

Data Protection Declaration

SALTY conference 2024 at the University of Bremen/ Information on data protection, according to Article 13 of the GDPR (DS-GVO in German).

We hereby inform you of the processing of your personal data by the University of Bremen. The University of Bremen collects and processes personal data in order to process various offers and services. The university is a corporation under public law and is subject to the EU General Data Protection Regulation (GDPR) and the Bremen Implementation Act.

1. Person responsible for data processing and contact details:

Name: Tanja Riggers
Address: University of Bremen
markstones Institute of Marketing, Branding & Technology
Working group Consumer Behaviour
Max-von-Laue-Straße 1
28359 Bremen, Germany
Phone: +49 421 218 66572
E-Mail: salty2024@uni-bremen.de
Website: <https://www.uni-bremen.de/en/markstones/institute/working-group-consumer-behavior>

Data protection officer contact:

Name: Petra Banik
Address: University of Bremen
Bibliothekstrasse 1-3
29359 Bremen, Germany
Phone: +49 421 - 218 60211
Fax: +49 421 - 218 60210

2. Purpose of data processing

Planning and carrying out of the conference:

Your data will only be used for the purpose of planning and carrying out the conference (conference registration, conference dinner organisation, invoicing the conference fee, programme planning, attendance list, production of name tags).

3. Legal basis of data processing

The legal basis is your consent according to Article 6, Paragraph 1 a) GDPR.

4. Obligation of provision

You are not obliged to provide your data, however, registration to the conference is only possible if you provide us with the required contact details. These details include:

- your **email address**: to provide you with a confirmation email after successful registration and for further queries.
- your **name** and your **postal address**: for the invoice with the Conference fees.

- your **academic title**: for your name tag and the attendance list.

The provision of further optional data is not obligatory and is carried out on a voluntary basis.

5. Right to withdraw consent

The consent given for reception of information and processing of collected data as per Article 6, Paragraph 1 a) GDPR can be withdrawn at any time for future effect. Should this be the case, the data will no longer be processed and will be erased if no legal storage period regulations prevent this. The withdrawal of consent does not affect the legality of the processing carried out on the basis of the consent until the revocation.

6. Storage period

We will process your data as they will be needed for the preparation, carrying-out and following-up of the conference. After the end of the conference, your data will immediately be erased as long as no legal storage period regulations prevent this.

7. Personal data processed during the conference registration process

- | | |
|--|--------------|
| • Title | (obligatory) |
| • Academic title | (obligatory) |
| • First name, Surname | (obligatory) |
| • Email address | (obligatory) |
| • I am registering for the conference dinner | (obligatory) |
| • Billing address | (obligatory) |

8. Receiver of the personal data

The markstones Institute of Marketing, Branding and Technology (working group consumer behaviour, address see above) receives the data communicated via the online form and processes it as follows:

Preparation, carrying-out and following-up of the Salty 2024 conference at the University of Bremen.

The markstones Institute of Marketing, Branding and Technology (working group consumer behaviour) of the University of Bremen records your contact data on a working group internal list in order to plan your participation at our conference.

9. Your rights

You have the following rights with regard to your personal data (in accordance with Articles 15 to 21 of the GDPR):

- Right to access
- Right to rectification
- Right to erasure
- Right to restriction of processing
- Right to data portability / Right to receipt of a copy

You additionally have the right to object to data processing at any time. We will then no longer process your data unless there are direct legitimate reasons for processing or processing serves the purpose of enforcement, exertion or defence of legal claims.

10. Lodging a complaint with a supervisory authority

According to Article 77 of the GDPR, you have the right to lodge a complaint with a supervisory authority when you consider the processing of your personal data as infringing this regulation. The contact of the supervisory authority responsible for us is:

Address: Die Landesbeauftragte für Datenschutz und Informationsfreiheit
Arndtstraße 1
27570 Bremerhaven

Phone: +49 421 3612010 or +49 471 5962010

Fax: +49 421 49618495

Email: office@datenschutz.bremen.de