



Data protection statement and notes on data processing – information to be provided pursuant to Art. 13 and 14 GDPR

At Baden-Württemberg International (BW_i), we take the protection of your personal data very seriously. We treat your personal data confidentially and in line with the statutory data protection regulations. The following explains how we manage your personal data.

If you have any further questions, please do not hesitate to contact us.

1. General notes and mandatory information

Personal data are data that can be used to identify you personally. This data protection statement explains which data we collect and what we use them for.

A. CONTACT RESPONSIBLE

Baden-Württemberg International
Gesellschaft für internationale wirtschaftliche und wissenschaftliche
Zusammenarbeit mbH, represented by managing director Ulrich Kromer von
Baerle
Lautenschlagerstraße 21/23
70173 Stuttgart
Germany
Telephone: +49 (0)711 / 227 87-15
Fax: +49 (0)711 / 227 87-22
E-mail: info(at)bw-i.de

B. CONTACT DETAILS FOR OUR EXTERNAL DATA PROTECTION OFFICER

Technische Akademie f. berufliche Bildung e. V.
Bernd Herrig
Lorcher Straße 119
73529 Schwäbisch Gmünd
Germany
Telephone: +49 (0)7171 / 31-4091
E-mail: bernd.herrig(at)technische-akademie.de

C. YOUR RIGHTS AS THE DATA SUBJECT

You have the right to receive information free of charge at all times relating to the source, recipient and purpose of your stored personal data.

You have the rights afforded by Art. 15 to 21 GDPR:

- Right of access (Art. 15 GDPR): If your personal data are processed, you have the right to obtain access to your stored personal data.
- Right to rectification (Art. 16 GDPR): If inaccurate personal data are processed, you have the right to rectification.
- Right to erasure, to restriction of processing and to object (Art. 17, 18 and 21 GDPR): If the statutory prerequisites are met, you can demand the erasure or restriction of processing of data and can object to processing.
- Right to data portability (Art. 20 GDPR): If you have consented to data processing or a data processing contract is in place and data processing is carried out by automated means, you have a right to data portability as appropriate.

Where data processing is carried out based on your consent pursuant to Art. 6 No. 1 (a) GDPR, such consent can be revoked for the future at any time. This will not affect the lawfulness of data processing carried out before revocation of consent. If we process your data for the purposes of legitimate interests on the basis of Art. 6 No. 1 Sentence 1 (f) GDPR, you can object to such processing for reasons relating to your specific situation.

If you wish to object or exercise any other of the aforementioned rights, please get in touch with us directly:

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E-mail: info(at)bw-i.de

D. RIGHT TO LODGE A COMPLAINT

You also have the option to contact the data protection officer (contact details provided above) or the data protection supervisory authority with a complaint. The data protection supervisory authority responsible is:

Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Baden-Württemberg

Lautenschlagerstraße 20

70173 Stuttgart

Germany

Telephone: +49(0)711 / 61 55 41 - 0

Fax: +49 (0)711 / 61 55 41 - 15

E-mail: poststelle@lfdi.bwl.de

Internet: <https://www.baden-wuerttemberg.datenschutz.de> <https://www.baden-wuerttemberg.datenschutz.de>

2. Data recording on our website

Data processing on this website is carried out by the website host. You can find the host's contact details in the legal notice for this website.

One way in which your data are collected is when you provide these data to us. For example, these can be data that you enter in a contact form. Other data are recorded automatically or after your consent by our IT systems when visiting the website. These mainly involve technical data (e.g. internet browser, operating system or time the site was accessed). These data are recorded automatically as soon as you enter our website.

Some of the data are recorded to ensure that the website can be displayed properly. Other data may be used to analyse your user habits if we have received consent to do so.

We will only pass on your personal data to external recipients within the EU or in third countries if this is necessary in order to process your request, you have given your consent or this is otherwise permitted by law.

A. ANALYSIS TOOLS AND TOOLS FROM THIRD-PARTY PROVIDERS

When you visit our website, your browsing habits may be statistically evaluated. This is mostly done using cookies and what is termed 'analytics software'. Your

browsing habits are analysed anonymously; browsing habits cannot be traced back to you. You can object to such analysis. You can find detailed information in the following data protection statement.

You can object actively to this analysis using the cookie banner.

B. SSL OR TLS ENCRYPTION

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, for example orders or enquiries that you send to us as the website host. You can recognise an encrypted connection because the browser address switches from “http://” to “https://” and by the padlock symbol in your browser line.

When SSL or TLS encryption is activated, the data you transfer to us cannot be read by third parties.

C. COOKIES

Some internet pages use cookies. Cookies do not damage your computer and do not contain viruses. Cookies serve to make our offering more user friendly, more effective and more secure. Cookies are small text files that are stored on your computer and that your browser saves.

Most of the cookies we use are what are called ‘session cookies’. They are automatically deleted at the end of your visit. Other cookies remain on your end device until you delete them. These cookies allow us to recognise your browser next time you visit our site.

You can also choose browser settings to notify you when cookies are sent and to only allow cookies in individual cases, to not allow the acceptance of cookies for certain cases or in general and to automatically delete cookies when the browser is closed. The functionality of this website may be restricted if cookies are deactivated.

Cookies necessary for electronic communication or for the provision of certain technical functions are stored on the basis of Art. 6 No. 1 (f) GDPR.

We use these cookies to improve our offering for you. Anonymised data from visitors to the website can be used to analyse and assess the user flow. This allows us to optimise advertising and website content in accordance with Art. 6 No. 1 (a) GDPR:

Name	Purpose	Expiry	Type	Provider
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_ga	Used to distinguish between users	2 years	HTML	Google
_gat	Used to limit the request rate	1 minute	HTML	Google
_gid	Used to distinguish between users	1 day	HTML	Google
ga-- container- id--	Stores the current session status	2 years	HTML	Google
gac-- property- id--	Contains information on campaigns for the user. If you have linked your Google Analytics to your Google Ads account, efficiency measurement elements will read this cookie unless you have deactivated it.	3 months	HTML	Google

D. SERVER LOG FILES

The site provider records and automatically stores information in server log files that your browser automatically sends to us. These are:

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the computer accessing the site
- Time of the server request
- IP address

These data are not merged with other data sources.

These data are recorded on the basis of Art. 6 No. 1 (f) GDPR. The website host has a legitimate interest in the presentation and optimisation of its website free of technical errors – to do this, the server log files must be recorded.

E. CONTACT FORM

When you send us requests using a contact form, your details from the form including the contact details you provide there are stored by us for the purpose of processing the request and for the event of follow-up queries. We will not pass on these data without your consent.

The data entered in the contact form are thus processed solely on the basis of your consent (Art. 6 No. 1 (a) GDPR). You can revoke consent at any time. To do so, simply send us an e-mail. The lawfulness of data processing carried out before revocation remains unaffected.

The data you enter in the contact form are kept by us until you demand erasure, revoke your consent for the data to be stored or the purpose of storing the data no longer exists (e.g. processing of your query has been completed). Essential statutory provisions – in particular retention periods – remain unaffected.

F. SOCIAL MEDIA

(1.) Facebook:

Facebook is a social media platform of the company Meta Platforms Inc, 1601 Willow Rd, Menlo Park CA 94025 represented by Meta Platforms Ireland Limited. When you visit our page, Meta Inc. collects data such as your IP address as well as further information stored on your PC in the form of cookies. This information is used to provide us, as the website operator, with statistical information about usage. You can find more detailed information about this from Facebook using the following link: https://de-de.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0

It is not possible for us to draw conclusions about individual users using the statistical information transmitted. We only use this information to be able to respond to the interests of our users and to continuously improve our online presence and ensure its quality. We only collect your data via our account in order to realise a possible provision for communication and interaction with us. This collection generally includes your name, message content, comment content and any profile information you have made 'public'.

The processing of your personal data for our purposes outlined above takes place based on our legitimate commercial and communication interests in offering an information and communication channel pursuant to Art. 6 No. 1 (f) GDPR. If you as a user have given consent to data processing to the respective social media provider, the legal basis for processing extends to Art. 6 No. 1 (a), Art. 7 GDPR.

Due to the fact that data is actually processed by Meta Inc., our options for accessing your data are limited. Only the social media provider is entitled to access your data in full. As a result, only the provider can take and implement direct measures to observe your rights as a user (request for information, erasure

request, objection, etc.). This means that the most effective way to exercise your rights is directly vis-à-vis the respective provider: https://de-de.facebook.com/privacy/policy?section_id=7-WhatIsOurLegal. We are jointly responsible with Meta Inc. for the personal content of our account.

In accordance with GDPR, the primary responsibility for processing Insights data lies with Meta Inc., and Meta Inc. meets all duties arising from GDPR in respect of the processing of Insights data.

We do not make any decisions regarding the processing of Insights data and all other information resulting from Art. 13 GDPR, including legal bases, identity of the controller, storage duration of cookies on user terminals, etc.

Corresponding enquiries can be made directly to Meta Platforms Ireland Limited at the following link: https://de-de.facebook.com/privacy/policy?section_id=13-HowToContactMeta

(2.) Twitter

We and Twitter are jointly responsible for the personal content of the fanpage. Rights of data subjects can be exercised vis-à-vis Twitter Inc. and us.

In accordance with GDPR, the primary responsibility for processing Insights data lies with Twitter, and Twitter meets all duties arising from GDPR in respect of the processing of Insights data; Twitter Inc. will make the essence of the Page Insights Addendum available to data subjects.

We do not make any decisions regarding the processing of Insights data and all other information resulting from Art. 13 GDPR, including the legal basis, identity of the controller and storage period for cookies on users' end devices.

You can find more information directly at Twitter: <https://twitter.com/privacy>.

(3.) LinkedIn:

LinkedIn is a social network of LinkedIn Inc. with registered office in Sunnyvale, California, USA, that allows users to create personal and professional profiles. Users can maintain their existing contacts and make new contacts. Companies can create profiles to which photos and other corporate information are added. Other LinkedIn users have access to this information and can write their own articles and share this content with others.

The focus is on a professional exchange about specialist topics with people who have the same professional interests. In addition, LinkedIn is often used by companies and other organisations to recruit staff and to present themselves as an interesting employer.

You can find more information about LinkedIn at <https://about.linkedin.com/>

You can find more information about data privacy at LinkedIn here:
<https://www.linkedin.com/legal/privacy-policy>

We do not collect or process any personal data via our LinkedIn company page.

(4.) YouTube

Data processing on YouTube is the responsibility of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. YouTube collects and processes certain information about your visit to our YouTube page even if you do not have a YouTube account or are not logged in to YouTube. You can find information on the processing of personal data by YouTube at:
<https://policies.google.com/privacy?hl=en&gl=de>.

In addition, YouTube provides analytics data. These are anonymous statistics we use to assess the quality of our YouTube page and our content.

The processing of your personal data for our purposes outlined above takes place based on our legitimate commercial and communication interests in offering an information and communication channel pursuant to Art. 6 No. 1 (f) GDPR. If you as a user have given consent to data processing to the respective social media provider, the legal basis for processing extends to Art. 6 No. 1 (a), Art. 7 GDPR.

G. ANALYSIS TOOLS AND ADVERTISING BY GOOGLE ANALYTICS

This website uses functions of the web analysis service Google Analytics. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics is used in accordance with Art. 6 No. 1. (a) GDPR.

Google Analytics uses cookies. These are text files that are stored on your computer and that make it possible to analyse your use of the website. The information generated by the cookie concerning your use of this website is generally transferred to a Google server in the USA and stored there.

You can use the corresponding setting in your browser software to prevent cookies from being stored. We would like to point out, however, that you may not be able to use all of the functions of this website in full in that case. In addition, you can prevent the data generated by the cookie and relating to your use of the website (including your IP address) from being recorded for Google and processed by Google by downloading and installing the browser plug-in available here: <https://tools.google.com/dlpage/gaoptout?hl=en>.

You can prevent your data from being recorded by Google Analytics by clicking on the following link. It creates an opt-out cookie that prevents your data from being recorded when you visit this website in future. <https://tools.google.com/dlpage/gaoptout?hl=en>

You can find more information on how user data is handled by Google Analytics in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=en>

3. Newsletter

If you would like to receive our newsletter, we require your e-mail address as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receiving the newsletter. Further data are not recorded or are recorded on a voluntary basis only. We use these data solely for the purpose of sending the information requested and do not pass these data onto third parties.

The data entered in the newsletter registration form are processed solely on the basis of your consent (Art. 6 No. 1. (a) GDPR). You can revoke your consent to storage of the data, the e-mail address and its use for sending the newsletter at any time, for example using the "Unsubscribe" link in the newsletter. The lawfulness of the data processing already carried out remains unaffected.

The data you provide to us for the purpose of receiving the newsletter will be stored by us until you unsubscribe from the newsletter and will be erased after you unsubscribe from the newsletter. Data stored by us for other purposes are not affected.

We use Inxmail to create our newsletter. Your personal data is passed on for this purpose.

You can find information on the processing of your data here: <https://www.inxmail.com/data-conditions>.

4. Events and implementation of our offerings (trips, digital offerings, trade fairs, events)

A. INFORMATION RECORDED AND PROCESSED BY US

- Form of address, if applicable
- Title, if applicable
- First name
- Surname
- Position, if applicable
- Role, if applicable
- Institution/Company
- Department, if applicable
- City
- Telephone number, if applicable (landline)
- Telephone number, if applicable (mobile)
- E-mail address
- IP address
- If you provide us with further personal data (e.g. passport details) when taking part in a business trip or delegation trip or a joint company stand at any other event abroad, for example, we will use these data solely for that trip or event.

B. DATA PASSED ON TO THIRD PARTIES

We will only pass on your personal data to external recipients within the EU or in third countries if this is necessary in order to process your request, you have given your consent or this is otherwise permitted by law.

C. STORAGE PERIOD

We store your personal data only for as long as this is necessary to fulfil the purposes and there are no further statutory retention periods that make erasure impossible. In cases where consent was given but the purpose no longer applies, we will store your data for no longer than 5 years. In the event of an objection, we will no longer store your personal data.

D. PHOTOS AND VIDEO RECORDINGS

Photos may be taken and video recordings made during our events. The images and audio are used by BW_i for PR purposes, e.g. for publication in print media, online or on social media. Please let the photographer know if you do not want to appear in photos or recordings.

E. WEBINARS AND DIGITAL TRADE FAIRS AND EVENTS

We use software solutions from various providers when implementing our digital offerings. The respective providers are responsible for the processing of your data. You can find the relevant data protection information here:

Cisco Webex: <https://www.cisco.com/c/en/us/about/legal/privacy-full.html>

Edudip: <https://www.edudip.com/en/privacy>

Microsoft Teams: <https://privacy.microsoft.com/en-US/privacy>

When using digital formats, data are recorded in log files, downloads and forms by the respective provider. The data recorded and accessible to us are processed by us as part of our legitimate interest for the purpose of making contact and performing a contract in accordance with Art. 6 No. 1 (b) GDPR and for advertising purposes (e.g. for e-mails, phone calls and printed materials) provided that we have your consent in accordance with Art. 6 No. 1 (a) GDPR.

5. Additional information for applicants

A. PURPOSES AND LEGAL BASIS FOR PROCESSING

We process your data for the purpose of managing applications. The legal basis is Art. 88 GDPR in conjunction with Sec. 26 BDSG (new) [“Bundesdatenschutzgesetz”: German Federal Data Protection Act] as well as Art. 6 No. 1 (b) GDPR, where applicable, for the preliminary steps for or performance of a contract. We can also process your personal data if this is necessary for compliance with a legal obligation (Art. 6 No. 1 (c) GDPR) or to protect ourselves against legal claims against us. The legal basis is provided by Art. 6 No. 1 (f) GDPR. If you grant us express consent to process personal data for specific purposes, the lawfulness of such processing is ensured based on your consent pursuant to Art. 6 No. 1 (a) GDPR. Any consent granted can be revoked at any time with effect for the future.

If you enter into an employment arrangement with us, we can process the personal data already received from you for the purpose of the employment arrangement pursuant to Art. 88 GDPR in conjunction with Sec. 26 BDSG (new) to

the extent that this is necessary for performance or termination of the employment arrangement or to exercise rights and/or meet responsibilities to represent employee interests under a law or a collectively bargained wage agreement, a company agreement or a work agreement (collective agreement).

B. CATEGORIES OF PERSONAL DATA

We only process data related to your application. These can be general data relating to your person (name, address, contact details, etc.), information regarding your professional qualifications and education, details on your professional training and other data that you provide to us as part of your application.

C. DATA SOURCE

We process personal data that we receive from you by post or by e-mail when you contact us or send an application.

D. PASSING ON DATA

We pass on your personal data within our company only to those areas and persons that require these data to fulfil contractual and statutory duties and/or to preserve our legitimate interest. Otherwise, data are passed on to recipients outside of the company only to the extent permitted or required by statutory provisions or required to fulfil legal obligations or where you have granted consent.

Your data are passed on to third parties within the EU and outside of the EU only if this is necessary to fulfil the purpose of processing.

E. STORAGE PERIOD

We will store your personal data for as long as is necessary to make a decision regarding your application. Your personal data and/or application will be erased no later than six months after the application process has ended (e.g. announcement that your application has been unsuccessful) unless a longer storage period is legally required or permissible.

Beyond that, we will store your personal data only to the extent legally necessary or necessary in the specific case to assert, exercise or defend legal entitlements for the duration of a legal dispute.

In the event that you have consented to longer storage of your personal data, we will store these in accordance with your declaration of consent. Erasure will take place after no more than 12 months in such cases. If you have consented to

processing of your data (e.g. for consideration of your application at a later date), you can revoke such consent at any time by sending an e-mail to info@bw-i.de.

If the application process results in employment, an apprenticeship or internship, your data will initially continue to be stored and will then be transferred to the HR file, to the extent necessary and permissible.

F. RIGHTS OF DATA SUBJECTS

The same rights as in 1 c) of this statement apply.

G. NECESSITY

The provision of personal data as part of application processes is not prescribed by law or contract. This means you are not obliged to provide details of your personal data. However, please note that these are necessary in order to make a decision regarding an application and/or to conclude a contract in the event of an employment arrangement with us. If you do not provide us with personal data, we cannot make a decision regarding an employment arrangement. We recommend that you only provide such personal data as part of your application that are necessary in order to process the application.

6. Using Microsoft Office 365

Microsoft Office 365 is a productivity, collaboration and communication platform for individual users, teams and networks that can be used across different organisational units. Data processing takes place pursuant to Art. 6, No. 1. (f) GDPR.

Personal data are processed when using the platform. These data privacy provisions explain which personal data are recorded by Microsoft and how and for what purpose they are used by Baden-Württemberg International.

The servers used to process personal data are connected to Deutsche Telekom's network and are located in Germany.

A. SCOPE OF USE

The following apps are used as part of using Microsoft Office 365:

Microsoft Teams

B. CATEGORIES OF PERSONAL DATA

Certain information is already processed automatically as soon as the Microsoft Office apps are started. This includes:

Category	Personal data	Data subjects
Name	<ul style="list-style-type: none"> • First name • Surname 	Employees, customers, suppliers
Professional contact details	<ul style="list-style-type: none"> • E-mail address • Telephone number • Mobile phone number • Fax number 	Employees, customers, suppliers
External user recognition	<ul style="list-style-type: none"> • IP address • Role and job description, if applicable 	Customers, suppliers
Internal user recognition	<ul style="list-style-type: none"> • IP address • Access rights • Role and job description, if applicable • Encrypted passwords, if applicable 	Employees

C. DATA SOURCE

Personal data are processed in Office 365 as a result of Baden-Württemberg International's business processes. Microsoft likewise collects data through interactions with the apps. Some of these data are provided directly, and Microsoft gets some data by collecting data about interactions, use and experiences with the products. The data collected depend on the context of the interactions with Microsoft and the choices made, including the privacy settings and the products and features used. Microsoft also obtains data from third-party providers.

Furthermore, personal data from 6. b) can be processed via other interfaces such as Webex or CAS plug-ins (other systems).

D. DATA TRANSFER TO THIRD COUNTRIES

Microsoft can access and process these data, including the interaction and diagnostic data as well as the content of notices and files. This means that data are transferred to third parties instead of third countries.

E. DATA STORAGE PERIOD

Baden-Württemberg International stores personal data only for as long as is necessary to fulfil the purposes – unless further statutory retention periods make erasure impossible – or for no longer than 5 years. Login data and IP addresses are erased after no later than 30 days. In the event of a justified objection, personal data will no longer be processed.

Microsoft stores personal data for as long as is necessary to provide products and complete transactions requested or for other legitimate purposes, such as compliance with legal obligations, dispute resolution and for contract enforcement.

F. RIGHTS OF DATA SUBJECTS

The same rights as in 1. c) and d) of this statement apply.