

Data Privacy Information for Media Representatives and Stakeholder Groups

Welcome to this page with information about how we process the personal data of media representatives and stakeholder groups. Below we inform you about the processing of your data in accordance with Articles 12, 13, 14 and 21 of the General Data Protection Regulation (GDPR). Unless otherwise specified below, the general privacy policy for the DEG website applies, which you can access here: [General privacy policy](#)

A. Data Controller

Your data will be processed in accordance with data protection law by:

DEG - Deutsche Investitions- und Entwicklungsgesellschaft mbH (hereinafter referred to as "we" or "us")

Kämmergasse 22

50676 Cologne

Phone: + 49 221 4986-0

Fax: + 49 221 4986-1290

You may contact our company data protection officer at:

DEG – Deutsche Investitions- und Entwicklungsgesellschaft mbH

Attn. The Data Protection Officer

Kämmergasse 22

50676 Cologne

datenschutz@deginvest.de

B. Purpose and Legal Basis of the Data Processing

We process personal data in accordance with the provisions of the European General Data Protection Regulation (GDPR), the German Federal Data Protection Act (BDSG) and other applicable legal regulations.

I. Processing of Business Cards

If you give us your business card, we may enter the personal data it contains in one of our contact management systems. We use the personal data contained therein to contact you, for media/communication work, to establish and maintain contact, to regularly inform media representatives and to invite you to events (e.g. press conferences).

The legal basis for the processing of your personal data is our legitimate interest in the use of your business card for the purpose of maintaining contact in accordance with Art. 6 para. 1 lit. f GDPR.

II. Photo and Video Recordings for Event Participation

It may happen that photos and/or video recordings are taken at our events or, in the case of virtual events, screenshots and live recordings are taken, especially since we may – depending on the specific situation – have a legitimate interest in reporting on our company events. We distribute these recordings on our website, social media channels, newsletters and in our print publications and may also forward them to press and media representatives. The recordings are processed for the following purposes:

- internal documentation of the event,
- reporting on the event and presenting our company's activities as part of our public relations work,
- increasing awareness of the event and our company's activities,
- the promotion of follow-up events or other events.

We inform participants in advance that photographs and video recordings will be made on placards or by reminding them in invitations. We take care not to depict people in unpleasant or improper situations.

The legal basis for the creation and publication of the recordings in which you can be seen is Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in public relations work for our companies and in the visual presentation of DEG's activities and services as part of our public relations work. Based on the assessments of Sections 22 and 23 Art Copyright Act (KUG), our balancing of interests leads to the conclusion that our interests in this processing outweigh the interests or fundamental rights and freedoms of the data subjects, as this is a public event and the making of recordings in this environment does not constitute a serious interference with individual rights.

The publication of recordings of you as an individual and/or within a small group that do not fall under the aforementioned evaluation is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR and Section 22 Art Copyright Act (KUG).

If a contractual agreement has been made with speakers that regulates photo and film recordings as part of the service, we also base the data processing on the respective contract in accordance with Art. 6 para. 1 lit. b GDPR.

III. Email Communication

When you communicate with us by email, we process your email address, the information provided in your emails (e.g. name, other contact details from your signature, the content of your emails or any attachments) and also email metadata (such as timestamp, IP address of the sender, email programs and servers passed through during transport). We use this personal data in order to communicate with you.

The legal basis for the processing of your personal data is the protection of our legitimate interest in proper communication with you and replying to emails received.

IV. Publicly Available Data

We obtain the data of media representatives and other stakeholder groups from the Journalists PR & Media Index and other publicly accessible sources or have received it from you personally.

We also search the Internet for information for various purposes, which are explained in more detail below. This information may contain personal data. Our internet research may include the process of identifying and assessing what is being said on the internet about a company, person, product, brand or topic relevant to the company's business. We process personal data that we have collected from publicly accessible areas on the Internet and publicly accessible media, for example by

- Keyword searches across the entire internet (e.g. websites, social media platforms, blogs, established news sources, forums or photo and video websites), including filtering and analyzing conversation streams.
- Retrieve visual analytical representations of conversation trends over a specified period of time,
- Tracking publicly available opinions, statements or other interactions on the internet of certain natural or legal persons who are important to us and our business (so-called opinion leaders).

We use the insights gained for stakeholder management, media and communications work with the aim of identifying business opportunities and risks as well as innovations and better understanding perceptions, intentions, moods and trends on the market and in society. We also want to develop an even better understanding of the needs of our customers and stakeholders, as well as their preferences and opinions, so that we can enter into a more targeted dialog with media representatives and stakeholder groups (such as interest groups).

The legal basis for the processing of personal data in this context is our legitimate interest in the processing, which results from the purposes of our processing described above (Art. 6 para.1 lit. f GDPR).

We delete personal data as soon as it is no longer required for the purposes for which it was originally stored.

C. Recipients

Within DEG, our authorized employees have access to your personal data as well as those departments that need it to fulfill our contractual and legal obligations. Service providers and vicarious agents employed by us may also receive data for these purposes if they maintain banking secrecy and data protection.

We only pass on information about you to third parties if this is required by law, if you have given your consent or if we are otherwise authorized to do so. These third parties include, among others, public administration or institutions such as Deutsche Bundesbank, European institutions or other credit institutions. Under these conditions, the recipients of personal data may include, in particular, service providers engaged by us (e.g. data centers) and the providers of social media platforms (on which we operate profiles).

Other data recipients may be those bodies for which you have given us your consent to transfer data.

D. Data Transfer to a Third Country or to an International Organization

We only transfer your data to countries outside the EU or the EEA or to international organizations in compliance with the provisions of Art. 44 et seq. GDPR, in particular on the basis of your consent and the EU standard contractual clauses for compliance with the level of data protection. In these cases, in addition to the agreement of standard contractual clauses, we ensure, e.g. via contractual agreements with our business partners, that an adequate level of data protection is guaranteed for your data (copy available on request) and that enforceable rights and effective legal remedies are available to you, or we ask you for your explicit consent.

E. Storage Period

We generally only store your personal data for as long as is necessary for the purposes of processing. If we process your personal data on the basis of your consent, we will store this personal data until you withdraw your consent.

F. Rights of Data Subjects

You have the following rights vis-à-vis us, which you can assert vis-à-vis the office named in Section 1 or our data protection officer:

- Right to information: You are entitled to request confirmation from us at any time within the scope of Art. 15 GDPR as to whether we process personal data concerning you; if this is the case, you are also entitled within the scope of Art. 15 GDPR to receive information about this personal data and certain other information (including processing purposes, categories of personal data, categories of recipients, planned storage period, your rights, the origin of the data, the use of automated decision-making and, in the case of third country transfer, the appropriate guarantees) and a copy of your data.
- Right to correction: In accordance with Art. 16 GDPR, you are entitled to demand that we correct the personal data stored about you if it is inaccurate or incorrect.
- Right to deletion: You are entitled, under the conditions of Art. 17 GDPR, to demand the immediate deletion of your personal data. The right to deletion does not apply, among other things, if the processing of personal data is necessary for (i) the exercise of the right to freedom of expression and information, (ii) to fulfill a legal obligation to which we are subject (e.g. statutory retention obligations) or (iii) to assert, exercise or defend legal claims.
- Right to restriction of processing: You are entitled to demand that we restrict the processing of your personal data under the conditions of Art. 18 GDPR.
- Right to data portability: You are entitled, under the conditions of Art. 20 GDPR, to request that we provide you with your personal data that you have provided to us in a structured, commonly used and machine-readable format..
- Right to object: You are entitled to object to the processing of your personal data under the conditions of Art. 21 GDPR, so that we have to terminate the processing of your personal data. The right to object only applies within the limits provided for in Art. 21 GDPR. In addition, our interests may conflict with the termination of processing, so that we are entitled to process your personal data despite your objection.
- Right of revocation: You have the right to revoke your consent at any time. The revocation is only effective for the future; this means that the revocation does not affect the legality of the processing carried out on the basis of the consent until the revocation.
- Right to file a complaint with a supervisory authority: You have the right to file a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement if you consider that the processing of personal data relating to you infringes the GDPR, subject to the conditions of Art. 77 GDPR. The right to file a complaint exists without prejudice to any other administrative or judicial remedy. You can contact the data protection authority responsible for us at:

Die Bundesbeauftragte für den Datenschutz und die Informationsfreiheit
Graurheindorfer Str. 153
53117 Bonn

Telefon: +49(0)228 997799-0

E-Mail: poststelle@bfdi.bund.de

De-Mail: poststelle@bfdi.de-mail.de

However, we recommend that you always address a complaint to our data protection officer first.

If you have any questions regarding the handling of your personal data, you can contact our data protection officer at any time.

You may reach him/her at:

DEG – Deutsche Investitions- und Entwicklungsgesellschaft mbH

Attn. The Data Protection Officer

Kämmergasse 22

50676 Cologne

datenschutz@deginvest.de

Right to object pursuant to Art. 21 GDPR

You have the right to file an objection at any time against the processing of your data based on Art. 6 para. 1 lit. f GDPR (data processing on the basis of a balancing of interests) or Art. 6 para. 1 lit. e GDPR (data processing in the public interest) if there are reasons for this arising from your particular situation. This also applies to profiling based on this provision within the meaning of Art. 4 no. 4 GDPR.

If you file an objection, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defense of legal claims

If we also process your personal data for direct marketing purposes, you have the right to file an objection at any time to the processing of your personal data for the purpose of such advertising; this also applies to profiling insofar as it is associated with such direct advertising. If you object to processing for direct marketing purposes, the personal data will no longer be processed for these purposes.

The objection can be filed in any form and should be sent to the above address if possible.

G. Changes

We reserve the right to amend this privacy policy at any time. Any changes will be announced by publishing the amended privacy policy on our website. Therefore, please check this privacy policy regularly to see the latest version.

As at: January 2025