



THE AMERICAN  
ACADEMY IN BERLIN  
HANS ARNHOLD CENTER

## *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

This data protection information is provided in connection with online events. In this context, we use the video platform “Zoom.” “Zoom” is a service of Zoom Video Communications, Inc. The registration for online events takes place directly via “Zoom.” Further information regarding data processing, your right of revocation, and data protection on the “Zoom” platform can be found at <https://zoom.us/gdpr>.

The information below relates solely to data the American Academy processes of you 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 604  
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 and Legal Bases of the Data Processing

Your personal data is collected and processed for the following purposes:

- Customer support services
- Performance of contracts
- Services for interested parties
- Product marketing
- Event management
- Documentation of institutional history
- Academic exchange and exchange with experts

Your personal data for purposes of customer support services, performance of contracts, and event management is processed based on art. 6, para. 1 lit. b of the General Data Protection Regulation (GDPR). Personal data for purposes of interest management, the documentation of institutional history, and exchanges as well as compatible purposes on the basis of our legitimate interest, your data is processed according to art. 6 para. 1 lit. f of the GDPR. In other cases, we will obtain your consent in accordance with art. 6 para. 1 lit. a of the GDPR.

## **5. Categories of Processed Personal Data**

The following categories of personal data are processed:

- Name
- Email address
- Registration time
- Time of accession
- Time of termination
- Country
- Gender / Salutation (optional)
- Title (optional)
- Position (optional)
- Company (optional)
- Only for panelists (moderation or active participation as speaker): visual and audio material
- Profession, industry, or business description
- Group characteristics (such as customer group)
- History of business relationship and correspondence
- Event dates and thematic interests
- Information of curriculum vitae or career

and similar data.

## **6. 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.

## **7. 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. In particular, the operator of the video conference platform, such as Zoom Video Communications, Inc, receives your data.

## 8. 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.

## 9. 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. In individual cases, such as lists of event participants, your data is stored in the American Academy's research archive.

## 10. 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*).

## 11. 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.

14-Oct-21