

## Privacy policy

### 1. Information on the collection of personal data

The following covers our policy on collecting personal data from users of our website. The term "personal data" refers to any data that can be used as a reference to you as a person, such as your name, address, e-mail addresses, or user behaviour.

a) The controller applicable to this website and service according to EU General Data Protection Regulation (GDPR) Art. 4 para 7 is the company Business Metropole Ruhr GmbH (BMR), Kronprinzenstraße 6, 45128 Essen, Germany; e-mail: [info@business.metropoleruhr.de](mailto:info@business.metropoleruhr.de) (see our copyright and legal statements). You may contact our data protection officer at [datenschutz@business.metropoleruhr.de](mailto:datenschutz@business.metropoleruhr.de) or by post to our address, with Data Protection Officer or Der Datenschutzbeauftragte as the recipient included in the address.

b) If you contact us by e-mail or contact form, we will store any data that you have provided such as your e-mail address, and if applicable, your name and telephone number in order to respond to an enquiry. We will delete any data collected for the above purpose but no longer required, or restrict the data for processing if statutory retention requirements apply.

c) We will inform you in detail on the respective procedures as described below if we need to involve authorised service providers for individual features of our service or would like to use your data for advertising purposes. We will also state the predefined criteria applicable to storage periods.

### 2. Collection and storage of personal data, and the nature and purpose of use of the data

a) The browser on the device you use to visit our website [www.business.metropoleruhr.de](http://www.business.metropoleruhr.de) will automatically send data to



the server hosting our website. This information is temporarily stored in what is referred to as a log file. The following information will be collected and stored until automatic deletion without your intervention: IP address; date and time of the request; time zone difference from Greenwich Mean Time (GMT); request content (actual page visited); access status or HTTP status code; data amount transmitted; referring website that sent the request; browser; operating system, user interface and language, and browser software version.

We will process the above data to ensure website connectivity and usability and evaluate system security and stability, and for other administrative purposes.

GDPR Art. 6. para 1 S. 1 (f) applies as a legal basis for data processing. Our legitimate interest emerges from the above purposes for data collection. We will not in any event use collected data to draw conclusions on you as an individual.

We will be using cookies and analysis services when you visit our website. Refer to points 4 and 5 in this Privacy Policy for details.

b) You may use the contact form on this website if you have any enquiries. This will require a valid e-mail address for us to know who sent the enquiry and respond accordingly. Any further information may be given on a voluntary basis.

Data processing for the purpose of contacting us is based on consent you have voluntarily given us according to GDPR Art. 6 para. 1 (a).

The personal data collected when you use our contact form will be automatically deleted after your enquiry has been dealt with.



### 3. Disclosure of data

Your personal data will not be disclosed to any third party for purposes other than those listed below. We will only disclose your personal data to third parties in the following conditions:

- You have given your express consent according to GDPR Art. 6 para 1 (a)
- Disclosure is necessary according to according to GDPR Art. 6 para 1 (f) for the establishment, exercise or defence of legal claims without reason to believe that you have any overriding legitimate interest in the non-disclosure of your data
- Where statutory obligations require disclosure according to GDPR Art. 6 para 1 (c)
- Where disclosure is permitted by statute as well as GDPR Art. 6 para 1 (b) for performance of contract

### 4. Cookies

We use cookies on our website. Cookies are small files automatically created in your browser and stored to your internet device (laptop, tablet, smartphone, etc.) when you visit our site. Cookies are harmless to your device, and do not contain any viruses, trojan horses or other malicious software.

The cookie stores information relating to the specific device used. This does not entail direct knowledge of your identity.

The use of cookies is intended to make the website easier for you to use; this involves session cookies indicating that you have already visited individual pages on our website. These cookies are automatically deleted when you leave our site.

We also use other cookies to optimise usability on our website; these will be stored for a certain pre-determined period on your device. On your next visit to our website to use our services, these cookies will inform the website that you have previously



visited our website and which settings and preferences you set at that visit so as not to have to enter them again.

Apart from that, we use cookies to collect data on how our website is being used for statistical evaluation in order to optimise our service (see point 6.) These cookies automatically identify you as a repeat visitor when you return to our website. These cookies will also be automatically deleted after the corresponding predefined period.

We require the data processed in cookies for the purposes stated in protecting our legitimate interests and those of third parties according to GDPR Art. 6 para 1 (f). Most browsers automatically accept cookies. However, you may also configure your browser so as to reject all cookies or to notify you for confirmation before storing a cookie. However, deactivating all cookies may prevent you from benefiting from some of the features of our website.

## **5. Newsletter**

a) You may subscribe to our newsletter by your own consent. The newsletter is to inform you about our current services that may be of interest to you. The goods and services advertised will be named in the consent form.

b) We use what is referred to as the double opt-in procedure for new subscriptions to our newsletter. This means that after you register, we will send an e-mail to the e-mail address you have given us asking you to confirm that you do indeed wish to receive our newsletter. Your data will be automatically restricted for processing and deleted after a month if you do not confirm the subscription within [24 hours]. Apart from that, we will save IP addresses assigned to you and the times of subscription and your subscription confirmation. The aim of this procedure is to document your subscription and, if applicable, to trace any possible misuse of your personal data.



c) Your e-mail address is all the data you need to provide us with to receive our newsletter. After receiving your confirmation, we will store your e-mail address for the purpose of sending the newsletter on the legal basis of GDPR Art. 6 para 1 (a).

d) You may at any time withdraw your consent and unsubscribe from our newsletter. To revoke your consent and unsubscribe from our newsletter, you may either click the e-mail link included in every newsletter, write an e-mail to [newsletter@business.metropoleruhr.de](mailto:newsletter@business.metropoleruhr.de), or send a message using the contact details quoted in the legal and copyright section of this website.

## 6. Analytical tools

We use the following tracking tools as listed below on the legal basis of GDPR Art. 6 para 1 (f). We use these tracking tools in order to ensure continuous design and optimisation for our website according to requirements. Apart from that, we use tracking tools to collect data on how our website is being used for statistical evaluation in order to optimise our service. These interests are to be regarded as justified according to the regulation quoted in the above.

Refer to the corresponding tracking tools for the respective data processing purposes and data categories.

a) Ongoing design and optimisation of the pages on our website entails the use of Google Analytics, a web analytics service provided by Google Inc. ([https://www.google.com/analytics/analytics/#?modal\\_active=none](https://www.google.com/analytics/analytics/#?modal_active=none)) (1600 Amphitheater Parkway, Mountain View, CA 94043, USA; hereinafter referred to as Google). The system uses what are referred to as cookies - text files that are stored on your computer to allow us to analyse how you use our website. Cookies store information on how you use our website, which is then usually transferred to Google's servers in the US for storage. In the case of IP anonymisation activation on this



website, Google will truncate/anonymise the last octet of the IP address for member states of the European Union as well as for other parties to the Agreement on the European Economic Area. The full IP address will only be sent to and shortened by Google servers in the USA in exceptional cases. Google will use this information to analyse your use of our website, compile reports on website activities for the webmaster, and provide additional services involving website and Internet use as commissioned by this website's webmaster.

aa) Google will not link your IP address in the Google Analytics service with any other data held by Google.

ab) You may prevent your browser from storing cookies using the appropriate settings in your web browser software; however, if you should choose to do so, note that you may not be able to use the website's functionality to its full extent. You may also prevent Google from collecting and using data in the form of cookies and IP addresses by downloading and installing the browser plugin available at <http://tools.google.com/dlpage/gaoptout>.

ac) This website uses Google Analytics with the `_anonymizeIp()` extension, which truncates IP addresses to exclude any possibility of individual identification. This will eliminate any personal reference attributed to your data with your personal data immediately deleted.

ad) This website uses the demographic characteristics function in Google Analytics. This allows reports to be compiled with information on age, gender and interests of our website visitors. This information originates from Google interest-based advertising as well as visitor information from third parties. None of this data can be assigned to any particular person. You may deactivate this function in your Google Account or prevent Google Analytics from collecting your data as described in the point on objection to data acquisition.

ae) We use Google Analytics to analyse how our website is being used for regular improvement. The statistics gained allow us to improve our services and plan them to be more appealing



to you. In exceptional cases where personal data is transmitted to the US, Google has adopted the EU-US Privacy Shield; see [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework). GDPR Art. 6 para 1 (f) et seq. serves as a legal basis in using Google Analytics.

af) Third party information: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 1 436 1001. Terms of use:

<http://www.google.com/analytics/terms/de.html>, Data privacy summary:

<http://www.google.com/intl/de/analytics/learn/privacy.html>,

and privacy policy:

<http://www.google.de/intl/de/policies/privacy>.

b) Our website uses the Facebook pixel, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (hereinafter referred to as Facebook) to measure user conversion.

ba) This allows us to track visitors to our website after clicking on a Facebook advertisement referring them to the provider's website. We use this service to assess the effectiveness of Facebook advertising for statistical and market research purposes and optimise future advertising campaigns.

bb) The information collected is anonymous to us as operators of this website, and we cannot use it to draw any conclusions as to the identity of any user. However, the data will be stored and processed by Facebook; this may allow Facebook to link the data to your user profile, which Facebook may use for advertising purposes according to Facebook's Data Policy. This allows Facebook to display advertisements on its own pages and outside the Facebook domain. We as a website operator have no influence on this use of data.

bc) Refer to the following page for more details on Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

bd) You may also disable the Custom Audiences function in settings for advertising on

[https://www.facebook.com/ads/preferences/?entry\\_product=a](https://www.facebook.com/ads/preferences/?entry_product=a)



[d settings screen](#). This requires you to be signed in on Facebook.

be) You can also deactivate use-based advertising on Facebook using the European Interactive Digital Advertising Alliance website if you do not have a Facebook account:

<http://www.youronlinechoices.com/de/prferenzmanagement/>

## 7. Social media plugins

We currently use social media plugins from Facebook, Instagram, LinkedIn and Twitter, and what is referred to as a two-click solution. No personal data will be passed on to the plugin vendor when you initially visit our site. The plugin vendor is identifiable from its initial letter or logo on the marking on the field. You have the option of communicating directly with the plugin vendor by clicking the corresponding button. The vendor will only register that you have accessed the page on our website if you click the selected field and activate it. This will also result in data as described in point 2 of this Privacy Policy being transmitted. In Facebook's case, your IP address will be anonymised immediately after collection according to the respective provider in Germany. Activating the plugin will result in transmitting personal data on your person to the respective plugin vendor for storage (at US-based vendors located in the USA). The plugin provider especially uses cookies to collect data, so we recommend that you delete all cookies in your browser's privacy settings before clicking in the greyed-out field.

We have no influence on the data collection or processing, and we have no knowledge as to the full scope of data collection, purposes of processing the data, or the retention periods that apply. We also have no knowledge on the vendor's deletion policy.

a) Our website has social media plugins from Facebook (Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA; <http://www.facebook.com/policy.php>) for



personalisation. We use the Like and Share buttons. This is a service provided by Facebook.

Your browser will form a direct connection to Facebook servers when you visit a page on our website that contains a social plugin. Facebook transmits the plugin's content to your browser for direct integration into the website.

By integrating the plugin, Facebook will receive information that your browser has accessed the corresponding page on our website even if you do not have a Facebook account or are not currently logged in to Facebook. This information, including your IP address, will be transferred directly from your browser to a Facebook server in the US and stored there.

Facebook may directly link your visit to our site to your Facebook account if you are logged in to Facebook. Clicking a plugin button such as Like or Share will also transfer the corresponding information directly to a Facebook server and store it there, which will be published on Facebook for your Facebook friends to see.

Facebook may then use this information for advertising, market research and personalising Facebook pages. This entails Facebook creating profiles on usage, interests and relationships such as to evaluate your use of our website in relation to the advertisements displayed to you on Facebook, inform other Facebook users about your activities on our website, and provide other services related to Facebook use.

Log out of Facebook before you visit our website if you object to Facebook linking the data collected from our website to your Facebook account.

Refer to the following data privacy-related links for more details on the purpose and scope of data collected and further processing and use of your data by Facebook as well as your rights and configuration options for protecting your privacy: <http://www.facebook.com/help/186325668085084>, <http://www.facebook.com/about/privacy/your-info-on-other#applications> and



<http://www.facebook.com/about/privacy/your-info#everyoneinfo>). Facebook has adopted the EU-US Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.

b) Our website uses integrated plugins from the Twitter Inc. messaging service (Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA; <https://twitter.com/privacy>). The Twitter plugin (tweet button) is identifiable by the Twitter logo on our website. Refer to the following link for a summary of tweet buttons: <https://about.twitter.com/resources/buttons>.

Your browser will form a direct connection to the Twitter server when you visit a page on our website that contains this plugin. This will inform Twitter that you have visited our website by your IP address. Clicking on the tweet button while logged in to Twitter will link the contents of the page on our website to your Twitter profile. Twitter will then be able to link your visit on our website to your user account. Note that as a website provider, we do not have any access to the content of the data transferred or how Twitter will use the data.

Log off from your Twitter account if you object to having Twitter linking your visit on our website to your Twitter account.

Refer to the following Twitter privacy statement for details: <https://twitter.com/privacy>. Twitter has adopted the EU-US Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.

c) Social plugins (hereinafter simply referred to as plugins) on our website currently include Instagram (Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA). The Instagram plugin is identifiable by the Instagram logo such as the Instagram camera symbol.

Your browser will form a direct connection to Instagram servers when you visit a page on our website that contains this plugin. Instagram transmits the plugin's content to your browser for direct integration into the website. By integrating the plugin, Instagram will receive information that your browser has



accessed the corresponding page on our website even if you do not have an Instagram profile or are not currently logged in to Instagram.

This information, including your IP address, will be transferred directly from your browser to an Instagram server in the US and stored there. Instagram will be able to form a direct link between your visit on our website and your Instagram account if you are logged in to Instagram. Clicking a plugin button such as the Instagram button will also transfer the corresponding information directly to an Instagram server and store it there, and the information will also be published on your Instagram account for your contacts to see.

Log out of Instagram before you visit our website if you object to Instagram directly linking the data collected from our website to your Instagram account.

Refer to the following Instagram privacy statement for details:  
<https://help.instagram.com/155833707900388>.

d) Our site uses LinkedIn network service functions. The vendor is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

A connection to LinkedIn servers will be made every time one of our pages containing LinkedIn functions is accessed. This will inform LinkedIn that you have visited our website by your IP address. Clicking the LinkedIn Recommend button while logged in to your LinkedIn account will enable LinkedIn to link your visit on our website to your user account. Note that as a website provider, we do not have any access to the content of the data transferred or how LinkedIn will use the data.

Refer to the following LinkedIn privacy statement for details:  
<https://www.linkedin.com/legal/privacy-policy>.



## 8. Integrating YouTube videos

a) We have integrated YouTube videos on our website. These videos are stored on [www.youtube.com](http://www.youtube.com) and can be played directly from our website. We use YouTube with the aim of presenting our online services in an appealing and accessible fashion. This represents a legitimate interest according to GDPR Art. 6 para 1 (f). [These are all integrated in advanced data protection mode, meaning that no information about you as a user will be transferred to YouTube if you do not play the videos. The data referred to in paragraph 2 will only be transmitted when you play the video. We have no control over the data transfer.]

b) Your visit to the website will inform YouTube that you have accessed the corresponding page on our website. This will also result in data as described in point 2 of this Privacy Policy being transmitted regardless of whether YouTube has provided a user account that you are logged in to or if no user account exists. Your data will be directly linked to your account if you are logged in to Google. Log out before clicking the button if you do not wish your visit to be linked to your YouTube profile. YouTube will store your data in a user profile and use it for advertising, market research and/or personalising its website layout. This type of evaluation is especially aimed at providing targeted advertising (even for users that are not logged in) and informing other users of the social network on your activities on our website. You may opt out of this profiling function, but you will have to use the YouTube website to do this.

c) Refer to the privacy statement on the YouTube website for details on the purpose and scope of data collection and processing by YouTube. The following link will give you more details on your rights and configuration options in protecting your privacy: <https://www.google.de/intl/de/policies/privacy>. Google will process your personal data in the US, and has adopted the EU-US Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.



## 9. Integration of Google Maps

a) This website uses the Google Maps service. This allows us to display interactive maps directly on our website allowing you to use the convenient map function, and represents a legitimate interest according to GDPR Art. 6 para 1 (f).

b) Your visit to the website will inform Google that you have accessed the corresponding page on our website. This will also result in data as described in point 2 of this Privacy Policy being transmitted regardless of whether Google has provided a user account that you are logged in to or if no user account exists. Your data will be directly linked to your account if you are logged in to Google. Log out before clicking the button if you do not wish your visit to be linked to your Google profile. Google will store your data in a user profile and use it for advertising, market research and/or personalising its website layout. This type of evaluation is especially aimed at providing targeted advertising (even for users that are not logged in) and informing other users of the social network on your activities on our website. You may opt out of this profiling function, but you will have to use the Google website to do this.

c) Refer to the privacy statement on the plugin vendor's website for details on the purpose and scope of data collection and processing by the vendor. The following link will give you more details on your corresponding rights and configuration options in protecting your privacy: <https://www.google.de/intl/de/policies/privacy>. Google will process your personal data in the US, and has adopted the EU-US Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.

## 10. WhatsApp news ticker

We provide the option of sending you news about our activities using the WhatsApp news ticker function. This will entail you giving your mobile phone number and sending us a message using WhatsApp. We will not disclose your mobile phone



number to any third parties, and will only use it for the WhatsApp news ticker. We will not send you any advertising or spam, and we will not call you for advertising purposes. We will only use consent you have voluntarily provided to us according to GDPR Art. 6 para 1 (a).

However, we expressly point out that you must agree to the terms and conditions of WhatsApp out-side our control to install and use WhatsApp on your mobile device. These Terms and Conditions include WhatsApp Inc. gaining access to telephone numbers and contacts stored on the mobile device. Similarly, data will be stored on WhatsApp Inc. servers, which are not subject to European data protection law. Click [here](#) for details on data protection at WhatsApp Inc.

## 11. Rights of data subjects

a) You have the following rights regarding your personal data:

- Right to disclosure
- Right to correction or deletion
- Right to restriction on processing
- Right to revoke your approval to have your data processed
- Right to data portability

b) You may also lodge an objection to any data protection authority regarding the processing of your personal data.

## 12. Right to objection

If your personal data is processed as based on legitimate interests according to GDPR Art. 6 para 1 (f), you have the right to object to your personal data being processed for reasons arising out of your particular situation or in objection to direct



advertising according to GDPR Art. 21. In the case of direct advertising, you have a universal right of objection that we will implement regardless of any particular situation.

Send an e-mail to [info@business.metropoleruhr.de](mailto:info@business.metropoleruhr.de) if you would like to exercise your right of objection.

### **13. Data security**

We use the commonplace SSL (secure socket layer) protocol in connection with the highest level of encryption supported by your browser on your visit to our website. SSL usually uses 256-bit encryption. Our website will use 128-bit v3 technology instead if your browser does not support 256-bit encryption. You will be able to see whether an individual page on our website has used encryption for transfer by the key or lock symbol in your browser's status bar. We otherwise use the appropriate technical and organisational measures to protect your data against inadvertent or intentional manipulation, partial or complete loss, destruction or unauthorised access by third parties. We constantly improve our security measures in step with technological development.

### **14. Current validity and changes in this Privacy Policy**

This Privacy Policy is current as of May 2018. This Privacy Policy is subject to change to keep in line with changes and developments in our website and services in response to changes and developments in statutory or regulatory requirements. Our current Privacy Policy will always be available for downloading and printing at <https://business.metropoleruhr.de/datenschutz>.

