by e-mail.

Please note, however, that we cannot guarantee complete data security when communicating by e-mail. Especially in the case of confidential information, we therefore recommend that you send it by a secure means of transmission, such as by letter post.

4. Recipients of personal data

We will only pass on your personal data to external recipients if this is necessary for the processing or handling of your request, if we have your consent for this or if there is another legal permission.

External recipients can be in particular:

- **Processors:** These are service providers that we use to provide services, for example in the areas of technical infrastructure and maintenance of our website. Such processors are carefully selected and regularly reviewed by us to ensure that your privacy is protected. These service providers may only use the data for the purposes specified by us and in accordance with our instructions. We are authorized to use such processors in compliance with the legal requirements of Art. 28 DSGVO.
- **Public bodies:** These are authorities, state institutions and other public bodies, e.g. supervisory authorities, courts, public prosecutors or tax authorities. Personal data will only be transferred to such public bodies for legally compelling reasons. The legal basis for such a transfer may be Art. 6 para. 1 sentence 1 letter c DSGVO.
- **Non-public bodies:** These are service providers and auxiliary persons to whom data is transferred on the basis of a legal obligation or in order to safeguard legitimate interests, for example tax consultants or auditors. The transfer is then made on the basis of Art. 6 para. 1 sentence 1 letter c and/or f DSGVO.

5. Data processing in third countries

If we transfer your data to third countries outside the EU or the EEA in accordance with the above statements, we ensure before the transfer that, apart from exceptional cases permitted by law, either an adequate level of data protection exists at the recipient or you consent to the data transfer. An adequate level of data protection can be guaranteed, for example, by the conclusion of EU standard contractual clauses or the existence of so-called Binding Corporate Rules (BCR). Please contact us using the

communication channels mentioned in section 15 to obtain a copy of the specific guarantees for the transfer of your data to third countries.

6. Storage period and deletion

We store your personal data only as long as necessary to fulfill the purposes or - in the case of consent - as long as you do not revoke your consent. You can revoke your consent at any time at website@zkm.de. Please let us know which images should be deleted. In the event of an objection, we will no longer process your personal data unless its further processing is permitted or even mandatory under the relevant legal provisions (e.g. within the scope of commercial and tax retention obligations). We will also delete your personal data if we are obliged to do so for legal reasons.

For further details on the storage period of your personal data, please refer to the respective explanations in the sections listed above.

7. Your rights

As a person affected by data processing, you have numerous rights. In detail, these are:

- **Right to information** (Art. 15 DSGVO): You have the right to receive information about the data we have stored about you.
- **Right of correction and deletion** (Art. 16 and Art. 17 DSGVO): You can demand that we correct incorrect data and - insofar as the legal requirements are met - delete your data.
- **Right to restrict processing** (Art. 18 DSGVO): You can demand that we restrict the processing of your data - insofar as the legal requirements are met.
- **Right to data portability** (Art. 20 DSGVO): If you have provided us with data on the basis of a contract or consent, you may, if the legal requirements are met, request that you receive the data you have provided in a structured and common format or that we transfer it to another controller.
- **Right to object to data processing based on legitimate interests** (Art. 21 DSGVO): You have the right to object to data processing by us at any time for reasons arising from your particular situation, insofar as it is based on legitimate interests within the meaning of Art. 6 (1) sentence 1 letter f DSGVO. If you exercise your right to object, we will stop processing your data unless we can demonstrate compelling legitimate grounds for further processing that override your rights.
- **Revocation of consent** (Art. 7 DSGVO): If you have given us consent to process your data, you can revoke this consent at any time with effect for the future. The lawfulness of the processing of your data until the revocation remains unaffected. If you wish to revoke your consent to the use of certain cookies, please see our explanations under point 7.
- **Right of complaint to the supervisory authority** (Art. 77 DSGVO): You may also lodge a complaint with the competent supervisory authority if you believe that the processing of your data violates applicable law. For this purpose, you can choose to contact the data protection authority responsible for your place of residence, your workplace or the place of the alleged infringement, or the data protection authority responsible for us. The supervisory authority for data protection responsible for us is the State Commissioner for Data Protection of Baden-Württemberg (www.baden-wuerttemberg.datenschutz.de).

If you have any questions regarding the processing of your personal data, your data subject rights and any consent you may have given, our data protection officer will be happy to assist you via the communication channels listed under Section 15. Please also contact our data protection officer directly

to exercise your data subject rights. Of course, you can also contact the other data controllers mentioned above.

8. Our data protection officer

We have appointed a company data protection officer. You can reach this person as follows:

Data Protection Officer of the ZKM

c/o V-Formation GmbH

Stephanienstr. 18

76133 Karlsruhe

Phone: +49 (0) 721/17029034

datenschutz@zkm.de

9. Security

We take technical and organizational security measures to protect your personal data against accidental or intentional manipulation, loss, destruction or against access by unauthorized persons. These security measures are adapted to the current state of the art.

Your personal data transmitted in the course of using our website is transferred securely by us using encryption. We use the encryption protocol Transport Layer Security (TLS), widely known under the predecessor name Secure Socket Layer (SSL).

Our employees are bound to data secrecy.

10. Changes

From time to time it may become necessary to adapt the content of this privacy policy. We therefore reserve the right to change it at any time. If your consent is required for a change, we will obtain it from you. We will also publish the amended version of the data protection declaration here. When you visit our website again, you should therefore read through the data protection declaration again.

Status: August 2023