

## PRIVACY POLICY (GDPR)

### 1. General and required information

The Justus Brinckmann Förder-GmbH and the Museum für Kunst und Gewerbe Hamburg takes the protection of your personal data very seriously. We treat your personal data as confidential and in accordance with data protection legislation and this privacy policy.

When you use this website, we collect various personal data from you. Personal data are data through which you can be personally identified. This privacy statement explains which data we collect and what we use them for. It also explains how they are used and for what purpose. Please note that the transmission of data via the internet (e.g., in email communication) can always involve security gaps. It is not possible to completely protect such data against access by third parties.

#### Responsible authority

The authority responsible for the processing of data on this website is:

MK&G messe  
Justus Brinckmann Fördergesellschaft mbH  
Steintorplatz 1  
20099 Hamburg, Germany  
Phone: +49 40 245291  
Fax: +49 40 41169271  
Email: [kontakt@mkgmesse.de](mailto:kontakt@mkgmesse.de)  
[www.mkgmesse.de](http://www.mkgmesse.de)

The responsible authority under the European Union's General Data Protection Regulation (GDPR) is the natural or legal person who, alone or jointly with others, determines the means and purposes for processing personal data (e.g., name, email address, etc.).

#### Revocation of your consent to data processing

Many data processing activities may only be carried out with your explicit consent. You are entitled to revoke any consent previously given at any time by sending an informal message to us via email. The legality of any data processing carried out prior to this revocation shall remain unaffected by the revocation.

#### Right of appeal to the responsible regulatory authority

In the case of any breach of data protection, the affected party has the right to appeal to the responsible regulatory authority. The responsible regulatory authority for data protection issues is the Hamburg Data Protection Commissioner.

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Justus Brinckmann Förder-GmbH  
Hamburger Sparkasse  
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Registry court: Amtsgericht Hamburg HRB  
61991

Executive Director:  
Isabelle von Schilcher  
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Hamburg Commissioner for Data Protection and Freedom of Information  
Klosterwall 6, Block C, 20095 Hamburg, Germany  
Phone: +49 40 42854-4040  
E-Fax: +49 40 4279-11811  
Email: mailbox@datenschutz.hamburg.de  
www.datenschutz-hamburg.de

### Information, blocking, deletion, restriction, and objection

Within the framework of the existing legislation, you have the right at any time to free information about your stored personal data, its origins and recipients, the purpose of its processing and, where applicable, the right to correct, block, or delete these data. You have the further right, under certain conditions, to limit the processing of these data or object to their processing. For more information on this or any other questions related to your personal data, you may contact us any time at the address listed in the legal notice.

## 2. Data protection at a glance

### General information

The following information will provide you with an overview of what happens to your personal data when you visit our website. Personal data include all data through which you can be personally identified.

### Data collection

Data processing on this website is carried out by the website owner, the Justus Brinckmann Gesellschaft e. V. Our contact information can be found in the legal notice on this website. We take care to collect and save only necessary data. When we collect personal data through our forms or on our website, they are used only for the stated purpose and are not shared with third parties. Data is transmitted only to the shipping company authorized to deliver member mailings; to the transacting bank or payment service for the purpose of charging membership dues or participation fees; to IT service providers such as our webhosting provider for the presentation of our website; and to our tax consultant for the purpose of complying with our tax obligations. We also transmit your contact details to the Museum für Kunst und Gewerbe Hamburg, which processes them in accordance with its data protection regulations (<https://www.mkg-hamburg.de/en/privacy>). In the event of an online broadcast of the MK&G messe, the data will further be processed by the video conference software provider. No data shall be transferred to third countries.

### How do we collect your data?

First of all, we collect your data when you share them with us. This may include, for example, data that you enter into a contact form.

Other data are automatically collected by our IT system when you visit our website. These primarily include technical data (e.g., internet browser,

operating system, time the page was viewed). This data collection takes place automatically as soon as you enter our website.

## How do we use your data?

We process personal data in order to prepare for and run the MK&G messe. If you wish to participate in the MK&G messe and fill out the application form for this purpose, we save your entries for administration and hosting during the selection process and for your potential participation. The data necessary for this purpose are your first and last names, email address, phone number, country of residence, website, Instagram address. Additional data, such as written information about your work as well as images, may also be saved for use in the selection process and further use for press and publicity purposes (see Terms & Conditions).

## Legal basis for data processing

The processing of your data is carried out on the following legal grounds:

- Consent (Art. 6 Sec. 1 p. 1 lit. a GDPR) – The person concerned has given their consent for the processing of personal data concerning themselves for one or more specific purposes.
- Contract fulfilment and pre-contractual inquiries (Art. 6 Sec. 1 p. 1 lit. b GDPR) – The processing is for the purpose of fulfilling a contract in which the person concerned is the contractual party, or is necessary for carrying out pre-contractual steps at the request of the person concerned.
- Legal obligations (Art. 6 Sec. 1 p. 1 lit. c GDPR) – The processing is necessary for compliance legal obligations to which the responsible party is subject.
- Legitimate interest (Art. 6 Sec. 1 p. 1 lit. f GDPR) – The process is necessary to safeguard the legitimate interests of the responsible party or a third party, insofar as these interests do not outweigh the interests or the fundamental rights and freedoms of the person concerned who requires protection of their personal data.

Insofar as we base the processing of your personal data on legitimate interests according to Art. 6 Sec. 1 lit. f GDPR, these include

- the improvement of our services
- protection against misuse and
- management of our statistics.

## Storage period

We store your personal data only as long as necessary to achieve the purpose for which they are processed or in order to fulfil a legal retention period.

We store your data

- if you have given consent for them to be processed, at the latest until you revoke your consent;
- if we require the data for the execution of a contract, at the latest for as long as our contractual relationship with you exists or as long as legal retention periods are in effect;
- if we are using your data for purposes of legitimate interest, at the latest as long as this does not outweigh your interest in deletion or anonymization.

### What are your rights concerning your data?

You have the right at any time to obtain free information about the origins, recipients and purpose of your saved personal data. Furthermore, you have the right, where applicable, to request the correction, blockage, restriction of processing, or deletion of these data as well as to object to their processing. For more information on this or any other questions on the subject of data protection, you may contact us at any time at the address listed in the legal notice. In addition, you have the right to appeal to the responsible regulatory authority.

## 3. Data collection on our website

### Cookies

Our website makes partial use of cookies. Cookies do not damage your computer in any way and do not contain any viruses. Cookies assist us in making our products more user-friendly, effective and secure. Cookies are small text files that are placed on your computer and stored by your browser.

Most of the cookies we use are so-called "session cookies." They are automatically deleted at the end of your visit to our website. Other cookies remain stored on your device until you delete them. These cookies allow us to better recognize your browser upon your next visit to our website.

You can configure the settings on your browser so that you are notified about the placement of cookies and only allow cookies on a case-by-case basis; you can reject cookies in certain cases or in general; or cookies are automatically deleted when you close your browser. Deactivating cookies may limit the functionality of this website.

Cookies that are necessary for electronic communication processes or for the availability of certain functions you wish to use (e.g., the shopping basket function) are saved according to Art. 6 Sec. 1 lit. f GDPR. We have a legitimate interest in saving cookies in order to ensure the technically correct and optimized availability of our services.

### Web analysis

This website uses Google Analytics, a web analysis service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses cookies, text files that are saved on your computer and facilitate analysis of the website's usage. The information generated by the cookies about your usage of this website (including your IP address) is transferred to Google's server in the United States and saved there. Google

will use this information to evaluate your usage of the website, to compile reports on the website's activity for the website owner, and to provide further services related to usage of the website and the internet. Google may also pass this information on to third parties insofar as legally required or to the extent that third parties process these data on Google's behalf. In no case will Google connect your IP address with other data or Google services. Insofar as you have agreed that Google may link your web and app browser history with your Google account and use information from your Google account for the personalization of advertising, Google will use these data for remarketing across devices. You may object at any time to the collection of your data by Google Analytics. There are various options available to you for this purpose. Most browsers accept cookies automatically. You may prevent the installation of cookies by configuring your browser accordingly. Please note, however, that this action may prevent you from using all the functions of this website to their fullest extent. You must perform these configurations separately for every browser that you use. By using this website, you consent to the processing of the data collected by Google by the means and for the purposes described above. This data processing, specifically the installation of cookies takes place with your consent according to Art. 6 Sec. 1 lit. a GDPR. You may revoke this consent at any time without effect on the legality of any processing that has taken place prior to this revocation. For more information on terms of use and data protection, see [www.google.com/analytics/terms/de.html](http://www.google.com/analytics/terms/de.html) or [policies.google.com](http://policies.google.com).

#### Links to other providers' websites

We occasionally link our website to those of other providers or social media over whose data protection regulations we have no control or influence. If you do not follow these links, no data will be transferred.

#### Server log files

The website provider automatically collects and saves information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the accessing computer
- Time of server request
- IP address

These data will not be combined with other data sources.

The bases for the data processing are Art. 6 Sec. 1 lit. b and f GDPR, which permit the processing of data for the purposes of fulfilling a contract and the safeguarding of legitimate interests (in this case, your rights of membership in the Justus Brinckmann Gesellschaft).

## Hybrid events

We use Zoom, a service of Zoom Video Communications, Inc., 55 Almaden Boulevard, 6th Floor, San Jose, CA 95113, USA.

Zoom allows us to broadcast the MK&G messe via video. Data processing includes user information (e.g., first and last names, email address); meeting metadata (e.g., subject, participant IP addresses, device and hardware information); recordings (MP4 file of all video, audio and presentation recordings, M4A file of all audio recordings, text file of online meeting chats), and text, audio, and video data.

The concrete purpose of data processing is the video transmission of the MK&G messe.

Data processing is for the purpose of fulfilling a contract according to Art. 6 Sec. 1 lit. b GDPR.

For further information, see: [zoom.us/de-de/privacy.html](https://zoom.us/de-de/privacy.html)

Hamburg, Germany, 12 June 2024