

## Privacy Policy — Talent Meets Bertelsmann 2023

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### General Information

In accordance with the legal requirements (Art. 12 et seq. of the EU General Data Protection Regulation (GDPR)), the following information provide you with an overview of how your personal data is processed during registration for and participation in our Talent Meets Bertelsmann 2023 event and what rights you have as a data subject.

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#### 1. Who is accountable for processing my personal data?

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### **Bertelsmann SE & Co. KGaA**

### **Corporate Management Development Dept.**

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Carl-Bertelsmann-Strasse 270  
33311 Gütersloh, Germany  
Phone: +49(0)5241-80-0  
Fax: +49(0)5241-80-9662/63/64  
Email: [createyourowncareer\(at\)bertelsmann.de](mailto:createyourowncareer(at)bertelsmann.de)

is accountable for processing your information as described below. “We” or “us” as used below is in reference to Bertelsmann SE & Co. KGaA. Your information are processed compliantly with the provisions of the GDPR and the German Federal Data Protection Act (BDSG).

You can contact our data protection officer by mail at the address indicated above by using the reference “Attn: Data Protection Officer”, or by writing to: [datenschutz\(at\)bertelsmann.de](mailto:datenschutz(at)bertelsmann.de) We appreciate a reference that your inquiry concerns Talent Meets Bertelsmann.

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#### 2. For what purpose do we process your data?

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Your data will be processed for the organization and hosting of the 2023 main event of Talent Meets Bertelsmann. You are not legally or contractually obligated to provide personal information. However, if you wish to participate in our TMB Events or would like to receive an invitation to them, we need at least some personal details. Without your details we are generally not able to send you invitations to our TMB Events or enable you to take part in them.

After being nominated as a participant or guest for this year’s event, you will be invited via email and receive first information about the upcoming event. After you have confirmed your participation via email, your next touchpoint will be a quick survey (via “Smartsheet”) that will require you to complete some personal information (see section 3 below) in order to prepare the event. This refers to different event-related aspects such as guest lists, name tags, hotel bookings and such in order to conduct the event and to enable you to take part in it. Relevant information regarding your professional background you provide in that survey will be presented to the other active participants by means of name tags as well as a digital and printed profile booklet for the purpose of enabling networking among the event’s participants and other Bertelsmann employees.

In 2023, we will let as many Bertelsmann employees join in the final presentations as possible. This enlarges the participants' radius in which they may arouse the interest of further relevant Bertelsmann departments/representatives. Therefore we will be livestreaming the final case study presentations, taking place on Tuesday afternoon, June 27, 2023, via the Bertelsmann internal tech platform called "Bertelsmann Collaboration Platform" (BCP). This platform is only accessible for Bertelsmann employees. Although, as an event participant in Berlin, you will not be using this platform yourself, your personal data will be shared here in the form of images and sounds. In addition, we will provide the Bertelsmann colleagues with the digital version of our above-mentioned profile booklet via this platform. Find out more about the BCP and its privacy policy [here](#).

Additionally 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.

During the event, we will be conducting polls via Mentimeter, and participants and guests can join voluntarily. Participation in the event does not require the use of Mentimeter, so that it remains in your discretion whether you which to join the polls and which data you want to share in this context. We cannot influence the data processing by Mentimeter, please refer to their respective websites and privacy policies.

As part of TMB 2023, a virtual kick-off event will take place via Zoom for Business or Microsoft Teams two weeks prior to the main event. The overall purpose is to support you and your group by introducing the Bertelsmann-related topics you are going to work on in your respective workshops and to meet and connect with your team members beforehand. Additionally we will inform you about the most relevant event information, interesting and helpful for you to know about prior to your participation in Berlin.

Within Zoom for Business or Microsoft Teams, we will be recording the main virtual meeting room for the whole time as well as the smaller break-out rooms after specific announcements. 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. During the virtual kick-off event you might additionally be using other tools, such as Miro, an online whiteboard for visual collaboration.

After the event, active participants will have the opportunity to hold virtual, half-hour career talks with the organizing Bertelsmann department to discuss their own professional future. Participation is voluntary and can take place via Microsoft Teams or Zoom for Business as well as by phone.

Most of the overall event communication will be taking place via e-mails and we will be using the e-mail address you will be handing to us in your application.

With regard to safety measures concerning COVID-19 and in order to make TMB23 as safe as possible, we reserve the right to require an official negative test for each day you participate in the event. In any case, we will observe the German Ordinance on the [German Ordinance on Coronavirus Entry Regulations](#) at the time of and during the event.

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### 3. Which of your personal data will be processed?

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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 participants and more or less passive guests.

Next to a handful of actively participating Bertelsmann employees who act, for example, as workshop hosts or coaches, active participants are first-time participants of the main event. For you, there will be exciting case studies, collaborative working sessions and networking options, for instance in Berlin or via our LinkedIn community. For the services described above, we will process the data you share in your application, on the “Smartsheet” board, within MS Teams and Zoom and during the whole live event in Berlin as well as within the livestream via BCP. 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, audio files and your LinkedIn profile link. As an active participant, you may receive a goodie bag prior to or after your participation. For that purpose, we process your postal address.

Passive guests are alumni from previous years, some employees of Bertelsmann and affiliates and other guests. We process passive users’ data you share in the manner described above during the event, which comprise your name, picture, company you are working at, country you are working in, your video and audio tracks (in case you will be seen in the auditorium during the livestream) and your LinkedIn profile. 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).

In addition, referring to all active and passive participants, PICTURES AND VIDEOS ARE ROUTINELY MADE AT OUR TMB EVENTS as mentioned above. Some of them are published on our website, on our social media channels, in the course of external and internal reporting or in newsletters, together with your name, as applicable. In addition to the pictures and videos, metadata such as the time and location are automatically stored in digital cameras.

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.

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### 4. What cookies are being used?

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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 uninterrupted 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 kick-off event – the technical delivery of video and audio requires certain data stored in cookies on your device.

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## 5. Legal basis

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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 material our legal basis is your consent pursuant to Art. 6 (1) (a) GDPR, which you grant upon completion of the application and the “Smartsheet” form. This consent applies as well to the transfer of data by means of the participant booklet, nametags, recordings and event app. Providing your data for the above mentioned purposes is voluntary.

**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\(at\)bertelmann.de](mailto: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 and possibly published afterwards as pointed out above. 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](mailto:datenschutz@bertelmann.de) and setting out your objection.**

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## 6. Who gets my data?

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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.

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## 7. Duration of storage or criteria

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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 this case we have different options on how to proceed with pictures and video recordings that have already been used – this could be for example to cut out, to pixelate or to delete them partly or entirely. This will happen without undue delay. Additionally, we will prompt others who received the data to do the same, provided it is technically possible for us to identify such recipients.

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

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## 8. What data subject rights do I have?

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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: +49 211 38424-0  
Fax: +49 211 38424-10  
Email: [poststelle\(at\)ldi.nrw.de](mailto: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.