

Data Protection Statement

3 Sep 2018

Responsible Party

Gesellschaft für Kapitalmarktforschung e.V. (GfK) for the Research Center SAFE
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Data Protection Officer

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Processing of Personal Data

When you access our website without registering ("informational use"), we collect only those personal data that your web browser transmits to our server. When you view our website, we collect the following information which are technically necessary for us to provide the use of our website to you and to ensure stability and security:

- IP address
- Date and time of the request
- Time zone difference to GMT
- Content of the website Access status (HTTP status)
- Transferred amount of data
- Website from which you came to our website
- Web browser
- Operating system
- Language and version of the browser

The aforementioned data are stored in so-called log files on our servers. There is no storage of this data together with other personal data of you. The collection and temporary storage of the IP address is necessary to enable the presentation of our website on your device. For this, your IP address must be stored for the duration of your visit to our website. Storage in log files serves to secure the functionality and optimization of our website as well as to

ensure the security of our information technology systems. This use is according to Art. 6,1f GDPR. An evaluation of this data for marketing purposes does not take place.

In the above mentioned purposes lies our legitimate interest in data processing. These data will be deleted when the respective session is over. The collection of the above data for the provision of our website and the storage of this data in log files is essential for the operation of our website. There is no objection possible.

Registration for Newsletter or Events

On our website you can subscribe to a free newsletter and / or register for our events. When registering the data entered by you into the input mask will be sent to us. In doing so, you must provide us with the following mandatory data:

- Salutation
- First name
- Last name
- Email address
- Institution
- Position
- Occupational group
- Zip Code
- Country

Insofar as you provide further personal data when registering, the information is voluntary.

For the registration to our newsletter we use the so-called double-opt-in procedure. After your registration, we will send you an email to the email address you have provided, in which we ask you to confirm that you wish to receive the newsletter from us in the future. If you do not confirm your registration within four weeks, the data you provided will be deleted. In addition, we store your IP address and the time of registration for the newsletter as well as the time of the confirmation. In connection with the processing of the data for the sending of the newsletter, there is no disclosure of the data to third parties. These data are used exclusively for sending the newsletter.

The data entered by you upon registration in the input mask will be processed for the purpose you personally selected (newsletter, invitations to events, information on new blog entries, possibly newsletter or invitations to events from our sister institute Center for Financial Studies) in accordance with Art 6,1a GDPR. After your confirmation, we will save your email address in order to send you the newsletter or invitations to events. We store the respective IP address and the time of the registration as well as the confirmation in order to prove your registration and if necessary to clarify a possible misuse of your personal data.

The above data will be deleted as soon as they are no longer necessary for the above purposes. We therefore save your above mentioned data as long as you have subscribed to the newsletter or our event information. You can revoke your consent at any time by unsubscribing or restricting the selection of emails. You can do this by clicking on the corresponding links in the foot of each email sent to us. Alternatively, you can send us an

email to info@safe.uni-frankfurt.de. If you unsubscribe from all emails, your data will be deleted within four weeks.

Please note that we evaluate your user behavior when sending the newsletter. These data are collected exclusively in an anonymized way. This processing of the data serves the purpose to tailor the newsletter to the interests of our target group. You can prevent this evaluation of your user behavior by setting your email program to receive emails in text format only. We inform you that in this case our emails will not be displayed correctly and you may not be able to use all features.

Contact

When contacting the Research Center SAFE (for example by e-mail), the related information will be stored for the purpose of processing the request as well as in case of follow-up questions. After processing your request or after fulfilling the legal obligation or the service used, the data will be deleted unless the storage of the data serves the purpose of implementing legitimate interests of the Gesellschaft für Kapitalmarktforschung or is required due to a legal provision (e.g. law, regulation, statutes of the Gesellschaft für Kapitalmarktforschung etc.).

Google Analytics

The SAFE website (www.safe-frankfurt.de) uses Google Analytics, a web analytics service provided by Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses “cookies”, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of the IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA.

On behalf of the website provider Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider. Google will not associate your IP address with any other data held by Google.

We only use Google Analytics with the aforementioned IP anonymization which means that your IP address will only be processed by Google in a truncated version. This way, any relation to a person can be excluded.

We use Google Analytics in order to analyze the use of our website and to improve our services in accordance with Art 6,1f GDPR. The statistics about the behavior of our website's users helps us to improve the website and make it more interesting for you. Therein lies our legitimate interest in processing your data via Google Analytics.

You may refuse the use of cookies by selecting the appropriate settings on your browser. Furthermore you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en>. Alternatively, you can click [on this link](#) to store an opt-out cookie on your device. This opt-out works only in this browser and only for this domain. If you delete your cookies in this browser, you must click on this link again.

In order to oblige Google to process the data submitted in accordance with our instructions and data protection regulations, we have concluded a contract with Google. For the exceptional cases in which personal data is transferred to the United States, Google has subjected to the Privacy Shield Agreement concluded between the European Union and the United States and had itself certified. By this, Google agrees to comply with the standards and regulations of European data protection law. You can find further information here: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>.

Information about the provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. Further information on the use of data by Google as well as data protection can be found on the following websites of Google:

- Terms of service: <https://www.google.com/analytics/terms/us.html>
- Summary on data privacy: <https://support.google.com/analytics/answer/6004245?hl=en>
- Privacy policy: <https://policies.google.com/privacy?hl=en>
- How Google uses information from sites or apps that use their services: <https://policies.google.com/technologies/partner-sites?hl=en>
- Data use for advertising purposes: <https://policies.google.com/technologies/ads?hl=en>
- Ads settings by Google: <https://support.google.com/ads/answer/2662856?hl=en-AU>

Overview of Your Rights

According to the GDPR you have the following rights and claims against the responsible person:

- the right to information (Art. 15 GDPR)
- the right to rectification (Art. 16 GDPR)
- the right to deletion (Art. 17 GDPR)
- the right to restriction of processing (Art. 18 GDPR)
- the right to data transmission (Article 20 GDPR)

Granted consent

You may, at any time, revoke any consent to data processing in whole or in part with effect for the future. The revocation does not affect the legality of the processing of the personal data until the revocation.

Right of objection in accordance with Art. 21 GDPR

According to Art. 21 GDPR, you have the right, at any time for reasons arising from your particular situation, to object to the processing of your personal data, which takes place on the basis of Article 6 (1) (f) of the GDPR, with implications for the future. We will then no longer process your personal information unless we can demonstrate compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or that serve to process, enforce or defend legal claims.

Right of appeal to a supervisory authority

You have the right to complain to a supervisory authority according to Art. 77 GDPR. Any person concerned may complain to a supervisory authority, irrespective of any other administrative or judicial remedy, in particular in the Member State of his or her residence, place of work or place of alleged infringement, if he or she considers that the processing of personal data concerning him or her violates the GDPR.

The following data protection supervisory authority is responsible for us:

The Hessian Commissioner for Data Protection and Freedom of Information
PO Box 3163, 65021 Wiesbaden
Tel .: +49 (0) 6131 208-2449
Fax: +49 (0) 6131 208-2497

The collection of your personal information is not required by law or contractually required for the use of our website, but is required for the purposes described in this Privacy Policy.