

Information on Data Protection for MEDIACC business partners

This is the English translation of the German version of the Information on Data Protection for MEDIACC business partners ("Informationen zum Datenschutz für Geschäftspartner der MEDIACC"). In case of discordance between the German text and its translation into English, only the German version is definitive.

The protection of your personal data is important to us and we take the protection of this data very seriously. We therefore adhere to the applicable data protection regulations in all our business processes. We will inform you here how we use your data and what rights you have to control this information.

We will collect and use personal information only in the manner described here and in a manner that is consistent with our obligations and your rights under applicable data protection laws and the General Data Protection Regulation ("GDPR").

1. RESPONSIBLE PERSON

The person responsible for processing your personal data in accordance with Art. 4 No. 7 GDPR is the Managing Director of MEDIACC, Dr. Caroline Schmidt-Lucke, based in Berlin. You can contact the management for all data protection enquiries.

2. TYPE AND ORIGIN OF THE PROCESSED DATA

MEDIACC processes personal data received from you or from third parties commissioned by you (lawyers, brokers, cooperation partners), such as

- Personal data, e.g. surname, date and place of birth, job title and/or occupation, affiliation with a company
- Contact details, such as postal address, telephone and fax numbers, electronic addresses, etc.
- Financial information including bank details, credit/debit card, billing and delivery address, account numbers with credit institutions
- any other information you provide to us

"Processing" means any operation or set of operations which is carried out with or without the aid of automated processes and which relates to personal data, such as collection, recording, organisation, sorting, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or association, qualification, erasure or destruction.

We also process data from public registers and databases (land registers, commercial and association registers, publication directories, social media and networks).

3. PURPOSE AND LEGAL BASIS FOR THE PROCESSING OF DATA

MEDIACC maintains business relations with interested parties, customers and cooperation partners. Data is processed for the purpose of fulfilling a contract or implementing pre-contractual measures. (Art. 6 Para. 1 S. 1 lit. f GDPR). Your data will only be processed in order to carry out the activities requested by you and any other persons involved in a business. The administration of personal data therefore always takes place solely on the basis of the intended business relationship. From this regulation MEDIACC is obliged to process the necessary data. Failure to provide the data requested by MEDIACC from you would mean that MEDIACC would have to refuse (further) performance of the business relationship in order to fulfil the contract we have concluded with you, i.e. to provide goods and/or services (including those which we make available or offer to you free of charge) by us. Please note that we cannot enter into a contract with you without your personal data. Such legitimate interests are the provision of services by us or administrative or operational processes within MEDIACC and direct marketing.

4. TRANSFER OF YOUR DATA

Before entering into a business relationship, we usually agree to a confidentiality agreement. This obligation of secrecy shall also apply to all employees and other persons authorised by MEDIACC.

MEDIACC may be obliged to pass on this data to authorities or other third parties within the scope of its activities, who in turn are subject to a duty of confidentiality.

Otherwise, your data will only be passed on if

- you have given your express consent to this in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR,
- the disclosure pursuant to Art. 6 para. 1 sentence 1 lit. f GDPR is necessary for the assertion, exercise or defence of legal claims and there is no reason to assume that you have an overriding legitimate interest in not disclosing your data,
- in the event that there is a legal obligation to pass on data pursuant to Art. 6 para. 1 sentence 1 lit. c GDPR, and
- this is legally permissible and required for the execution of contractual relationships with you pursuant to Art. 6 para. 1 sentence 1 lit. b GDPR.

Data security is very important to us, and in order to protect your information, we have taken appropriate measures to protect and appropriately protect the information we collect. We use industry standard and recognized mechanisms to protect all personal information we collect.

5. TRANSFER YOUR DATA TO THIRD COUNTRIES

Your personal data will only be transferred to third countries at your special request. In accordance with the above purposes, some of your data may be stored outside the European Economic Area ("EEA") (the EEA consists of all EU Member States plus Norway, Iceland and Liechtenstein).

6. DURATION OF STORAGE OF YOUR DATA

MEDIACC processes and stores your personal data within the scope of the legal storage obligations. After expiration of storage periods, your data will be deleted or the paper documents destroyed, unless MEDIACC is obliged to do so by tax and commercial law storage and documentation obligations (e.g. Commercial Code, Criminal Code, Medicines Act, Medical Devices Ordinance).

7. YOUR RIGHTS

You have the right:

- To request information on whether MEDIACC processes personal data about you, if so, for what purposes MEDIACC processes the data and which categories of personal data MEDIACC processes, to whom the data may have been forwarded, how long data may be stored and what your rights are,
- to rectify any inaccurate personal data concerning them which are stored at MEDIACC. You also have the right to have MEDIACC supplement an incomplete data set stored at MEDIACC,
- To request deletion of the personal data concerning you if there is a statutory reason for deletion (cf. Art. 17 GDPR) and the processing of your data is not required for the fulfilment of a legal obligation or for other priority reasons in the sense of the GDPR,
- to demand from MEDIACC that MEDIACC only process your data to a limited extent, for example to assert legal claims or for reasons of an important public interest, while MEDIACC examines your claim for correction or objection, for example, or if MEDIACC rejects your claim for deletion,
- to address a data protection complaint to the supervisory authorities. The supervisory authority responsible for MEDIACC is the Berlin Commissioner for Data Protection and Freedom of Information, Friedrichstraße 219, 10969 Berlin, telephone: 030 13889 -0, e-mail: mailbox@datenschutzberlin.de
- The complaint can be lodged with any supervisory authority, regardless of its jurisdiction.

8. CHANGES TO OUR DATA PROTECTION DECLARATION

We will review this policy periodically and amend it as necessary. Any change in the way we process your personal data will be notified to you prior to processing. We encourage you to periodically review this policy page to stay current.