

# Data Protection Policy

Last updated December 08, 2023

This privacy notice for VMAP Standards Community eV (doing business as VMAP SC) ('we', 'us', or 'our'), describes how and why we might collect, store, use, and/or share ('process') your information when you use our services (Services), such as when you:

- Visit our website at <http://www.vmap-standard.org>, or any website of ours that links to this privacy no-tice.
- Engage with us in other related ways, including any sales, marketing, or events.

Questions or concerns? Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at [info@vmap-standard.org](mailto:info@vmap-standard.org).

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## 1. Name and contact data of the data controller and of the corporate Data Protection Officer

This data protection information is applicable to data processing on the [VMAP SC Website](#) by:

VMAP Standards Community e.V.  
Schloss Birlinghoven 1  
Sankt Augustin 53757  
Germany  
Phone: +49 2241 14-4058  
Mail: [info@vmap-standard.org](mailto:info@vmap-standard.org)  
Web: [www.vmap-standard.org](http://www.vmap-standard.org)

(hereinafter referred to as “VMAP SC”)

If you are a resident in the European Economic Area or Switzerland, we are the 'data controller' of your personal information. We have appointed Klaus Wolf to be our representative in the EEA and Switzerland. You can contact them directly regarding our processing of your information, by email at [klaus.wolf@vmap-standard.org](mailto:klaus.wolf@vmap-standard.org) or by post to:

Klaus Wolf

Fraunhofer Institute SCAI  
Schloss Birlinghoven 1  
Sankt Augustin 53757  
Germany.

## **2. Processing personal data and purposes of processing**

### **a) When visiting the website**

You may access the [VMAP SC Website](#) without having to disclose any details of your identity. What the browser on your terminal device does automatically is only to send information to the server of our website (e.g. browser type and version, date and time of access) so as to allow a connection with the website. This also includes the IP address of your requesting terminal device. It is temporarily stored in a so-called log file and automatically deleted after 4 days.

The IP address is processed for technical and administrative purposes regarding connection set-up and stability, to guarantee the security and functioning of our website and to be able to track any illegal attacks on the website, if required.

The legal basis for processing the IP address is the first sentence of point (f) of Article 6(1) GDPR. Our legitimate interest ensues from said security interest and the necessity of the unobstructed availability of our website.

We cannot draw any direct conclusions about your identity from processing the IP address and other information in the log file. Moreover, we use tracking pixel and analytics services when you visit our website. For more information on this, please refer to clauses 4 of this Data Protection Information.

### **b) When registering for events**

We offer a variety of events through our website on a regular basis, for which you may register online. When registering for an event, you need to enter the following mandatory data. These include:

- First name and surname
- Address
- Job title
- Phone Number
- Email address

Any other mandatory data are marked as such (e.g. with \*). Besides, other data may often be entered voluntarily.

The mandatory data are processed in order to identify the interested persons as participants of the event, to perform the participation contract, and to provide the participants with information pertaining to the event before, during and after the event. The voluntary data allows us to plan and execute the event based on interest and age criteria.

Data processing takes place at the request of the interested participants and is necessary pursuant to the first sentence of point (b) of Article 6 (1) GDPR for the purposes mentioned for the performance of the participation contract and in order to take steps prior to entering into it.

We store the data we collect in the context of event registrations for 6 months unless you have consented to a longer storage period under Art. 6 (1) lit. a GDPR.

In addition, it may in some cases be necessary within the scope of performance of the contract to transfer your personal data to an external organiser. In connection with an event registration, you will be informed about who the organiser is and whether it is an external organiser. This organiser will process personal data within the scope of the event and especially for the management of participants.

### **c) When using the ordering service**

We offer an ordering service on our website that allows you to order annual reports or technical documentation free of cost as a single copy or as a subscription. To order these, we collect the following mandatory data:

- Title
- First name, surname
- Address
- Country
- Email address

You may also voluntarily provide additional data (e.g. title, company, department) and provide specifics for your order.

The collection and further processing of this data takes place in order

- to be able to identify you as our contractual partner
- to check the entered data for plausibility
- to process your order.

Data processing takes place at your request and is necessary pursuant to the first sentence of point (b) of Article 6(1) GDPR for the purposes mentioned for the fulfilment of your order and to take steps prior to entering into the contract.

The personal data we collect for the order is stored with us for as long as is necessary for the performance of the contract and compliance with mandatory statutory legal obligations applicable to us. If you have ordered a subscription, we will store your data until the termination of

the subscription. In case of one-time orders, we will delete your personal data after completion of the delivery.

#### **d) When subscribing to a newsletter**

On various occasions, we offer on our website the option to register for a newsletter or press distribution list. If you have expressly given your consent pursuant to the first sentence of point (a) of Article 6(1) GDPR, we will use your email address to regularly send you information corresponding to your selection. To receive the information, an email address and the desired language version is sufficient.

You may provide additional personal data voluntarily (e.g. name, address and telephone number). We use this data to contact you by telephone or post (e.g. for press invitations).

You will then receive a registration notification by email, which you need to confirm to be able to receive the newsletter (so-called double opt-in). This helps us verify that it is actually you who have initiated the registration.

Unsubscribing is possible at any time, e.g. via a link at the end of each press newsletter. Alternatively, you may also send your unsubscribing request to [info@vmap-standard.org](mailto:info@vmap-standard.org) by email.

After withdrawing your consent for sending the newsletter, your email address will be deleted immediately.

### **3. Social plug-ins**

We use so-called social media buttons (also called social media plug-ins) on our website. These are small buttons by means of which you may publish the contents of our website in your profile on social networks.

If you activate such a button, a connection is established between our website and the social network. In addition to the contents in question, the operator of the social network also obtains additional, partly personal, information. For instance, it includes the fact that you are currently visiting our site.

We use the following social media plug-ins:

#### **a) LinkedIn Corporation: Sharing on LinkedIn**

Information is partly transferred to the parent company LinkedIn Corporation, headquartered in the USA, to other LinkedIn-companies and external partners of LinkedIn, each of which may be located outside the European Union. LinkedIn utilizes standard contractual clauses approved by the European Commission.

For more information on data protection on LinkedIn, please refer to the [LinkedIn privacy statement](#).

## 4. YouTube

We embed components (videos) of the video hosting service “YouTube” of the company Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter “Google”) in our websites. We use components (videos) of YouTube, LLC, 901 Cherry Ave., 94066 San Bruno, CA, USA (hereinafter “YouTube”), a company of Google Inc., Amphitheatre Parkway, Mountain View CA 94043, USA, (hereinafter “Google”) on our websites. The implementation is based on Art. 6 (1) lit. f GDPR; our legitimate interest in this case is the smooth integration of the videos and the attractive design of our website.

We use the option of "privacy-enhanced mode" provided by Google.

When you access a page containing an embedded video, a connection to the Google servers is established and the contents are displayed on the Internet page through a notification to your browser.

Pursuant to Google specifications, in the “extended data protection mode” your data - especially which of our Internet pages you have visited as well as device-specific information including the IP address - is sent to the Google servers in the US only when you view the video. By clicking on the video, you give your consent to this transfer.

If you are simultaneously logged on to Google, this information is assigned to your Google member account. You may prevent this by logging out of your member account before visiting our website.

In part, information is transmitted to the parent company Google Inc., headquartered in the USA, to other Google-companies and external partners of Google, each of which may be located outside the European Union. Google utilizes standard contractual clauses approved by the European Commission and relies on the European Commission's adequacy decisions about certain countries.

For more information on data protection in connection with YouTube, please refer to the [data protection regulations of Google](#).

## 5. Rights of the data subject

You have the right:

- pursuant to Article 7(3) GDPR, to withdraw the consent given to us at any time. This means that in future we may no longer continue to process the data as based on this consent;
- pursuant to Article 15 GDPR, to obtain information about your personal data processed by us. More particularly, you may obtain information about the purpose of processing, the category of the personal data, the categories of recipients, to whom your data has been or is disclosed to, the storage period planned, the existence of a right to request from the controller rectification, erasure, restriction of processing or objection, the existence of a right to lodge a complaint, the source of your data if it has not been collected by us, as well as about the existence of automated decision-making including profiling and, if applicable, significant information about its details;

- pursuant to Article 16 GDPR, to obtain the rectification of inaccurate personal data without undue delay or the completion of your personal data stored with us;
- pursuant to Article 17 GDPR, to obtain the erasure of your personal data stored with us unless processing is necessary to exercise the right to freedom of expression and information, for compliance with a legal obligation, for reasons of public interest, or to establish, exercise or defend legal claims;
- pursuant to Article 18 GDPR, to obtain the restriction of the processing of your personal data if you contest the accuracy of the data, the processing is unlawful but you deny its erasure and we no longer need the data while you still require it for establishing, exercising or defending legal claims or if you have objected to processing pursuant to Article 21 GDPR;
- pursuant to Article 20 GDPR, to receive your personal data that you have provided to us, in a structured, commonly used and machine-readable format or to obtain the transmission to another data controller and
- pursuant to Article 77 GDPR, to lodge a complaint with a supervisory authority. For this, you may normally contact the supervisory authority of your habitual residence or workplace or our company headquarters.

## 6. Information on your right to object pursuant to Article 21 GDPR

You have the right to object, on grounds relating from your particular situation, at any time to processing of your personal data, which is based on point (e) of Article 6(1) GDPR (data processing for the performance of a task carried out in the public interest) and on point (f) of Article 6(1) GDPR (data processing for the purposes of the legitimate interests); this is also applicable to profiling pursuant to Article 4(4) GDPR based on this regulation.

If you file an objection, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or unless processing serves the establishment, exercise or defence of legal claims. If your objection is directed against the processing of data for the purpose of direct marketing, we will stop the processing immediately. In this case, citing a special situation is not necessary. This is also applicable to profiling, insofar as it is related to such direct marketing.

If you wish to make use of your right to object, please send an email to [info@vmap-stand-ard.org](mailto:info@vmap-stand-ard.org).

## 7. Data security

All your personal data is transferred in an encoded manner using the widely used and secure TLS (Transport Layer Security) encryption standard. TLS is a secure and proven standard that is also used for online banking, for instance. You will recognise a secure TLS connection by the additional s after http (i.e., https://..) in the address bar of your browser or from the lock icon in the lower part of your browser, among other things.

Besides, we use suitable technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or against unauthorised access by third parties. Our security measures are continuously being improved as the technology advances.

## 8. Cookies

The Internet pages use so-called cookies. Cookies do not damage your computer and do not contain viruses. Cookies are used to make our website more user-friendly, effective, and secure. Cookies are small text files that are stored on your computer and saved by your browser. You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, activate the acceptance of cookies for certain cases and the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of this website may be restricted.

We use the following cookies:

- Proxy Session Cookie, from the domain [vmap-standard.org](https://www.vmap-standard.org), is used for controlling the session. It saves the data only for the time of the session.
- Vid Cookie, from the domain [websitemaker.netcologne.de](https://www.websitemaker.netcologne.de), can embed content from other sites, for example image, ads, and text. These embedded sites can save data on your device. It saves the data for 7 days.

## 9. Timelines and Amendments to this Data Protection Information

This data protection information as amended in January 2020 is currently applicable.

It may become necessary to change this data protection information due to the further development of our website and its offers or on account of amended legal or official requirements. You may always access and print the latest data protection information on the website at <https://www.vmap-standard.org/Data-Protection/>