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Data Protection Information

On the processing of your personal data in accordance with the General Data Protection Regulation (GDPR)

EMEA Partner Conference 2027 in Grünberg

March 15 – 17, 2027

- **Controller:**
  Bender GmbH & Co. KG
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- **Data Protection Officer:**
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Data processing activities:

- **Registration for the event**
  - **Legal basis:**
    Consent according to Art. 6 para. 1 sent. 1 lit. a GDPR obtained via event registration (Homepage).
  - **Purpose of the processing:**
    Sending invitations and further information about the event (agenda, venue, booking details, etc.) as well as planning the event.
  - **Data categories:**
    First name, last name, company, business e-mail address, business telephone number, expected date of arrival and departure, travel details, hotel accommodation.
  - **Retention period:**
    Until the date of the event plus 14 days, or until consent is withdrawn (whichever occurs first).

- Participation in the event
  - **Legal basis:**
    Consent according to Art. 6 para. 1 sent. 1 lit. a GDPR obtained via event registration (Homepage).
  - **Purpose of the processing:**
    Performance of the event, incl. speeches held.
  - **Data categories:**
    First name, last name, company.
  - **Retention period:**
    Until the date of the event plus 14 days, or until consent is withdrawn (whichever occurs first)

- Follow-up to the event
  - **Legal basis:**
    Consent according to Art. 6 para. 1 sent. 1 lit. a GDPR obtained via event registration (Homepage).
  - **Purpose of the processing:**
    Contacting and communication after the event.
  - **Data categories:**
    First name, last name, business e-mail address.
  - **Retention period:**
    Until the date of the event plus 14 days, or until consent is withdrawn (whichever occurs first).

- Hotel bookings:
  - **Legal basis:**
    Consent according to Art. 6 para. 1 sent. 1 lit. a GDPR obtained via event registration (Homepage).
  - **Purpose of the processing:**
    Organization of hotel bookings.
  - **Data categories:**
    First name, last name, arrival date, departure date, room type, time of arrival and payment method.
  - **Retention period:**
    Until the date of the event plus 14 days, or until consent is withdrawn (whichever occurs first).
- Personalized hospitality, transfer and hotel booking (accounting)

- **Legal basis:**
  Legal Obligation according to Art. 6 para. 1 sent. 1 lit. c GDPR.
- **Purpose of the processing:**
  Provide personalized hospitality, transfer and hotel bookings.
- **Data categories:**
  First name, last name, company, country.
- **Retention period:**
  10 years, § 257 para. 4 HGB, § 147 AO.

- Creation of a list of participants
  - **Legal basis:**
    Legitimate interest according to Art. 6 para. 1 sent. 1 lit. f GDPR.
  - **Purpose of the processing:**
    Documentation of the 2027 event and preparation of EMEA Partner Conference 2029.
  - **Data categories:**
  - First name, last name, company, business e-mail address, business telephone number, business address.
  - **Retention period:**
    Until the EMEA Partner Conference 2029, or until objection to the data processing (whichever occurs first).

- Taking photos and video recordings
  - **Legal basis:**
    Legitimate interest according to Art. 6 para. 1 sent. 1 lit. f GDPR.
  - **Purpose of the processing and legitimate interest:**
    Taking photos and video recordings for documentation and long-term archiving events. Please note, consent regarding post-event publication on the internal and external Bender website as well as Bender social media channels will be obtained separately following the event from those participants who can be seen in the recordings to be published.
  - **Data categories:**
    Image recordings (photos and videos).
  - **Retention period:**
    30 years, or until an objection to the data processing (whichever occurs first).

- **Data transfer and evaluation:**

  The data processing is only carried out by the controller. Welcome Hotel Marburg is provided with the relevant information in order to organize the hotel bookings. Welcome Hotel is acting as a separate controller. Microsoft and SAP are used as service providers, data protection agreements have been concluded. Any data transfer to third countries does not take place. A data evaluation, within the meaning of an automated decision-making or profiling, will also not take place.

- **Your rights as a data subject:**

  The GDPR provides you as a data subject with the following rights in case you are subject to a data processing:

  - Pursuant to Art. 7 para. 3 GDPR you can withdraw your consent at any time. As a consequence, we are no longer allowed to continue the processing based on this consent for the future.
  - Pursuant to Art. 15 GDPR you can request information about your personal data processed by us. In particular, you may obtain information about the purposes of processing, the cat-egories of personal data, the categories of recipients to whom your data have been or will be disclosed, the planned storage period, the existence of a right to correction, deletion, re-striction of processing or objection, the right to lodge a complaint with a supervisory au-thority, the origin of your data, if not collected from us, about transfer to third countries or international organizations, and the existence of automated decision-making, including pro-filing and, where applicable, meaningful information about the logic involved.
  - Pursuant to Art. 16 GDPR you can immediately demand the correction of incorrect data or the completion of your personal data stored with us.
  - Pursuant to Art. 17 GDPR, you may request the deletion of your personal data stored by us, provided that the processing is not necessary to exercise the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest or to assert, exer-cise or defend legal claims.
  - Pursuant to Art. 18 GDPR, you can request the restriction of the processing of your personal data if you contest the accuracy of the data, if the processing is unlawful, if we no longer need the data and if you refuse their deletion because you need to establish, exercise or defend legal claims. You are also entitled to the right under Art. 18 GDPR if you have ob-jected to the processing in accordance with Art. 21 GDPR.

- Pursuant to Art. 20 GDPR, you may request that the personal data you have provided us with shall be received in a structured, current and machine-readable format or you may re-quest that it shall be transmitted to another person responsible.
- Pursuant to Art. 77 GDPR, you have the right to complain to a supervisory authority. You can contact the supervisory authority of your habitual residence, place of work or our com-pany headquarters.
- Pursuant to Art. 21 GDPR, you can object to the processing. The controller will then check whether this objection can be complied with and will take it into account, unless compelling legitimate grounds for the processing can be demonstrated.