

## **Privacy Policy**

This privacy policy clarifies the nature, scope and purpose of the processing of personal data (hereinafter referred to as "data") within our online offer and the websites, functions and content associated with it (hereinafter collectively referred to as "online offer"). With regard to the terms used, such as "personal data" or their "processing", we refer to the definitions in art. 4 of the General Data Protection Regulation (GDPR).

### **Person in charge:**

name/company: Music Eggert – Owner Rolf Eggert  
street, number: Paulstraße 2  
post code, place, country: 19249 Lübtheen, Germany  
phone number: +49 38855 / 51 353  
e-mail: support@me-events.de

### **Data protection officer:**

name: Steffen Grabowski  
phone number: +49 395 / 70 79 114  
e-mail: [info@grabowski-beratung.de](mailto:info@grabowski-beratung.de)

### **Types of data processed:**

Inventory data (e.g. names, addresses).  
Contact details (e.g. e-mail, phone numbers).  
Content data (e.g. text input).  
Usage data (e.g. visited websites, interest in content, access times).  
Meta-/communication data (e.g. device information, IP addresses).  
Language & Event Selection.

### **Processing of special categories of data (art. 9 paragraph 1 GDPR):**

In principle, no special categories of data are processed unless they are supplied for processing by the user (e.g. entered in forms).

### **Categories of data subjects:**

Visitors and users of the online offer.  
In the following, we also refer to the persons concerned as "users."

### **Purpose of processing:**

Provision of the online offer, its contents and functions.  
Responding to contact requests and communicating with users.  
Marketing purposes.  
Safety measures.

Date: 23.07.2021

### **1. Relevant legal bases**

In accordance with art. 13 GDPR we inform you of the legal bases of our data processing. Unless the legal basis is stated in the privacy policy, the following applies: The legal basis for obtaining consent is art. 6 para. 1 lit. a and art. 7 GDPR, the legal basis for the processing for the performance of our services and the implementation of contractual measures as well as the response to inquiries is art. 6 para. 1 lit. b GDPR, the legal basis for the processing for the fulfilment of our legal obligations is art. 6 para. 1 lit. c GDPR, and the legal basis for the processing to safeguard our legitimate interests

is art. 6 para. 1 lit. f GDPR. In case that vital interests of the data subject or another natural person require the processing of personal data, art. 6 para. 1 lit. d GDPR is the legal basis.

## **2. Changes and updates to the Privacy Policy**

We ask you to regularly inform yourself about the content of our privacy policy. We adjust the privacy policy as soon as the changes to the data processing we perform make this necessary. We will inform you as soon as the changes result in an act of participation on your part (d. (e.g. consent) or other individual notification is required.

## **3. Safety measures**

3.1. We shall meet in accordance with the provisions of art. 32 GDPR, taking into account the state of the art, the implementation costs and the nature, scope, circumstances and purposes of the processing as well as the varying degrees of probability and seriousness of the risk to the rights and freedoms of natural persons, appropriate technical and organisational measures to ensure a level of protection appropriate to the risk. These measures shall include in particular the safeguarding of the confidentiality, integrity and availability of data by controlling physical access to data, as well as access, input, disclosure, safeguarding of availability and segregation thereof. Furthermore, we have established procedures to ensure that data subjects' rights are exercised, data is deleted, and we respond to any threat to the data. In addition, we take into account the protection of personal data already during the development, or selection of hardware, software and procedures, according to the principle of data protection by technical design and by data protection-friendly presettings (art. 25 GDPR).

## **4. Cooperation with processors and third parties**

4. 1. If we disclose data to other persons and companies (processors or third parties) within the scope of our processing, they transmit it to them or otherwise grant them access to the data, this will only be done on the basis of a legal permission (e.g. if a transfer of the data to third parties, such as payment service providers, according to art. 6 para. 1 lit. b GDPR is necessary for the performance of the contract), if you have consented, a legal obligation provides for this or on the basis of our legitimate interests (e.g. when using agents, web hosts, etc.).

4. 2. If we use third parties with the processing of data on the basis of a so-called "Contract processing contract", this is done on the basis of art. 28 GDPR.

## **5. Transfers to third countries**

If we have data in a third country (i.e. processing outside the European Union (EU) or the European Economic Area (EEA)) or in the context of the use of third-party services or disclosure or the transfer of data to third parties occurs, it takes place for the fulfilment of our (pre-) contractual obligations, on the basis of your consent, on the basis of a legal obligation or on the basis of our legitimate interests only. Subject to legal or contractual permissions, we process or leave the data in a third country only if the special conditions of art. 44 ff. processing GDPR. I. e. processing takes place e.g. on the basis of special guarantees, such as the officially recognised determination of an EU level of data protection or compliance with officially recognised specific contractual obligations (so-called "standard contractual clauses").

## **6. Rights of data subjects**

6. 1. You have the right to obtain confirmation as to whether or not data in question are being processed and to obtain information on such data and to receive further information and a copy of the data in accordance with art. 15 GDPR.

6. 2. Accordingly art. 16 GDPR you have the right to request the completion of data concerning you or the correction of incorrect data concerning you.

6. 3. You have, in accordance with the provisions of art. 17 GDPR the right to demand that the data in question be deleted immediately, or alternatively, in accordance with art. 18 GDPR to require a restriction of the processing of the data.

6. 4. You have the right to demand that the data concerning you that you have provided to us in accordance with art. 20 GDPR and to request their transmission to other controllers.

6. 5. Referred to art. 77 GDPR you have also the right to lodge a complaint to the competent supervisory authority.

## **7. Right of withdrawal**

You have the right to give your consent according to the law art. 7 para. 3 GDPR with effect for the future.

## **8. Right of objection**

You may decide on the future processing of the data concerning you in accordance with art. 21 DSGVO at any time contradict. The objection may be made in particular against processing for direct marketing purposes.

## **9. Deletion of data**

9. 1. The data we process will be deleted or restricted in their processing in accordance with art. 17 and 18 GDPR. Unless expressly stated in the context of this privacy policy, the data stored by us will be deleted as soon as they are no longer necessary for their purpose and the deletion does not preclude any statutory retention obligations. If the data are not deleted because they are necessary for other and legally permissible purposes, their processing is restricted. I. e. the data is blocked and not processed for other purposes. This applies e.g. for data which must be kept for commercial or tax law reasons.

9. 2. According to legal requirements, the storage is carried out in particular for 6 years according to § 257 para. 1 HGB (trade books, inventories, opening balances, annual accounts, trade letters, accounting documents, etc.) as well as for 10 years according to § 147 para. 1 AO (books, records, management reports, accounting documents, trade and business letters, documents relevant to taxation, etc.).

## **10. Contacting**

10. 1. When contacting us (e.g. by e-mail) the information of the user for the processing of the contact request and its processing according to Art. 6 para. 1 lit. b) GDPR processed. We would like to point out that unencrypted communication via e-mail is not considered to be safe. If possible, please use a secure means of communication such as a letter.

10. 2. User information can be stored in our Customer Relationship Management System (CRM System) or similar query organization.

10. 3. We use the "Zendesk" CRM system from Zendesk Inc. (1019 Market Street, San Francisco, CA 94 103 in the USA) based on our legitimate interests (efficient and fast processing of user requests). To this end, we have a contract with Zendesk Inc. standard contractual clauses in which Zendesk Inc. undertakes to process user data only in accordance with our instructions and to comply with the EU level of data protection.

10. 4. We delete the requests if they are no longer required. We verify the necessity at least annually. In the case of statutory archiving obligations, the deletion takes place after their expiration (end of commercial law (6 years) and tax law (10 years) retention obligation).

## **11. Collection of access data and log files**

11. 1. We raise on the basis of our legitimate interests within the meaning of art. 6 para. 1 lit. f. GDPR data on every access to the server on which this service is located (so-called server log files). Access data include the name of the retrieved website, file, date and time of retrieval, amount of data transmitted, notification of successful retrieval, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider.

11. 2. Logfile information is used for security reasons (e.g. to investigate abuses or fraud) for a maximum period of seven days and then deleted. Data whose further storage is required for evidentiary purposes are exempt from deletion until the final clarification of the respective incident.

## **12. Cookies**

Cookies are information that are transmitted by our web server or third-party web servers to the web browsers of the users and stored there for a later retrieval. Cookies may be small files or other types of information storage.

The use of technically necessary and essential cookies is based on art. 6 para. 1 lit. f GDPR. Our legitimate interest is to provide the content and functions as well as to ensure the technical functionality of our website. It is possible for you to prevent the setting of cookies via the settings of your browser. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies may lead to functional limitations of this online offer.

Furthermore, we also use other cookies, which are not mandatory, but provide us with more information content and may also serve marketing purposes. When you call up the page, you will be asked to give your consent to their use. The processing is based on your consent according to Art. 6 para. 1 lit. a GDPR. You have the right to revoke your consent at any time with effect for the future. Via the menu item "Privacy" or "Privacy Policy" you can return to the cookie settings at any time and deactivate the cookies again.

The following cookies are used on this website:

**Borlabs cookie (borlabs-cookie)**, storage period: 90 days, hosted by ourselves.

- essential cookie -

This cookie stores your selected settings regarding cookies as well as external content.

**Facebook pixel (\_fbp)**, storage period: up to 1 year, Facebook Inc. USA / Facebook Ireland.

- Marketing Cookie -

This cookie is used for marketing purposes. This involves website analysis, ad tracking, ad measurement, profiling, cross-site tracking and targeted advertising. It is transferred to a third country, the USA. For more information, see our privacy policy under "Facebook, Custom Audiences and Facebook Marketing Services."

**\_gat\_gtag\_UA\_82902446\_1**, storage time: 1 minute, cookie from Google Analytics.

- Marketing Cookie -

Used by Google Analytics to limit the request rate.

**\_ga**, storage period: 2 years, cookie from Google Analytics

- Marketing Cookie -

Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

**\_gid**, storage period: 1 day, cookie from Google Analytics

- Marketing Cookie -

Registers a unique ID that is used to generate statistical data about how the visitor uses the website.

### **13. External content**

Within our online offer, we use content or service offers from third-party providers in order to integrate their content and services in order to optimize and operate our online offer economically (hereinafter referred to as "content"). This always presupposes that the third-party providers of this content perceive the IP address of the users, as they would not be able to send the content to their browsers without the IP address. The IP address is therefore required for the presentation of this content. We endeavour to use only such content, whose respective provider uses the IP address only for the delivery of the content. Third-party providers may also use so-called "pixel tags" (invisible graphics, also referred to as "web beacons") for statistical or marketing purposes. The "pixel tags" can be used to evaluate information such as visitor traffic on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may contain, among other things, technical information on the browser and operating system, referring websites, visiting times and other details on the use of our online offer, as well as being able to be linked to such information from other sources.

At the beginning of your visit, you were asked for your consent to the use of external content. If you have consented, the use of third-party tools is based on your consent pursuant to Art. 6 para. 1 lit. a GDPR. You have the right to revoke your consent at any time with effect for the future. You can do this, for example, by going to the menu item "Privacy" or "Privacy Policy" and changing your settings there.

The following presentation provides an overview of third-party providers and their contents:

#### **Youtube - Provider: Google Ireland Limited, Dublin (Ireland)**

This service enables us to integrate videos from the Youtube platform into our website. When loading the videos, data is transferred to third countries. Link to privacy policy:

<https://policies.google.com/privacy>

#### **Vimeo - Provider: Vimdeo Inc., New York (USA)**

This service enables us to integrate videos from the Vimeo platform into our website. When loading the videos, data is transferred to third countries. Link to privacy policy: <https://vimeo.com/privacy>

#### **Zendesk Embeddable Framework & Web Widget - Provider: Zendesk Inc, San Francisco (USA).**

Embedding of our CRM Zendesk that allows users to contact us directly on the website as well as browse help topics. Associated with this is a framework that allows us to integrate in a responsive way. We have concluded a contract with Zendesk Inc. with so-called standard contractual clauses, in

which Zendesk Inc. undertakes to process user data only in accordance with our instructions and to comply with the EU data protection level. You can also find more details on CRM in item 10 of this privacy policy.

#### **14. Newsletter**

14.1 With the following information we inform you about the contents of our newsletter as well as the registration, dispatch and statistical evaluation procedure. By subscribing to our newsletter, you agree to the receipt and the described procedures.

14.2 Content of the newsletter: We send newsletters and e-mails with promotional information (hereinafter "newsletter") only with the consent of the recipients or a legal permission. Insofar as the contents of the Newsletter are specifically described in the context of a registration, they shall be decisive for the consent of the users. Our newsletters contain information about our products, offers, promotions and our company.

14.3 Double opt-in and logging: The registration for our newsletter takes place in a so-called double opt-in process. This means that you will receive an e-mail after registration in which you are asked to confirm your registration. This confirmation is necessary so that no one can register with other e-mail addresses. The registrations to the newsletter are logged in order to be able to prove the registration process according to the legal requirements. This includes the storage of the registration and confirmation time, as well as the IP address. Likewise, the changes to your data stored with the shipping service provider are logged.

14.4 Dispatch service provider: The newsletter is dispatched using CleverReach, a newsletter dispatch platform of the provider CleverReach GmbH & Co. KG (Schafjückenweg 2 in 26180 Rastede). We have concluded an order processing agreement with the provider pursuant to Art. 28 DSGVO, which is intended to ensure the protection of your data.

14.5 Furthermore, according to its own information, the dispatch service provider may use this data in pseudonymous form, i.e. without assignment to a user, to optimize or improve its own services, e.g. for the technical optimization of the dispatch and the presentation of the newsletter or for statistical purposes to determine from which countries the recipients come. However, the dispatch service provider does not use the data of our newsletter recipients to write to them itself or to pass them on to third parties.

14.6 Registration data: To sign up for the newsletter, all you need to do is enter your email address, the topics (events) you would like to receive and select a newsletter language.

14.7 Performance measurement - The newsletters contain a so-called "web beacon", i.e. a pixel-sized file that is retrieved from the server of the dispatch service provider when the newsletter is opened. Within the scope of this retrieval, technical information, such as information about the browser and your system, as well as your IP address and the time of the retrieval are initially collected. This information is used for the technical improvement of the services based on the technical data or the target groups and their reading behavior based on their retrieval locations (which can be determined with the help of the IP address) or the access times. The statistical surveys also include the determination of whether the newsletters are opened, when they are opened and which links are clicked. For technical reasons, this information can be assigned to individual newsletter recipients. However, it is neither our intention nor that of the dispatch service provider to observe individual users. The evaluations serve us much more to recognize the reading habits of

our users and to adapt our content to them or to send different content according to the interests of our users.

14.8 The dispatch of the newsletter and the measurement of success are based on your consent pursuant to Art. 6 para. 1 lit. a GDPR.

14.9 The logging of the registration process is based on our legitimate interests pursuant to Art. 6 para. 1 lit. f GDPR and serves as proof of consent to receive the newsletter.

14.10. Cancellation/Revocation - We store your data until you revoke your consent to receive the newsletter. Each newsletter contains a link at the end of the email that you can use to unsubscribe from the newsletter and revoke your consent. If you cannot wait until you receive the next newsletter, please send an e-mail with your cancellation to: [anfrage@musiceggert.de](mailto:anfrage@musiceggert.de).

## **15. Facebook, Custom Audiences and Facebook Marketing Services**

15.1 Within our online offer, the so-called "Facebook Pixel" of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"), is used in the event of your consent pursuant to Art. 6 (1) a GDPR. The purpose of this use is to pursue our interest in the analysis, optimization and economic operation of our online offer.

15.2 We have concluded a so-called order processing agreement with Facebook as well as so-called EU standard contractual clauses, which are intended to ensure the protection of your data with this provider.

15.3 With the help of the Facebook pixel, it is possible for Facebook, on the one hand, to determine the visitors to our online offer as a target group for the display of ads (so-called "Facebook ads"). Accordingly, we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our online offer or who have certain characteristics (e.g. interests in certain topics or products determined on the basis of the websites visited) that we transmit to Facebook (so-called "Custom Audiences"). With the help of the Facebook pixel, we also want to ensure that our Facebook ads correspond to the potential interest of users and do not have a harassing effect. With the help of the Facebook pixel, we can also track the effectiveness of the Facebook ads for statistical and market research purposes by seeing whether users were redirected to our website after clicking on a Facebook ad (so-called "conversion"). The use of the Facebook pixel and corresponding cookies makes it possible that your behavior on the Internet can be tracked across websites and platforms and that a profile is created.

15.4 Furthermore, we use the additional function "advanced matching" when using the Facebook Pixel. Here, data such as phone numbers, email addresses or Facebook IDs of the users are transmitted to Facebook (encrypted) for the creation of target groups ("Custom Audiences" or "Look Alike Audiences"). Further information on "advanced matching":

<https://www.facebook.com/business/help/611774685654668>.

15.5 We also use the "Custom Audiences from File" procedure of the social network Facebook, Inc. In this case, the email addresses of the newsletter recipients are uploaded to Facebook. The upload process is encrypted. The upload is used solely to determine recipients of our Facebook ads. In this way, we want to ensure that the ads are only displayed to users who are interested in our information and services or exclude those from certain advertising.

15.6 The processing of data by Facebook takes place within the framework of Facebook's data usage policy. Accordingly, general information on the display of Facebook ads, in the data usage policy of Facebook: <https://www.facebook.com/policy.php>. For specific information and details about the Facebook Pixel and how it works, please visit Facebook's help section: <https://www.facebook.com/business/help/651294705016616>.

15.7 You can withdraw your consent to the collection by the Facebook pixel and use of your data to display Facebook ads (click on "Customize privacy settings" above). To adjust which types of ads are displayed to you within Facebook, you can visit the page set up by Facebook and follow the instructions there regarding the settings for usage-based advertising: <https://www.facebook.com/settings?tab=ads>. The settings are made in a platform-independent manner, i.e. they are applied to all devices, such as desktop computers or mobile devices.

15.8 To stop the collection of your data by means of the Facebook pixel on our website, please click on "Customize privacy settings" at the top of this privacy policy and deactivate the Facebook cookie under "Marketing".

## **16. Google Analytics**

16.4 We use Google Analytics, a web analytics service provided by Google LLC ("Google"), on the basis of your consent pursuant to art. 6 (1) a GDPR and for the purpose of usage analysis and optimization of our online offer. Google uses cookies (for more information on cookies, please refer to point 12 of this privacy policy).

16.5 When using Google Analytics, the following information about the user in particular is collected and transmitted to Google LLC: Your origin, language settings, operating system, device used, browser, screen resolution, source of visit, your IP address, pages accessed, time of access, time spent on the page, information about previous visits.

16.6 The processing of the data is thereby essentially carried out by the provider and also for Google LLC's own purposes, such as profiling, and without any possibility of influence by us. Your data may be linked and collected with information from other sources and across websites.

16.7 The collected data is processed in a third country, the USA, which means that government authorities there may have access to the data. We have agreed on so-called EU standard contractual clauses with Google LLC, which are intended to ensure an appropriate level of protection when transferring data to third countries.

16.8 We use the data to evaluate the use of our online offer by the users, to compile reports on the activities within this online offer and to adapt our online offer to the target group.

16.9 We use Google Analytics only with IP anonymization enabled. This means that the IP address of the user is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.

16.10 The IP address transmitted by the user's browser may be merged with other data from Google. Users may prevent the storage of cookies by selecting the appropriate settings on their browser software; users may also prevent the collection of data generated by the cookie and related to their use of the online offer to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=deb>.

16.11 You can find out more information about data use by Google, setting and objection options on Google's websites:

<https://www.google.com/intl/de/policies/privacy/partners> ("Data use by Google when you use our partners' websites or apps"),

<https://policies.google.com/technologies/ads> ("Data use for advertising purposes"),

<https://adssettings.google.com/authenticated> ("Manage information Google uses to serve ads to you").

16.12 The granting of consent is voluntary and no disadvantages arise for the user from a failure to grant consent. Users can revoke their consent at any time with effect for the future under the menu item "Privacy" in the "Privacy settings" section.