Privacy Policy MEETYOO Pro & Show



Privacy Policy virtual Events of meetyoo conferencing GmbH

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Introduction

This Privacy Policy explains the nature, scope and purposes of the collection and use of personal data when using virtual events (webcasts, virtual trade fairs and media libraries, event manager) (hereinafter referred to as "virtual events") on the websites where virtual events are offered (hereinafter referred to as "event web- sites"). meetyoo conferencing GmbH (hereinafter referred to as "meetyoo") is responsible for the technical implementation of the virtual events and for the data collected in this context.

Personal data is information that can help identify an individual, i.e. data that can be traced back to a single person. This typically includes a person's name, email address or telephone number. Purely technical data that can be assigned to a single person is also considered personal data.

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Friedrichstraße 153a
10117 Berlin, Germany

Contact details of meetyoo and meetyoo's data protection officer

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10117 Berlin, Germany
Phone: +49 (0)30 8687 10400
Email: privacy [at] meetyoo.com (privacy[at]meetyoo[dot]com)

Data Protection Officer
Deutsche Datenschutz Consult GmbH (external data protection officer)
Stresemannstr. 29
22769 Hamburg, Germany
Internet: ddsc.de
Email: dpo [at] meetyoo.com (dpo[at]meetyoo[dot]com)

Please contact our data protection officer directly if you have any questions or concerns about safeguarding your data protection rights. You can reach them using the contact details provided above.

Rights of data subjects

You have the right to receive information on request about the personal data stored on your person free of charge. You also have the right to ask for incorrect data to be corrected, restrict the processing of excessively processed data, and have any unlawfully processed personal data or personal data which has been stored for too long deleted (unless there is a legal obligation to retain it and no other reasons according to Art. 17 (3) GDPR exclude it). You also have the right to have all the data you provided us with transferred in a common file format (right to data portability), insofar as you provided us with the data within the context of a declaration of consent or in order to fulfill a contract.
Insofar as you have a right to object to the processing of individual proceedings, we point out this in the description of the individual proceedings.
To exercise your rights, please send an email to our data protection officer

(see above).

In addition, you also have the right to appeal to a data protection supervisory authority. A list of German and European data protection officers and their contact details can be found under the following link: https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_link... (in German only).

Willingness to provide data

The provision of your personal data on meetyoo websites is generally not required, either for legal or contractual reasons. You are not obliged to provide personal information on this website. Nevertheless, providing the functions of this website requires your personal data to be processed.

Information on the use of cookies

meetyoo use cookies on our website. Cookies are small text files that are saved on your device by the respec- tive browser you use when you access meetyoo websites. Individual services on a website can 'recognise' and 'remember' you in this way in terms of which settings you have made. Primarily, this helps to make web- sites more user-friendly and benefit the user (e.g. by storing login details). Secondly, cookies also help to collect statistical data relating to use of the website by using the data acquired for analysis and advertising purposes.
Some cookies are automatically deleted from your device as soon as you leave the website (what are referred to as 'session cookies'). Other cookies are stored for a period of time that does not exceed two years (persis- tent cookies). We also use what are referred to as third-party cookies which are managed by third parties in order to provide certain services.

We use the cookie consent management tool from Osano Inc., 3800 North Lamar Blvd, Suite 200, Austin, TX 78756, USA for our websites. The purpose of the cookie consent management tool is to obtain and qualify your consent for the use of cookies and tracking codes via cookie banners on our websites.

Information about the cookies and tracking codes used, as well as your IP address and device ID, are stored on Osano servers in the USA. Osano uses this information exclusively on our behalf and for our purposes on the basis of an Data Processing Agreement including EU standard contractual clauses. The personal data is stored for the duration of the order processing agreement between meetyoo and Osano.

You can configure your cookie settings *here.*

In addition, most browsers have an option to limit or completely prevent the storage of cookies. However, it should be noted that the use and especially the comfort of use will be limited without cookies.

meetyoo only sets cookies if you have given us permission to do so. In the context of the data processing procedures listed below, we explain the legal basis upon which we base the processing for each procedure that uses cookies, whether (and if so, which) third parties receive data over cookies and for how long we save the personal data collected with the help of cookies.

Summary of Procedures

Personal data is processed during the following procedures:

1. Visiting the event websites
2. Establishing contact
3. Use of virtual Events
4. Tools for Customer surveys, Website use/analysis, Advertising, and Social media

1. Visiting the event websites

Each time the event website is accessed, meetyoo records a series of technical data which are considered personal data of the person accessing

the event website:

-The IP address of the user
-The name of the web page or file retrieved
-The date and time access was made
-The volume of data transferred
-Notification of successful retrieval
-The browser type and version
-The user's operating system
-The user's end device, including MAC address
-The referring URL (the previous website visited)

This data is not merged with any other personally identifiable data that you actively provide when visiting meetyoo websites. We collect server log files for the purpose of administering the website and detecting and preventing unauthorized access.

Notes on IP Addresses

IP addresses are assigned to each device (e.g. smartphone, tablet, PC) connected to the Internet. The IP address depends on the Internet access point your device currently uses to connect to the Internet. It may be the IP address that your Internet service provider has assigned to you, e.g. if you are connected to the Internet at home using your wi-fi connection. It may also be an IP address that your mobile service provider has as- signed to you, or the IP address from a public or private wi-fi point or other Internet access provider. In its current form (IPv4), the IP address consists of four digits. In most cases, you will not be assigned a permanent IP address as a private user, but a temporary one assigned to you by your provider (what is referred to as a 'dynamic IP address). In the case of a permanently assigned IP address (what is referred to as a 'static IP address'), the clear assignment of user data is simpler in principle. Except for purposes of tracking unauthorized

access to our Internet offering, we generally do not use this data specific to an individual person, but analyze it on an anonymous basis only, such as in terms of which of our websites are most popular, how often are they accessed every day, and similar statistics.

Our website already supports the new IPv6 address standard. If you already have an IPv6 address, you also need to be aware of the following: an IPv6 address consists of eight blocks of four. As with full IPv4 addresses, the first four blocks are typically assigned to private users dynamically. The last four blocks of the IPv6 address (what are referred to as "interface identifiers") are determined by the device you are using to browse the website. Insofar as this is not set differently in your operating system, what is referred as the MAC address is used for this. The MAC address is a kind of serial number that is unique to each IP-capable device worldwide. For this reason, we do not store the last four blocks of your IPv6 address. In general, we recommend enabling the "privacy extensions" on your device in order to better anonymize the last four blocks of your IPv6 address. Most standard operating systems have a privacy extensions function, which in some cases is not factory-set.

Legal Basis

The personal data in log files is processed on the basis of Art. 6 (1) (f) GDPR. This legal permission allows personal data to be processed in the context of the 'legitimate interest' of the data controller unless your fundamental rights, freedoms or interests prevail. Our legitimate interest lies in simplifying administration and enabling us to detect and track hacking. You can object to your personal data being processed at any time if your particular situation gives rise to reasons that call the processing of your personal data into question. All you need to do is send an email to privacy [at] meetyoo.com (privacy[at]meetyoo[dot]com).

Duration of Data Storage

The server log files containing the forgoing data are deleted automatically after 30 days. If facts exist that suggest that unauthorized access can be assumed (such as attempts at hacking or what are referred to as 'DDOS attacks'), we reserve the right to store the server log files for longer.

2. Establishing contact

When contact is made with us (such as over the contact form or by email), the information you provide is saved for purposes of processing the inquiry and in the eventuality that there are follow-up questions.

Legal Basis

The information provided in the context of establishing contact is processed on the basis of Art. 6 (1)
(f) GDPR. This legal permission allows personal data to be processed in the context of the 'legitimate interest' of the data controller unless your fundamental rights, freedoms or interests prevail. Our legitimate interest lies in our processing of the contact made. You can object to your personal data being processed at any time if your particular situation gives rise to reasons that call the processing of your personal data into question. All you need to do is send an email to privacy [at] meetyoo.com (privacy[at]meetyoo[dot]com).

Duration of Data Storage

The personal data stored in the course of establishing contact will be deleted if the concerns associated with the contact made have been clarified in full

and it is also unlikely that the specific instance of contact made will become relevant again in the future.

3. Use of virtual Events

Virtual Events: products and services
Virtual Events comprise the following products and services:

a) Webcast and media library
A webcast is a modern communication tool that allows information to be transmitted to large amounts of people over the Internet at the same time. Webcasts are held by one or several pre- senters who use computers to make presentations or show videos, among other things. A media library is a collection of several live and on-demand webcasts.
Unlike a live webcast, an on-demand webcast takes the form of pre-recorded content that is then delivered on demand. This may be a live event that is recorded to be broadcast online afterward. It can also be a recording that was expressly produced for on-demand viewing only.

b) Virtual fairs
At virtual fairs, various virtual stands are placed on offer, through which participants can contact the owners of the stands, download information material, and participate in a series of webcasts

c) Event Manager
If the contracting party wants to make a presentation in addition to his audio conference, you can follow the presentation online using our EventManager. The sound comes from AudioEvent (telephone conference), which you have also dialled in to. Participants first have to register/sign in to be able to participate in the online presentation via EventManager.

Subcontractors

meetyoo uses the following subcontractor to provide virtual events:

1. Virtual events will be hosted by **Amazon Web Services EMEA SARL (AWS)**, 38 avenue John F. Kennedy, L-1855 Luxembourg, ("AWS"). AWS is therefore the recipient of the data. However, AWS does not process the data for its own purposes, but only on behalf of and under the instructions of meetyoo. This data is stored in the EU computer centre (Frankfurt/Main / Backup: Paris), which is certified in accordance with ISO 27001, 27017 and 27018 as well as PCI DSS Level 1. For your security, meetyoo has concluded an agreement on order processing with Amazon Web Services, Inc. in accordance with Art. 28 DSGVO, including the EU standard contract clauses. In addition, we would like to point out that data of virtual events (regarding content and registration data) are stored in encrypted form in the file systems and databases ("at rest": AES encrypted) and are transmitted encrypted via the Internet ("in transit": TLS 1.3 encrypted).

In the event of an exceptional data transfer to the US, the encryption will provide the necessary guarantees for the admissibility of the EU standard contractual clauses.

Typical data processing processes in the context of virtual events

Depending on the settings made by meetyoo, the time, duration, and circumstances of your participation in the respective event will also be recorded when participating in a virtual event (e.g. downloads and fairs stands visited). This data is used to prepare the billing for the exhibitors, to allow them to control and manage the event, and, if necessary, to allow for an evaluation of the event (statistically anonymized or personalized). You also have the opportunity to ask the presenter, meetyoo or other participants questions and make your own contributions in chat sessions or audio transmissions. Within the scope of providing these functions, meetyoo processes the contents of your questions and submissions, along with the

time and date.
You can source the details from the dedicated information provided by meetyoo for the specific event. Depending on the settings, meetyoo allows the participant's profile data to be made available to other users, provided that the participant

The following describes further data processing processes that take place during virtual events:

a) Registration

Registration is required for the use of specific digital offers for virtual events. The data that is saved upon registration can be seen in the entry form on the corresponding registration page. In the standard case, this includes first name, last name, company, email address, and password/ PIN. Compulsory fields are labeled as such.

When you register for a virtual event, you receive a series of reminder emails and possibly an email after participating in the event itself that possibly contains "acknowledgments", "on-demand releases" or "requests for feedback" etc.

By registering on our site, the IP address, technical information about the terminal used and the browser used, including the version and any plugins installed, as well as fonts, data volumes, data transmission specifications such as access status / HTTP status code, data volume are processed. In addition, technical error codes as well as the date and time of the dial-in and time zone are processed. This serves to identify and prevent possible cases of misuse (e.g. in the case that a third party misuses your data and registers on our site without your knowledge). We make the aforementioned services available to the respective contracting party.

Google reCAPTCHA

meetyoo may use Google reCAPTCHA on the registration pages. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland. By means of this function, we can ensure greater data security when submitting online forms. By using Google reCAPCHTA, a distinction is made as to whether the input made in the form was made by a natural person or whether misuse is made by machine or automated input. In this context, your IP address, the URL of the registration page, and your browser version will be transmitted to Google.
IP addresses are shortened within the member states of the EU or other contracting states to the Agreement on the European Economic Area before the data lands on a server in the USA. The IP address is not combined with other data from Google.

Legal basis for registering

The processing of personal data in the context of registering for digital virtual event offerings is based on Art 6 (1) (b) GDPR. In accordance with Art. 6. (1) (b) GDPR, data processing is then allowed when required for fulfilling a contract. We need to process the personal information detailed in this section in order to be able to make these digital offerings available to you in accordance with the contract.
The processing of data by Google reCaptcha is based on your consent within the scope of registration. According to Art. 6 para. 1 lit. a DSGVO, data processing is permitted if you have given your consent for data processing for one or more specific purposes. This declaration of consent can be revoked at any time with effect for the future.

b) Declaration of consent within the context of registration

meetyoo may ask you for a declaration of consent under data protection law when registering. Any consent provided under data protection law can be withdrawn at any time with effect for the future. The wording of the declaration of consent, which is also sent to you in the contents of the confirmation mail, also explains how and to whom you can withdraw your consent.

The declaration of consent can be provided for the following purposes:

-Consent to be contacted (by telephone or e-mail) on the basis of your profile data
On the registration pages, meetyoo offers you the opportunity to be contacted by meetyoo or by exhibitors of the event by e-mail or telephone on topics and questions relating to the event. For this purpose, your profile data (e.g. downloads or trade fair stands visited) and personal data of the event can be viewed by meetyoo, exhibitors, or partner companies.

-Consent for sending newsletters as well as email invitations for future virtual events.
meetyoo gives you the option on the meetyoo websites and registration pages to subscribe to newsletters. We use this newsletter to inform you at regular intervals about offers and events for webcast topics and virtual trade fairs.

-Consent to networking
I agree that meetyoo may make my personal data as well as profile data (e.g. booths visited) available to other users, exhibitors and partner companies for networking purposes. This includes in particular the search for this data.

-Consent to personal evaluation of the virtual event based on your profile

data.
When participating in a virtual event, depending on the settings made by meetyoo, the time, duration and circumstances of your participation in the respective event will be recorded (e.g. downloads or trade show booths visited). I agree that this data will be used to enable meetyoo, the exhibitors and the partner companies to control and manage the virtual event and to evaluate it on a personal basis.

Legal basis for the data processing

This data processing is based on your consent for newsletter registration, for sending invitations to future events, consent to contact you based on your profile data, for networking purposes and for personal evaluation by meetyoo, exhibitors and by partner companies. According to Art. 6 para. 1 lit. a GDPR, data processing is permitted if you have given your consent for data processing for one or more specific purposes. In the context of ordering the newsletter, consent for invitations to future events, contact based on your profile data, as well as consent for networking purposes or for the personal evaluation of the event, you have given a declaration of consent. For this consent, meetyoo uses the so-called double opt-in procedure, i.e. after you have given your consent, you will receive a confirmation e-mail containing a confirmation link. We store the IP address and the date and time of the registration confirmation in order to be able to prove consent. No further data is collected on our part. further data.

c) Polls, online surveys, chat, feedback, learning controls and settlement

When voting takes place during participation in a virtual event or on-demand participation, data on the result of the polls (number of votes cast and percentage distribution) is collected and processed. In the wake of registration, the voting behavior is processed on a personal basis using the

respective name of the participant. If a webcast is offered where no registration is required, then voting behavior is anonymous.

You may also have the opportunity to ask questions of the presenter, meetyoo or other participants and to make your own contributions via chat (text chat or "one-to-one" video chat). Here, the connection is encrypted end-to-end. In the course of providing these functions, meetyoo processes the content of your questions and contributions, as well as the time and date.

With most events, you have the opportunity to answer short online surveys to provide meetyoo with valuable feedback on the event attended.
The timing and content of your feedback is stored on a personal basis on our platform. Evaluation of the feedback is usually transmitted to meetyoo on a personal basis, unless the latter has expressly requested transmission in an anonymous form.

meetyoo gives you the chance to participate in learning checks or online tests. Participants in these virtual events/fairs receive an online questionnaire for these tests so that they can, for example, obtain a certificate. meetyoo stores information about answering the questionnaire and the percentage test result on behalf of meetyoo. This information is usually transferred to meetyoo on a personal basis unless the latter has expressly requested transferral in an anonymous form. The results of the online test are sent to you by email afterward. If you pass the test, you also receive the certificate by email.

When you participate in a virtual event, the time and duration of your participation in the respective event are recorded, depending on the settings made by meetyoo. This data is used to generate invoices to the exhibitors.

Legal basis for the data processing

The processing of personal data in the context of the use of the digital offers regarding voting, online surveys, chat (text chat as well as "one-to-one" video chat), feedback, learning controls and billing vis-à-vis meetyoo is based on Art. 6 (1) lit. b GDPR. According to Art. 6 para. 1 lit. b GDPR, data processing is permitted if it is necessary for the fulfillment of a contract. The polls, online surveys, feedback function, chat posts, and learning controls are necessary for the fulfillment of the contract between you and meetyoo.

Duration of data storage

Registration data will be stored for as long as necessary for the use of the service and on Request deleted. The personal data provided in connection with your registration/participation in a webcast, a virtual trade fair, or the media library, by submitting feedback or questions, chat contributions as well as answering and participating in online tests, will be deleted at the latest 12 months after the expiry of the on-demand version. The standard archiving period for a webcast is 3-12 months (depending on the commission by meetyoo). "One-to-one" video chat content is not recorded and stored by meetyoo.

The registration data of users of a media library (collection of webcasts), who have not logged in to the media library for a period of 3 years, will automatically be deleted after this period.
On the basis of retention periods from the tax code and the commercial code, the tax-relevant personal data which is processed in the context of using the meetyoo services are stored for up to 10 years after the end of a specific conference (e.g. orders, offer forms, etc.).

d) Use of video services (Video Chat/ Zoom)

It may be that meetyoo uses video services (Video Chat or Zoom) for the execution of virtual events - e.g. in the context of breakout meetings. In this case, meetyoo can use the Video Chat solution integrated in the meetyoo

Event Platform or the integrated service of the provider Zoom.

Zoom

Zoom Video Communications (Zoom) Inc., 55 Almaden Boulevard, 6th Floor, San Jose, CA 95113 ("Zoom") is a provider of videoconferencing, teleconferencing and online meetings. meetyoo uses Zoom's services to hold virtual events. The use of Zoom's services is communicated by meetyoo for the respective event. Zoom is a service provided from the USA. Processing of personal data takes place in a third country. meetyoo has concluded an order processing agreement with the provider Zoom that meets the requirements of Art. 28 GDPR. An adequate level of data protection is guaranteed on the one hand by the conclusion of the EU standard contractual clauses. As supplementary protective measures, meetyoo has configured Zoom in such a way that only data centers in the EU, the EEA or in secure countries that have an adequate level of data protection according to the EU Commission, such as Canada, Japan, are used to conduct "online meetings". For more information, please see Zoom's privacy policy.

When using Zoom, different types of data are processed. The scope of the data depends on what information about the data is provided before or when participating in an "online meeting".

The following personal data are subject to processing with Zoom's services:

-User details: first name, last name, phone (optional), email address, password (if "single sign-on" is not used), profile picture (optional), department (optional).
-Meeting metadata: Topic, description (optional), attendee IP addresses, device/hardware information.
-For recordings (optional): MP4 file of all video, audio and presentation recordings, M4A file of all audio recordings, text file of online meeting chat.
-Text, audio, and video data: Participants may have the opportunity to use the chat, question or poll functions in an "online meeting". In this respect, the text entries made by the participant are processed in order to display

them in the "online meeting" and, if necessary, to log them. In order to enable the display of video and the playback of audio, the data from the microphone of the participant's terminal device and from any video camera of the terminal device will be processed accordingly for the duration of the meeting. Participants can turn off or mute the camera or microphone themselves at any time via the "Zoom" applications.

In order to participate in an "online meeting" or to enter the "meeting room", participants in the event must at least provide information about their name.

Legal basis of the data processing of the video services of Video Chat and Zoom

The processing of personal data in the context of the use of the video chat services and Zoom for virtual events is based on Art 6 (1) lit. b GDPR. According to Art. 6 para. 1 lit. b GDPR, data processing is permitted if it is necessary for the performance of a contract. The data processing operations for the use of the video services (Video Chat or Zoom) are carried out in order to fulfill the contract for the provision of the virtual event, which you concluded with meetyoo during registration.

Duration of data storage

The personal data processed in connection with the registration and participation in the video services (Video Chat and Zoom) will be deleted no later than 12 months after the expiration of the on-demand version. The standard archiving of a webcast is 3-12 months (depending on the assignment by meetyoo). Storage of the video content (Video Chat or Zoom) does not take place by meetyoo. If meetyoo records "online meetings" with Zoom, this will be communicated transparently in advance of the event and - if necessary - consent will be requested. The fact of recording is also displayed in the "Zoom" app. With the recording, the data of the audio and

video stream as well as optionally the messages in the chat, question or survey function are saved and remain stored beyond the duration of the meeting. Recordings stored on Zoom's cloud servers are automatically deleted after 30 days at the latest. In the reports and dashboard, the data is deleted after 12 months.
In the case of legal retention obligations, deletion only comes into consideration after the expiry of the respective retention obligation.

4. Tools for Customer surveys, Website use/analysis, Advertising and Social media

Customer Surveys

meetyoo conducts customer surveys to determine customer satisfaction. In these online surveys, customers registered for a meetyoo service receive an email containing a link to participate in the online survey. We use the opt-out procedure here. This means that the person who receives this email can object to participating in the online survey in the future without incurring any costs. All you need to do is send an email to unsub- scribe [at] meetyoo.com (scribe[at]meetyoo[dot]com). In this case, we store the IP address and the date and time of the cancellation confirmation to prove that the cancellation was duly performed. If a prize draw takes place amongst the survey participants, the winner's address data and email address are also used for duly delivering the prize.

The invitation e-mail for the online survey is sent by the service provider Typeform SL, Carrer Bac de Roda, 163, local, 08018 - Barcelona (Spain), whose privacy policy you can view under Privacy Policy Typeform. Typeform SL processes your e-mail address and other personal data provided by us exclusively on our behalf and for our purposes on the basis of a contract processing agreement including EU standard contractual clauses concluded.

We use **SurveyMonkey**, a service of SurveyMonkey Inc., to conduct online surveys.

SurveyMonkey Inc. is a US-based research company with a presence in Ireland. SurveyMonkey is certified under the EU-US Privacy Shield. When answering the online questionnaire, what are referred to as cookies are set, which are stored on your computer and facilitate the authentication and functional use of the survey tool. SurveyMonkey evaluates the information collected (e.g. IP address, answers to the questions, scores) on our behalf to generate the results of the customer survey. We have concluded an data processing agree- ment with SurveyMonkey Inc. in accordance with Art. 28 GDPR including EU standard contract clauses.

More information on the SurveyMonkey Privacy Policy.
You can find more information about the cookies used by SurveyMonkey here.
You can prevent cookies from being stored at any time by making the relevant settings in your browser.

Legal Basis

Personal data is processed in the aforementioned customer survey on the basis of Art. 6 (1) (f) GDPR. This legal permission allows personal data to be processed in the context of the 'legitimate interest' of the data controller unless your fundamental rights, freedoms, or interests prevail. Our legitimate interest lies in analyzing customer satisfaction. You can opt-out of participating in customer surveys in the future by using the opt-out procedure contained in the invitation email.

Duration of Data Storage

We will remove the personal reference to you no later than 2 weeks after completing the survey so that only statistical data for the analysis remains stored. The data from those participants who received a prize in a survey is stored following completion of the survey until due delivery of the prize and

beyond, until the limitation period for any reciprocal claims from delivering the prize have expired.

Virtual Event Website Use/Analysis

meetyoo uses Google Analytics. Google Analytics is a web analytics service from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the European region.

Google Analytics uses several "cookies" (see above) to identify your browser. The information on how you use meetyoo websites generated by the cookies is usually transferred to a Google server in the USA and stored there. However, meetyoo hast enabled the IP anonymization function on this website so that your IP address is truncated by Google, if it is located within the member states of the European Union or other parties to the agreement on the European Economic Area. Google uses this information on behalf of the operator of our website to evaluate how you use meetyoo web- sites in order to compile reports on website activity to provide the website operator with website and internet-related services. As a part of the Google Analytics service, the IP address transferred by your browser is not merged with other data from Google. Google has submitted to the EU-US Privacy Shield, https://www.privacyshield.gov/EU-US-Framework, to cover exceptional cases where personal data is transferred to the USA.

meetyoo uses Google Tag Manager. Google Tag Manager is a tool from Google LLC ("Google"), 1600 Amphitheater Parkway Mountain View, CA 94043, USA. Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the European region. Google Tag Manager is a solution that marketers use to be able to manage web page tags from a single interface. The Tag Manager tool itself (which implements the tags) is a cookie-free domain. The tool serves for triggering other tags that, in themselves, may collect data in certain circumstances. Google Tag Manager

does not access this data. Google Tag Manager itself does not process personal data. If disabled at the domain or cookie level, it remains in effect for all tracking tags implemented with Google Tag Manager. Turning off tracking in your browser prevents Google Tag Manager from functioning in full.

meetyoo uses Google reCAPTCHA. Google reCAPTCHA is a service from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. This feature allows us to provide more data security when submitting forms. By using Google reCAPTCHA, a distinction is made between whether the entries on a form are made by a natural person, or whether misuse took place by automated entries being made. A minimum of your IP address is transmitted to Google in this context. The IP address transferred as a part of Google reCAPTCHA is not merged with other data from Google.

In accordance with Art. 28 GDPR, we have concluded an agreement on order processing including the EU standard contract clauses with Google Ireland Limited on advertising products.

meetyoo uses Hotjar to better understand the needs of our users and optimise the service on this website. Hotjar technology helps us to get a better understanding of the experiences our users make (e.g. the amount of time users spend on which pages, which links they click on, what they like and what they do not like etc.), which helps us to align our service to the feedback provided by our users. Hotjar uses cookies and other technologies to collect information about the behaviour of our users and their devices (in particular, the IP address of the device (recorded and stored in anonymous form only), screen size, unique device identifiers, information about the browser used, location (country only) and preferred language for displaying our website). Hotjar stores this information in a pseudonymous user profile. Neither Hotjar nor we use this information to identify individual users, nor it is aggregated with other data about individual users. For more information, please refer to the Hotjar Privacy Policy here. In accordance with Art. 28 GDPR, we have concluded an agreement with Hotjar for order processing.

You can object to Hotjar storing a user profile and information about your visit to our website, including Hotjar tracking cookies being set on other websites, by clicking on this opt-out link.

meetyoo uses **HubSpot**, a service from HubSpot Inc., for analysis purposes. HubSpot is a US-based software house with a presence in Ireland. HubSpot uses what are referred to as "Cookies", which are stored on your computer, and allow your use of the website to be analyzed. HubSpot analyses the information collected (e.g. IP address, geographic location, browser type, duration of visit and pages accessed) on our behalf to generate reports about your visit.
For more information, please refer to the HubSpot Privacy Policy.
You can find more information about the cookies used by HubSpot Go here and here.

If you do not want HubSpot to collect data, you can prevent cookies from being stored on your computer at any time by making the appropriate settings in your browser.

Legal Basis

We base the processing of personal data by the above-mentioned services on Art. 6, Paragraph 1, Letter a of the GDPR. This provision permits the processing of personal data within the scope of the consent of the person concerned. Consent is obtained via the Cookie Banner Tool, which is integrated on the event websites. Here you can access your cookie settings directly. You can also revoke this consent for the future via the cookie tool.
The IP address transferred as a part of Google services is not merged with other data from Google. You can prevent the data generated by cookies and the data relating to your use of the website (incl. your IP address) from being transferred and processed by making the appropriate settings in your browser and for Google Analytics, by downloading and installing the browser

plug-in available from the following link: https://tools.google.com/dlpage/gaoptout?hl=en.

Duration of Data Storage

The data is not stored here in a personalized manner. Immediately after the data is collected, it is converted into statistics and made completely anonymous.

Advertising

meetyoo uses Google Ads Conversion Tracking. Google AdWords Conversion Tracking is an analytics service from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the European region.

Google Ads sets a cookie on your computer ('conversion cookie') if you arrive at our website over a Google ad. These cookies lose their validity after 30 days and are not used for personal identification. If you visit certain pages on our websites and the cookie has not yet expired, both meetyoo and Google can recognize that someone clicked on the ad and was therefore redirected to our website. Each Ads customer receives a different cookie. This means that said cookies cannot be tracked through the Ads' customers' websites. The information gathered using the conversion cookie is used to generate conversion statistics for Ads advertisers who have opted for conversion tracking. Ads customers are informed of the total number of users who have clicked on their ad and were redirected to a conversion tracking tag page. They do not receive any information that personally identifies users, however.

We use Google Marketing Platform products (e.g. Campaign Manager 360, Display and Video 360, Search Ads 360). These are web services from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA

94043, USA. Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the European region.

In this process, the advertising is optimised with the help of a cookie, e.g. by displaying advertising relevant to the user, etc. This is carried out by sending corresponding cookies to your browser, which can be used to check which ads were shown and which ads you viewed. Information that results from the use of the cookie is usually transmitted to a Google server in the USA and stored there. The data is only transferred to third parties if Google is required to do so by law, or if there is a data processing agreement between the third party and Google. The data assets that Google collects about you are not merged with other data.

In accordance with Art. 28 GDPR, we have concluded an agreement on order processing including the EU standard contract clauses with Google Ireland Limited on advertising products.

meetyoo uses the technologies of Microsoft Advertising (https://ads.microsoft.com/), which are provided and operated by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA (Microsoft). Microsoft will set a cookie on your terminal device if you have reached our website via a Microsoft Bing Ad. We, along with Microsoft can then determine that someone has clicked on our ad, has been directed to our website, and has reached a predetermined target page (conversion site). We only learn about the total number of users that clicked on the Bing Ad and were then directed to the conversion site. Microsoft collects, processes, and uses information about the cookie from which user profiles are created using pseudonyms. These user profiles serve to analyze visitor behavior and are used to display advertisements. No personal information about the identity of the user is processed. If you do not wish that information regarding your behavior is used by Microsoft as explained above, you can refuse the cookie needed for this, for example by deactivating the automatic setting of cookies in your browser settings. You can also prevent the collection of data generated by the cookie and by your use of the website, as well as the processing of this data by Microsoft, by stating your opposition under the

following link. More information on data protection and cookies used by Microsoft and Bing Ads can be found on the Microsoft website.

We use Microsoft Clarity. "Microsoft Clarity" is a Microsoft procedure that enables user analysis on the basis of a pseudonymous user ID and thus on the basis of pseudonymous data, such as the evaluation of data on mouse movements. In particular, we process usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses), location data, movement data (mouse movements, scroll movements) in pseudonymised form. We have made the corresponding settings in such a way that the data collection to and by Microsoft alone is pseudonymised, in particular in the form of IP masking (pseudonymisation of the IP address).The purpose of the processing is tracking, e.g. the use of cookies, remarketing and conversion measurements.

To optimise our advertising service, meetyoo uses the Facebook service Customer Audience and the Facebook Pixel on our website, provided that you have granted Facebook corresponding consent to do so. Further information about these Facebook services and the privacy policy of Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook") can be accessed here. If you use a Facebook user account, the Facebook cookies used to transfer the user data collected to Facebook for analysis and marketing purposes can recognize the Facebook pixel on our website. You can review and/or disable the collection of this data and its further processing and use by Facebook directly on Facebook. The Facebook pixel is a JavaScript code that transfers the following data to Facebook:

-HTTP header information (including IP address, information about your web browser, page storage location, document, URL of the website visited and the web browser user agent as well as the day and time of use)
-Pixel-specific data; this includes the Pixel ID and Facebook cookie data, including your Facebook ID (this data is used to link events to a specific Facebook advertising account and assign them to a Facebook user)

-Additional information about the visit to our website, as well as standard and user-defined data events.

-Orders placed (purchases made)
-Conclusion of registrations and trial subscriptions
-Products searched for; access to product information

The data processing mentioned above only affects users who have a Facebook account or have accessed a Facebook partner page (meaning that a cookie has been set). The display of advertising on Facebook (partner) pages using the "Customer Audience" service does not impact upon users who are not Facebook members. If the Facebook ID contained in the Facebook cookie can be assigned to a Facebook user, Facebook will assign this user to a target group ("Custom Audience") based on the rules we have defined, provided that the rules apply. We use the information received in this way for presenting Facebook (partner) pages. You can set an opt-out cookie on Facebook or disable JavaScript in your browser If you want to object to the use of Facebook Pixel. For more information and the setting options for protecting your privacy for advertising purposes, please refer to the privacy policy from Facebook.

meetyoo uses **Capterra**. Capterra is an online marketplace provider and acts as an intermediary between buyers and sellers of software. The provider is Capterra Inc., 1201 Wilson Blvd, 9th Floor, Arlington, VA 22209, USA. Capterra sets cookies in your browser, which facilitates the analysis of how you use our website. The information generated by the cookie on how you use our website is usually transferred to a Capterra server in the USA and stored there. You can object to the collection, processing, and recording of data generated by Cap- terra at any time.
More information on the privacy policy of Capterra.

Legal Basis

We base the processing of personal data by the above-mentioned services on Art. 6, Paragraph 1, Letter a of the GDPR. This provision permits the processing of personal data within the scope of the consent of the person

concerned. Consent is obtained via the Cookie Banner Tool, which is integrated on the event websites. Here you can access your cookie settings directly. You can also revoke this consent for the future via the cookie tool. You can also prevent cookies from being stored by selecting the appropriate settings in your browser. We would like to point out that by doing so, you may limit your ability to use all of the features of this website to the full. Doing so stops you from being included in the conversion tracking statistics. You can change personalized ads by making the appropriate ad settings suggested on the following website https://sup-port.google.com/ads/answer/7395996?hl=en.

Duration of Data Storage

The personal reference is removed immediately by partially deleting the IP address so that only statistical data is stored.

Social Media

We use components of the **XING**.com network on our website. These components are a service from XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany. Every time you call up one of our web pages that are equipped with said components, they cause your browser to download a corresponding image of the components from XING. To the best of our knowledge, XING does not store any personal data on the user regarding calling up our website. Likewise, XING does not store IP addresses. Neither does an analysis of usage behavior take place concerning the use of cookies in connection with the XING Share button. For more information on this, please refer to the Privacy Policy for the XING Share button.

meetyoo uses components of the **LinkedIn** network on our website. LinkedIn is a service from LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Every time you call up one of our web pages that are equipped with said components, they cause your browser to

download a corresponding image of the components from LINKEDIN. This process informs LinkedIn about which specific page on our website is currently being visited. You can link the contents of our pages to your LinkedIn profile by clicking on the LinkedIn "Recommend" button while you are logged into your LinkedIn account. This allows LinkedIn to associate your visit to our website with your LinkedIn user account. We have no control over the information, or the extent of the information, collected by LinkedIn. We also have no knowledge of the content of the data submitted to LinkedIn. Details about data collection by LinkedIn and your rights and settings options can be sourced from the LinkedIn Privacy Policy. LinkedIn has submitted to the EU-US Privacy Shield, https://www.privacyshield.gov/EU-US-Framework, to ensure compliance with the legal conditions for the adequacy of data protection provided in accordance with Art. 45 GDPR.

meetyoo embeds **YouTube** content into our website. Your browser may establish a connection to the servers from YouTube for this purpose and transfer personal data to these servers. You can find information be- low on the embedded content from YouTube and the data processing that occurs in relation:
Provider: YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA (represented by Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA) Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the European region.
As soon as you visit our website that contains a Youtube video, Youtube sets at least one cookie that stores your IP address and our URL.
Data categories processed: IP address, URL of the page visited, HTTP header information (e.g. browser used, operating system used, screen resolution and language set); if applicable, link to an existing Google user profile
Purposes of the data processing: displaying YouTube videos
Option for stopping data processing: disabling JavaScript in your browser settings. More information on the privacy policy of the provider.

Legal Basis

Data We base the processing of personal data by the above-mentioned services on Art. 6, Paragraph 1, Letter a of the GDPR. This provision permits the processing of personal data within the scope of the consent of the person concerned. Consent is obtained via the Cookie Banner Tool, which is integrated on the event websites. Here you can access your cookie settings directly. You can also revoke this consent for the future via the cookie tool. You can also prevent the storage of cookies by selecting the appropriate technical settings in your browser software. However, we would like to point out that in this case, you may not be able to use all the functions of this website to their full extent.

Duration of Data Storage

We do not store any data in connection with the use of the aforementioned social media components.