

# Data protection information for events organised by TUM Management Alumni e.V.

This data protection information informs you about the processing of your personal data, which we collect in connection with the events of the TUM Management Alumni e. V., (hereinafter: event). Your personal data will be processed in compliance with the applicable data protection regulations.

According to Art. 4 No. 1 of the General Data Protection Regulation (GDPR), personal data is any information relating to an identified or identifiable natural person.

## 1. Name and contact details of the data controller and the company data protection officer

The responsible person within the meaning of Art. 4 No. 7 DSGVO is:

**TUM Management Alumni e.V., c/o TUM School of Management**  
Arcis Street 21  
80333 Munich

Email: [alumni-gf@mgt.tum.de](mailto:alumni-gf@mgt.tum.de)  
Phone: +49 89 289 25045

The company data protection officer of TUM Management Alumni e.V. can be reached at the above address in Munich.

You can contact our data protection officer directly at any time with questions about data protection law or your data subject rights.

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

### a) Event registration

As part of the registration for the event, we collect the following mandatory information:

- Name, first names
- Address
- Company/Position
- E-mail address
- Payment data, depending on the payment method you have selected (for example, credit card data, bank details)
- Menu selection

The mandatory data is processed in order to be able to identify you as a participant in the event, possibly the evening event, to check the plausibility of the data entered, to reserve your place at the event and to establish or implement the contract of participation with you.

Data protection notice dated 01.09.2023, created by Dr. Maik Steinmetz

In addition, we need your data in order to create name badges and attendance lists for the other participants, if necessary, and to inform you before, during and after the event with information about the event. This is done to enable you to participate in the best possible way and for us to plan and ensure that everything runs smoothly.

We require the address data contained in the above-mentioned compulsory details, in particular the payment data, in order to invoice the participation fee.

In addition, further information can be provided voluntarily. The provision of voluntary data enables us to plan and implement the event in accordance with your interests.

- Additional billing address, if applicable
- Participation in guided tours, dinners etc.
- Food intolerances

The data processing is carried out upon your request and is necessary according to Art. 6 para. 1 p. 1 lit. b DSGVO for the aforementioned purposes for the fulfilment of the participant contract and for the implementation of pre-contractual measures.

We will only use your email address to inform you about similar events in the future if you have expressly consented to such use or if we have informed you separately about this when collecting your email address and pointed out your right to object to this use at any time. If this use is not based on consent, the processing is based on Art. 6 (1) sentence 1 lit. f DSGVO. We have a legitimate interest in informing our participants about other events organised by us.

In the case of paid events, the personal data collected by us for the event will generally be stored until the expiry of the regular limitation period of 3 years after the end of the year in which the event took place and then deleted. In the case of free events, we delete the personal data we have collected no later than six months after the event has taken place.

Storage beyond the respective specified period only takes place insofar as:

- We are obliged to store data for a longer period of time in accordance with Article 6 (1) sentence 1 lit. c DSGVO due to statutory storage and documentation obligations (in particular § 147 AO). In this case, the data will only be stored to the extent required by the retention obligation.
- you have consented to further storage in accordance with Art. 6 para. 1 p. 1 lit. a DSGVO.
- We may use your email address under the conditions of Section 7 (3) of the German Unfair Competition Act (UWG) to inform you about future events by email. In this case, we will store your email address and your first and last name until you object to processing for this purpose.

## **b) Image and video recording**

Photos and videos will be taken to document the event visually. It cannot be ruled out that you can be identified directly or indirectly from the recordings, so that personal data is involved.

The recordings will be used for news directly related to the event and for internal reporting at TUM Management Alumni e. V..

In addition, the recordings will be published on our media platforms such as Facebook, Instagram or our website for post-event reporting. This processing is particularly necessary to document and promote our event.

The data processing is carried out on the basis of Art. 6 para. 1 p. 1 lit. f DSGVO. The aforementioned purposes are legitimate interests within the meaning of the aforementioned provision.

The recordings are stored for 3 years.

### **3. Disclosure of data to third parties**

Your personal data will not be transferred to third parties for purposes other than those listed below.

#### **a) For the execution of the contract**

Insofar as this is legally permissible and necessary for the processing of contractual relationships with you in accordance with Art. 6 para. 1 p. 1 lit. b DSGVO, your personal data will be passed on to third parties. This includes, in particular, the disclosure to event partners for the purpose of planning and implementing the event as well as the disclosure of payment data to our payment service provider or credit institutions in order to process the payment of participant fees. The data passed on may only be used by the third party for the aforementioned purposes.

#### **b) For further purposes**

In addition, we will only share your personal data with third parties if:

- you have given your express consent pursuant to Art. 6 para. 1 p. 1 lit. a DSGVO or
- in the event that there is a legal obligation for the disclosure pursuant to Art. 6 (1) sentence 1 lit. c DSGVO.

### **4. Data subjects' rights**

You have the right:

- revoke your consent at any time in accordance with Art. 7 (3) DSGVO. This has the consequence that we may no longer continue the data processing based on this consent for the future;
- to request information about your personal data processed by us in accordance with Art. 15 DSGVO. In particular, you can request information about the processing purposes, the category of personal data, the categories of recipients to whom your

data has been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right of complaint, the origin of your data if it has not been collected by us, as well as the existence of automated decision-making including profiling and, if applicable, meaningful information about its details;

- demand the correction of incorrect or incomplete personal data stored by us without delay in accordance with Art. 16 DSGVO;
- pursuant to Art. 17 DSGVO to request the erasure of your personal data stored by us, unless the processing is necessary for the exercise of the right to freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the assertion, exercise or defence of legal claims;
- to request the restriction of the processing of your personal data in accordance with Art. 18 DSGVO, insofar as the accuracy of the data is disputed by you, the processing is unlawful, but you object to its erasure and we no longer require the data, but you need it for the assertion, exercise or defence of legal claims or you have objected to the processing in accordance with Art. 21 DSGVO;
- in accordance with Art. 20 DSGVO, to receive your personal data that you have provided to us in a structured, common and machine-readable format or to request the transfer to another controller; and
- complain to a supervisory authority in accordance with Art. 77 DSGVO. As a rule, you can contact the supervisory authority of your usual place of residence or our association headquarters.

## **Right of objection**

If your personal data is processed on the basis of legitimate interests pursuant to Art. 6 (1) sentence 1 lit. f DSGVO, you have the right to object to the processing of your personal data pursuant to Art. 21 DSGVO, insofar as there are grounds for doing so that arise from your particular situation or the objection is directed against direct advertising. In the latter case, you have a general right of objection, which is implemented by us without specifying a particular situation.

If you wish to exercise your right to object, simply send an e-mail to:  
**"alumni-events@mgt.tum.de"**