

Privacy Policy – Talent Meets Bertelsmann 2021

0. General Information

In accordance with the legal requirements (Art. 12 ff. of the EU General Data Protection Regulation), the following information provides you with an overview of how your personal data is processed during registration for and later participation in our Talent Meets Bertelsmann 2021 event and what rights you have as a data subject.

1. Who is accountable for processing my personal data?

Bertelsmann SE & Co. KGaA
Corporate Management Development Dept.
Carl-Bertelsmann-Strasse 270
33311 Gütersloh, Germany
Phone: +49(0)5241-80-0
Fax: +49(0)5241-80-9662/63/64
Email: createyourowncareer@bertelsmann.de

is responsible for processing your information as described below. “We” or “us” as used below is in reference to Bertelsmann SE & Co. KGaA. We process personal information in accordance with the provisions of the European General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG). You can contact our data protection officer by post at the address indicated above by using the reference “Attn: Data Protection Officer”, or by writing to: datenschutz@bertelsmann.de.

2. For what purpose do we process your data?

Your data will be processed for the organization and hosting of the 2021 main event of Talent Meets Bertelsmann.

After your successful application in our Corporate Personnel tool “Peoplenet”, your first touchpoint will be a quick survey (via “Smartsheet”), where you will be asked for some personal information (see section 3 below) which we need to prepare the event (and to send you a goodie bag if you’re an active participant :-). Relevant information regarding your professional background you provide in that survey will be presented to the other active participants by means of a digital profile booklet for the purpose of enabling networking among the participants.

Due to the Covid-19 pandemic, this event will be like none before. It will be entirely digital, which makes new and different ways of processing personal data necessary. The overall purpose is to enable you to participate and successfully network with Bertelsmann staff and other interesting people and, above all, have a good time under the given circumstances.

To provide our participants with the best solution possible, we will use a cutting-edge video meeting platform called “hopin” that allows us to host several breakout rooms as well as a stage at the same time. In order to use “hopin”, you need to set up an account via the link we will send you. While we appreciate rich profiles of our participants with clear names, a friendly picture and perhaps some background information about yourself, you may set up an account without disclosing personal information by using a pseudonym. Within “hopin” we will record the “stage” and so called “main session” the whole time and after concrete announcements, we will record some of the session rooms as well. If you don’t want to be recorded in these situations, you can decide to switch off your camera and mic and participate via chat. Video snippets, pictures and audio tracks may be used afterwards in internal and external presentations, including promotional measures. For the best working experience during the sessions, we will grant you a free Microsoft Teams license that allows you to make use of all the features, including video and audio calls, file sharing and working simultaneously with others in your team.

In addition to the main event, we will start a LinkedIn-Community, where you can join voluntarily. Participation in the event does not require a profile. We cannot influence the data processing by LinkedIn, please confer their respective websites and Privacy Policies. Beside that LinkedIn group, Talent Meets Bertelsmann is about community and we will therefore gladly keep you in the loop whenever there is something new. This community is based on processing your contact data.

3. Which of your personal data will be processed?

Which of your personal data will be processed and for which purpose depends on your position and your participation during the event. In general, there are two types of users: active and passive users.

Next to a handful of actively participating Bertelsmann employees who act, for example, as workshop hosts, active users are first-time participants in the main event. For you, there will be exciting case studies, collaborative working sessions and networking options, for instance via our LinkedIn community. For the services described above, we will process the data you share in your application, on the “Smartsheet” board and within “hopin”. These are, in particular, your name, picture, email address, a brief overview of your personal and professional background (education, professional experience, company, title), video footage in case you switch on your camera, audio files and your LinkedIn profile link. As an active participant, you will receive a goodie bag as a little thank you for your participation. For that purpose, we process your address and the size you have chosen for your hoodie.

Passive users are alumni from previous years, some employees of Bertelsmann and affiliates and guests. We process passive users’ data you share in the manner described above during the events, which comprise your name, picture, video and audio tracks (in case you decide to actively participate during sessions) and your LinkedIn profile (in case you want us to include you in the group). For the purpose of the TMB community, we

process your contact details consisting of name, email address and sometimes information on your first participation in TMB (e.g. in case of anniversary events).

4. What cookies are being used?

Our event is free of tracking technologies. However, we need to use cookies for some of the purposes mentioned above.

Peoplenet uses session cookies in order to provide you a consistent session and therefore an undisrupted option to apply. These cookies are therefore technically necessary; they will be deleted from your device once you end the session by closing your browser or similar. Session cookies are also required during the events – the technical delivery of video and audio requires certain data stored in cookies on your device.

5. Legal basis

The legal basis for processing your personal data varies, depending on the specific purpose set out above.

For the purpose of collecting and evaluating your application and, after successful application, shipping your materials and your goodie bag, our legal basis is your consent pursuant to Art. 6 (1) (a) GDPR, which you grant(ed) after completing the application and the “Smartsheet” form. This consent applies as well to the transfer of data by means of the participant booklet.

Should you no longer wish to receive any invitations to our events, you can withdraw your consent to these purposes at any time by writing to: datenschutz@bertelmann.de with a reference that your withdrawal concerns TMB. In this case, your data will no longer be processed for these purposes.

For the purpose of organizing and hosting the event in the manner described above, our legal basis is the legitimate interest pursuant to Art. 6 (1) f GDPR of the participants, guests and Bertelsmann in general. Leitmotif for the legitimate interest of these parties is their reasonable expectation regarding their data. What can be expected in the course of the event is set out above. In addition, pictures and videos are routinely made at our TMB events. Some of them are published on our website, in our social media channels, in the course of external and internal reporting or in Bertelsmann newsletters, stating your name if applicable. In addition to the pictures and videos, metadata such as the time and location is automatically stored in digital cameras. The legal basis for making and storing photographs and video recordings follows from Art. 6 (1) (1) (f) GDPR, based on our legitimate interest in reporting on the TMB events. The legal basis for publishing photographs and video recordings is founded upon section 22, 23 German Art Copyright Act (KUG).

Pursuant to Art. 21 (1) GDPR, you have the right, for reasons relating to your particular situation, to lodge an objection at any time to the making and storage of photographs and video recordings in which you appear with effect for the future by writing to datenschutz@bertelmann.de and setting out your objection.

6. Who gets my data?

We share your personal information with the parties indicated in section 3 for the purposes set out there. Those parties are involved as so-called data processors, which means that we have a strict contract with them (pursuant to Art. 28 GDPR) that binds them to process your data only in the way and for those purposes we instructed them. Data processors are provided access to your information only to the extent and for the period necessary to provide the services contracted by us. Where these service providers process your personal information outside of the European Union (EU) or the European Economic Area (EEA), this may result in it being transferred to a country where a level of data protection similar to the one within EU/EEA is not warranted. In this case, we ensure that the concerned processors guarantee an equivalent level of data protection by use of standard contractual clauses (SCCs) issued by the EU Commission and, where necessary, supported by additional measures. You can request a copy of these safeguards by contacting the addresses indicated in section 1 above.

7. Duration of storage or criteria

In general, data processed in the course of our event is not subject to any retention periods. Therefore your data will be processed as long as is necessary in order to fulfil the purposes mentioned above and then be deleted, unless there has been a change (e.g. retention period due to litigation or similar) or you have consented to a continued storage.

Data collected during the event will also be used, as set out above, for purposes of internal and external presentation. Data such as pictures, video and audio footage (see section 3 data categories) will therefore be subject to continued usage until you inform us that you no longer wish us to do so. In that case, we will delete any information without undue delay and prompt others who received the data to do the same.

Data collected for the purpose of application and selection will be deleted six months after successful completion of the event.

8. What data privacy rights do I have?

You have the right at any time to request access to your personal information that is currently on file with us. If this information is incorrect or not up to date, you have the right to request that it be corrected. You also have the right to have your personal information erased and/or its processing restricted as provided for in Art. 17 and Art. 18 GDPR. You also have the right to request a copy of the personal information provided by

you that is held by us in a structured, commonly-used, machine-readable format (“right to data portability”).

If you have given your consent to the processing of your personal information for specific purposes, you can revoke that consent at any time with effect for the future. Your notice of revocation is to be addressed to Bertelsmann by writing to the contact address indicated in section 1.

Pursuant to Art. 21 GDPR, you also have the right, for reasons relating to your specific situation, to raise an objection at any time to the processing of your information that is done on the basis of Art. 6 (1) (f) GDPR. You also have the right to file an objection to automated processes involving the use of individual cookies, unless they are required for providing the functionality of our website.

You also have the right to lodge a complaint with the competent data protection authority. The authority responsible for Bertelsmann is:

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen
Kavalleriestr. 2-4
40213 Düsseldorf, Germany
Phone: 0211/38424-0
Fax: 0211/38424-10
Email: poststelle@ldi.nrw.de

You also have the right to contact the data protection authority at your place of residence and request support in pursuing your matter.