



Data Privacy Policy

This Data Privacy Policy provides information about the processing of your personal data in connection with your use of the website <https://www.digital-baltics.de/> (hereinafter referred to as the “Website”) and the functions and services provided through it.

I. Name and address of the person responsible

German-Baltic Chamber of Commerce in Estonia, Latvia and Lithuania
Strēlnieku iela 1-4, LV-1010 Riga, Latvia
Phone: +371 67320718
E-Mail: info@ahk-balt.org
Website: www.ahk-balt.org

II. General information on data processing

1. Scope of processing of personal data

We process the personal data of our users only to the extent necessary to provide a functioning website as well as our content and services. The processing of personal data of our users regularly takes place only with the consent of the user. An exception applies in those cases in which it is not possible to obtain prior consent for actual reasons, and the processing of the data is permitted by statutory provisions.

2. Legal basis for the processing of personal data

As far as we obtain the consent of the data subject for the processing of personal data, Art. 6(1)(a) GDPR serves as the legal basis for the processing of personal data. Art. 6(1)(b) GDPR serves as the legal basis for the processing of personal data required for the performance of a contract to which the data subject is a party. This also applies to processing operations that are necessary for the implementation of pre-contractual measures. If the processing is necessary to safeguard a legitimate interest of our company or a third party and if the interests, fundamental rights and fundamental freedoms of the data subject do not outweigh the first-mentioned interest, Art. 6(1)(f) GDPR serves as the legal basis for the processing.

3. Data deletion and storage duration

The personal data of the data subject will be deleted or blocked as soon as the purpose of the storage no longer applies. In addition, the data may be stored if the European or national legislator has provided for this in EU ordinances, laws or other regulations to which the person responsible is subject. The data shall also be blocked or deleted if the storage period prescribed by the applicable regulations expires unless further storage of the data is necessary for the conclusion or performance of a contract.



III. Provision of the website and creation of log files

1. Description and scope of data processing

Each time our website is accessed, our system automatically collects data and information from the computer system of the accessing computer. The following data is collected:

- (1) Information about the browser type and the version used
- (2) The user's operating system
- (3) The user's Internet Service Provider
- (4) The user's IP address
- (5) Date and time of access
- (6) Websites accessed by the user's system through our website

2. Legal basis for data processing

The legal basis for the temporary storage of data and log files is Art. 6(1)(f) GDPR.

3. Purposes of data processing

The temporary storage of the IP address by the system is necessary to enable delivery of the website to the user's computer. For this purpose, the IP address of the user must remain stored for the duration of the session.

The data is stored in log files to ensure the functionality of the website. Moreover, the data is used to optimize the website and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context.

4. Storage duration

The data will be deleted as soon as it is no longer required for the purpose for which it was collected. Where data is collected for the provision of the website, it will be deleted once the respective session has ended.

If the data is stored in log files, it will be deleted after seven days at the latest. Longer storage may be necessary in certain cases. In such cases, users' IP addresses are deleted or anonymized so that they can no longer be linked to a specific user or device.

5. Possibility of opposition and removal

The collection of data for the provision of the website and the storage of data in log files is mandatory for the operation of the website. Consequently, there is no possibility for the user to object.

IV. Use of Cookies

a) Description and scope of data processing

Our website uses cookies and similar technologies to ensure the proper functioning, security, and usability of the website. Cookies are small text files that are stored on the user's device and contain information related to the use of the website.

Some cookies are technically necessary to enable essential website functions and to ensure that certain features operate correctly after a page change or during a session.

The following data is stored and transmitted in the cookies:

(1) fonts = Standard Cookie Variable which is used by us to reload the fonts into the browser when updating.

(2) fullcss = Standard Cookie Variable which is used by us to reload the CSS file in the browser during an update.

Maximum lifetime of cookies: 730 days

In addition, we use analytics cookies to evaluate the use of our website and continuously improve our services. For this purpose, we use Google Analytics, a web analytics service provided by Google.

In this way, the following data can be transmitted:

`_ga` = Unique identifier of Google Analytics to identify a user (composed of `client_ID` + time stamp)
| Standard expiration time 2 years

`_gat` = Parameter which causes Google Analytics to reduce the query rate

`_gid` = Unique identifier from Google Analytics for identifying a user (composed of `client_ID` + time stamp) | Standard expiration time 24 hours. The user data collected in this way is pseudonymised by technical precautions.

The collected data is processed in a pseudonymised manner. Direct identification of the user is generally not possible without additional information.

Our website uses a cookie banner to obtain your consent for the use of cookies and similar technologies. Through the banner, you can decide which optional cookies you would like to accept or reject. Analytics cookies are only set after the user has given consent via the cookie banner. You can change or withdraw your consent at any time via the cookie settings.

b) Legal basis for data processing

The legal basis for the processing of personal data using technically necessary cookies is Art. 6(1)(f) GDPR, based on our legitimate interest in providing a secure and functional website.



The legal basis for the processing of personal data using analytics cookies is Art. 6(1)(a) GDPR, provided that the user has given consent.

c) Purposes of data processing

The purpose of using technically necessary cookies is to make the use of our website easier and more user-friendly. Certain functions of our website cannot be provided without the use of cookies, as they require the browser to be recognized even after changing pages.

We use cookies to store language and font settings.

The user data collected through technically necessary cookies is not used to create user profiles.

We also use analytics cookies to improve the quality of our website and its content. These cookies help us understand how the website is used, allowing us to continuously optimize our services and offerings.

These purposes also constitute our legitimate interest in the processing of personal data pursuant to Art. 6(1)(f) GDPR.

d) Storage duration, possibility of opposition and removal

Cookies are stored on the user's computer and transmitted to our site. Therefore, users have full control over the use of cookies and can deactivate or restrict their transmission by changing the settings in their Internet browser. Cookies that have already been stored can be deleted at any time, either manually or automatically. Depending on their purpose, cookies are stored for different periods: some expire at the end of the browser session, while others may remain stored for up to 24 months unless deleted earlier. Please note that if cookies are deactivated for our website, not all functions of the website may be available to their full extent.

V. Newsletter

1. Description and scope of data processing

You can subscribe to a free newsletter on our website. When registering for the newsletter, the data from an input mask maintained with iFrame is transferred to the service provider for email marketing software providers commissioned by us.

The following data is collected:

- Title
- First name
- Last name
- Email address

In addition, the following data is collected during registration:

- Date and time of registration



Consent will be obtained for the processing of the personal data during the registration process and reference will be made to this data protection declaration. When personal data is processed for the purpose of sending newsletters, it is not shared with third parties, except for the provider of the email marketing software. The data is used exclusively for the distribution of the newsletter.

2. Legal basis for data processing

The legal basis for the processing of the data by the user after registration for the newsletter is Art. 6(1)(a) GDPR if the user has given his consent.

If the newsletter is sent as part of membership to the data registered with us in our database, the legal basis is Art. 6(1)(b) GDPR.

3. Purposes of data processing

The collection of the user's email address serves to deliver the newsletter. The collection of additional personal data during the registration process serves to prevent misuse of the services or the email address used.

4. Storage duration

The data will be deleted as soon as it is no longer required for the purpose for which it was collected. The user's email address will be stored for as long as the newsletter subscription remains active.

5. Newsletter-Tracking

We use personalised newsletter tracking to optimise our newsletter offering. In addition to the email address, we also record the activities associated with the newsletter dispatch (click behaviour). See also point VI. Sub-point 6. MailChimp dispatch service provider.

6. Possibility of opposition and removal

The subscription of the newsletter can be cancelled by the affected user at any time. For this purpose, there is a corresponding link in every newsletter. Alternatively, you can also send us an email info@ahk-balt.org.

VI. Registration (Application for membership, event registration, order of publications, contact)

1. Description and scope of data processing

On our website, we offer users the opportunity to register by providing personal data. The data is entered into an input mask, transmitted to us, and stored. The data will not be passed on to third parties.

The following data is collected as part of the registration process:

- Company/Organization
- VAT-identification number
- Registration number



- Street and house number
- Postal code
- City
- Phone
- Website
- Company managing director
- NACE-Code
- Sector
- Brief company profile
- Number of employees
- Membership contact person
- Position in the company
- Contact person's email address
- Contact person's telephone number
- Billing address

The following data will also be stored at the time of registration:

- Date and time of registration
- Used browser
- Operating system

As part of the registration process, the user's consent to the processing of this data is obtained.

2. Legal basis of data processing

The legal basis for the processing of the data is Art. 6(1)(a) GDPR if the user has given his consent. If the registration serves the fulfilment of a contract to which the user is a party or the implementation of pre-contractual measures, the additional legal basis for the processing of the data is Art. 6(1)(b) GDPR.

3. Purposes of data processing

A registration of the user is necessary for the fulfilment of a contract with the user or for the implementation of pre-contractual measures. Your registration can be an *application for membership* or a *registration for an event*.

4. Storage duration

The data will be deleted as soon as they are no longer required to achieve the purpose for which they were collected. During the registration process for the fulfilment of a contract or for the implementation of pre-contractual measures, this is the case if the data are no longer required for the implementation of the contract. Even after the conclusion of the contract, it may be necessary to store personal data of the contractual partner to comply with contractual or legal obligations.



5. Possibility of opposition and removal

As a user you have the possibility to cancel the registration at any time. You can change the data stored about you at any time. To change or delete your data, please contact: info@ahk-balt.org.

If the data are necessary for the fulfilment of a contract or for the execution of pre-contractual measures, an early deletion of the data is only possible as far as contractual or legal obligations do not stand in the way of a deletion.

VII. Contact form and email contact

1. Description and scope of data processing

A contact form is available on our website which can be used for electronic contact. If a user takes this opportunity, the data entered in the input mask will be transmitted to us and stored.

At the time the message is sent, the following data will also be stored:

- Date and time of registration
- Used browser
- Operating system

Your consent will be obtained for the processing of the data as part of the sending process and reference will be made to this data protection declaration.

Alternatively, it is possible to contact us via the email address provided.

In this case, the personal data of the user transmitted with the email will be stored. The data will not be passed on to third parties in this context. The data will be used exclusively for the processing of the conversation.

2. Legal basis of data processing

The legal basis for the processing of the data is Art. 6(1)(a) GDPR if the user has given his consent. The legal basis for the processing of data transmitted in the course of sending an email is Art. 6(1)(f) GDPR.

If the purpose of the email contact is to conclude a contract, the additional legal basis for the processing is Art. 6(1)(b) GDPR.

3. Purposes of data processing

The processing of the personal data from the input mask serves us exclusively for the processing of the establishment of contact. In the case of contacting us by email, this also constitutes the necessary legitimate interest in the processing of the data. The other personal data processed during the sending process serve to prevent misuse of the contact form and to ensure the security of our information technology systems.



4. Storage duration

The data will be deleted as soon as they are no longer required for the purpose for which they were collected. For the personal data from the input mask of the contact form and those sent by email, this is the case when the respective conversation with the user has ended. The conversation is terminated when it can be inferred from the circumstances that the relevant facts have been conclusively clarified. The additional personal data collected during the sending process will be deleted after a period of three months at the latest.

5. Possibility of opposition and removal

The user has the possibility to revoke his consent to the processing of his personal data at any time. If the user contacts us by email, he can object to the storage of his personal data at any time. In such a case, the conversation cannot be continued. You can inform us in writing by email to info@ahk-balt.org of the revocation of your consent and of your objection to the storage of your personal data.

VIII. Disclosure of personal data to third parties

1. Website operators

Within the framework of order processing, personal data is passed on to the agency commissioned to operate the website and the technical service provider. The order agreement is regulated by a corresponding agreement with the service provider.

2. Social Media Sharing Button

General note: Social media plugins normally lead to every visitor of a page being immediately recorded by these services with his IP address and his further browser behaviour being logged. This can happen even if you do not press the button. To prevent this, we use the Shariff method. Our social media buttons only establish direct contact between the social network and you when you click on the respective share button. If you are already registered with a social network, in the cases of Facebook this happens without another window. can use it to publish our content in social networks without them being able to create complete surf profiles.

Facebook

Our site uses plugins from the social network of Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04X2K5, Ireland. However, through the Shariff method, Facebook only learns about your IP address and your visit to our website after you have clicked the button. If you activate the plugin while logged into Facebook at the same time, Facebook can assign your use to your user account.

We have no knowledge of and no influence on the possible collection and use of your data by Facebook after that. You can find more detailed information in Facebook's privacy statement at de-de.facebook.com/policy.php. In addition, we refer you to our general presentation in this privacy statement for the general handling and deactivation of cookies.



LinkedIn

Our site uses the LinkedIn Share Plugin of the social network LinkedIn, LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. If you press this button, your browser connects to LinkedIn to execute the functions of the plugin. However, LinkedIn does not store any personal data about you, nor does it record your use via a cookie. For more information, please refer to LinkedIn's privacy policy at <https://www.linkedin.com/legal/privacy-policy>. In addition, we refer you to our general description in this data protection declaration for the general handling and deactivation of cookies.

YouTube

Our website uses plugins of YouTube, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. However, by a privacy-friendly integration method, YouTube only receives information about your visit to our website after you actively click and activate the respective plugin.

If you are logged into your YouTube or Google account at the same time, YouTube may associate your interaction with your personal user account. You can prevent this by logging out of your YouTube or Google account before using the plugin.

We have no knowledge of and no influence on the possible collection and use of your data by YouTube after activation of the plugin. You can find more detailed information in YouTube's and Google's privacy policy at <https://policies.google.com/privacy>. In addition, we refer you to our general presentation in this privacy statement for the general handling and deactivation of cookies.

3. YouTube videos

We have occasionally included YouTube videos on our website, which are stored on the servers of the provider YouTube and can be played from our website via an embedding. The embedding of the videos takes place with the option for extended data protection settings activated. When you play these videos, YouTube cookies and DoubleClick cookies are stored on your computer and may transfer data to Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, as the YouTube operator.

When playing videos stored on YouTube, at least the following data is transmitted to Google LLC as YouTube operator and operator of the DoubleClick network: IP address and cookie ID, the specific address of the page called up by us, system date and time of call, identification of your browser. This information is transmitted regardless of whether you have a Google Account that you are logged in to or whether you do not have a User Account. If you are so signed in, Google may associate this information directly with your account. If you do not want to be associated with your profile, you must log out before activating the video play button.

YouTube or Google LLC store this data as usage profiles and use it, if necessary, for the purposes of advertising, market research and/or the demand-oriented design of their websites. Such evaluation is carried out (also for non-registered users) to provide demand-oriented advertising



and to inform other users about your activities on our website. You have the right to object to the creation of these user profiles, whereby you must contact Google as the operator of YouTube to exercise this right.

4. Google Maps

This website uses Google Maps map software from Google LLC. By using this website, you consent to the collection, processing and use by Google and its agents of any data that may be collected automatically. Terms of use of Google Maps. Further information on the purpose and scope of data collection and processing by Google can be found on this information page.

5. Website analysis with Google Analytics

This website uses the service "Google Analytics", which is offered by Google LLC (1600 Amphitheatre Parkway Mountain View, CA 94043, USA) for the analysis of website usage by users. The service uses "cookies" - text files that are stored on your terminal device. The information collected by the cookies is usually sent to a Google server in the USA and stored there. This website uses IP anonymisation. The IP address of the user is shortened within the member states of the EU and the European Economic Area. This abbreviation means that your IP address does not have to be referred to a specific person. Within the framework of the agreement on the order data agreement, which the website operators have concluded with Google LLC, the latter uses the information collected to compile an evaluation of website use and website activity and provides services associated with Internet use.

You have the option of preventing the cookie from being stored on your device by making the appropriate settings in your browser. It is not guaranteed that you can access all functions of this website without restrictions if your browser does not allow cookies.

Furthermore, you can use a browser plug-in to prevent the information collected by cookies (including your IP address) from being sent to Google LLC and used by Google LLC. The following link will lead you to the corresponding plugin: <https://tools.google.com/dlpage/gaoptout>.

Here you will find further information on the use of data by Google LLC: <https://support.google.com/analytics/answer/6004245?hl=en>.

6. Dispatch service provider MailChimp

We use the MailChimp shipping service of Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA for sending mass mails and our newsletter.

MailChimp stores first and last name, company name and email address on MailChimp's servers in the USA for the purpose of sending on our behalf. MailChimp can use this data to optimise or improve its services, a passing on to third parties or the use of the data to send own emails by MailChimp does not take place.

MailChimp is certified under the US-EU data protection agreement "Privacy Shield" and undertakes to comply with EU data protection regulations. We have concluded a data processing agreement with MailChimp, under which MailChimp undertakes to protect the data of our users,



to process this data on our behalf in accordance with the data protection provisions of MailChimp and not to pass it on to third parties. You can find MailChimp's privacy policy here: <https://mailchimp.com/legal/privacy/>. In addition, we refer to our general presentation in this data protection declaration for the general handling and deactivation of cookies.

The mass mails sent via MailChimp and the newsletter contain a so-called web beacon, which is called up by the MailChimp server when the mail or newsletter is opened. Here technical information, such as IP address and information about the browser, operating system and time of the call are collected. MailChimp uses this information for the technical improvement of its services. The web beacon can also be used to determine whether the mail/newsletter was opened by the recipient, when this happened and which links were clicked. This information can be assigned to the individual recipients. This information is used by us to identify the recipients' reading habits and to adapt the content accordingly.

IX. Rights of data subjects

According to the basic EU data protection regulation, you have the following rights:

- If your personal data is processed, you have the right to obtain information about the data stored about your person (Art. 15 GDPR).
- Should incorrect personal data be processed, you have the right to correction (Art. 16 GDPR).
- If the legal requirements are met, you can demand that the processing be deleted or restricted and lodge an objection against the processing (Art. 17, 18 and 21 GDPR). In the event of an objection, we can no longer contact you as a participant of the event, and we would delete you from the mailing list.
- Since data processing is based on a contract and is carried out using automated procedures, you may have a right to data portability (Art. 20 GDPR).

If you make use of the rights mentioned above, the AHK Baltic States will check whether the legal requirements for this have been fulfilled. To exercise your rights, please contact the AHK Baltic States.

If you have any complaints regarding data protection, you can contact the competent supervisory authority:

Germany:

The Federal Commissioner for Data Protection and Freedom of Information

Graurheindorfer Str. 153

D-53117 Bonn

Phone: +49 228 997799 - 0

Fax: + 49 228 997799 - 550

E-Mail: poststelle@bfdi.bund.de

Website: <http://www.datenschutz.bund.de>