



PRIVACY POLICY

This is the privacy policy (policy) for mindmoodmicrobes.org (website) and the website/platform/software on which the Event MIND, MOOD & MICROBES shall be organized. Below you will find information on how, why and for which purposes we use your personal data as well as information about third parties we may share your data with.

Summary of Data Processing Activities

We publish news and data which is freely available. In case you visit our website without setting an account, only limited personal data will be automatically collected and processed. We only collect personal data that we need and use. This information may include your IP address, your device type, name and IDs, information on your operating system and browser version and information on the date and time of your visit and requests, the content of your visit and requests. We use such information in order to provide an effective service and to collect broad demographic information for anonymised, aggregated use.

When you sign up with our newsletter or provide us with your contact details submitting our contact form, we collect further personal data which is processed in the scope of such services. Furthermore, your personal data will be used to provide you with relevant advertising for our services and products, for statistical analysis that helps us to improve our website and for improvements of our website experience with third party content. Your personal data may be disclosed to third parties that might be located inside or outside your country of residence and therefore different data protection standards may apply. We implement appropriate safeguards to secure your personal data and retain your personal data only as long as necessary.

Definitions

Personal data: ‘personal data’ means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Processing: ‘processing’ means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Registration with our Services

Access to subscription content via signing up with our newsletter is provided by a personal account with us. In case you create a personal login with us we will store and process personal information you provide to us by registration such as name, username, email address, password details and communications sent by you (either e-



mail correspondence or communications forms). All above information is provided by you voluntarily and will be processed in the scope of identifying you at sign-in, providing you the services your request, administering your account, communicating with you, advertising and profiling. For this, the legal basis is Article 6 sec. 1 sent. 1 lit. b GDPR. We use the personal data and contact data you provide by registration to inform you directly about our additional products and services. You can object to the use of your personal data for direct marketing at any time. We will then refrain from any processing to the extent it is related to such purposes. You may opt-out of direct marketing or inform us about your objection by contacting us at info@mindomoodmicrobes.org

Newsletter

With your email address you can subscribe to our newsletters that provide you with the latest news about our products and services if you consent to receiving such newsletters. The legal basis for this processing is Article 6 sec. 1 sent. 1 lit. a GDPR. Your email address will be retained as long as you subscribe to our newsletters. You can unsubscribe from this service by opting out via the link provided in each newsletter.

Online Advertising

We use marketing services to provide you with interesting offers. For this purpose, we place advertisements via advertising service providers that use cookies and/or web beacons that are activated when you visit our website. Cookies are small text files that are stored locally in the internet browser and allow recognition of a user. Web beacons are small image files, which allow log file recording and log file analysis.

The cookies and web beacons enable our service providers to collect information about you and your surfing behaviour, e.g. IP address, browser information, information on user activities and click data, and to recognize visitors to our website under a pseudonym and only display products that are likely to be of interest to our visitors. Most of the tools use pseudonymised or aggregated data, e.g. shortened IP addresses. The information is generally not combined with other personal information about the user. The data is used to analyse the use of our website and, thereby, improve and optimize the website and to display advertising tailored to your needs. This processing is based on Article 6 sec. 1 sent. 1 lit. f GDPR and represents our legitimate interest to improve your website experience and to promote our products and services.

Please note that we neither have the control of the extent of personal data that is collected by the respective plug-in provider nor do we know the processing's purpose or the period your personal data will be retained. Your personal data will be transferred to and processed inside and outside of the EEA. It is possible that the above providers may disclose your personal data to its business partners, third parties or authorities.

You can prevent the installation of such a cookie (i) by a respective setting of your browser that blocks the installation of third party cookies, (ii) by deactivating the interest-related advertising under <https://www.google.co.uk/ads/preferences>, (iii) generally blocking cookies under <https://www.google.co.uk/settings/ads/plugin>

Further information about the processing of your personal data in the provider's course of operation is provided by its privacy policy. Moreover, you will be provided with further information with regard to your rights and settings concerning privacy.



You can access the provider's privacy policy by following the link below: Google Analytics -

<https://policies.google.com/privacy?hl=en>

Analytics

For statistical analyses we use web analytics services such as Google Analytics, to collect information about the use of this site. The tools collect information such as: Device and browser information (operating system information, Mobile device identifier, mobile operating system etc.), IP address, Page accessed, URL click stream (the chronological order of our internet sites you visited, Geographic location, Date and Time of visit Referring site, application or service.

We use the information we get from the providers only to determine the most useful information you are looking for, and to improve and optimise this website. We do not combine the information collected through the use of the tools with personal data.

Depending on the provider the information generated about your use of the website may be transferred to and processed in third countries, e.g. the United States. For further information about the potential risks of a cross border data transfer please refer to section XI. The tools collect only the IP address assigned to you on the date you visit this site, rather than your name or any other identifying information. The provider will use this information in order to evaluate your use of the website, to compile reports on website activities and to provide other services relating to website and internet use to us. The legal basis for this processing is Art. 6 sec. 1 sent. 1 lit. f GDPR and represents our legitimate interest to analyse our website's traffic to improve the user's experience and to optimise the website in general.

Google Analytics / Google Tag Manager

We use Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). On our behalf Google will use the information generated by a cookie for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet activity in connection with the use of the website.

We have activated the IP-anonymisation within the Google Analytics service, and your IP address will be truncated within the area of member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases the whole IP address will be first transferred to a Google server in the USA and truncated there. The IP-address your browser conveys within the scope of Google Analytics will not be associated with any other data held by Google. The legal basis for the data transfer is Art. 28 GDPR in conjunction with the data processing agreement.

You may refuse the use of cookies by selecting the appropriate settings on your browser; however please note that if you do this you may not be able to use the full functionality of this website. In addition to that you may prevent the collection of the information generated by the cookie about your use of the website (including your IP address) and the processing of this data by Google if you download and install the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout>



Third Party Content and Social Media Plug-ins

This website may contain links to third party websites. We are not responsible for the content and the data collection on respective third party websites; please check the privacy policy of respective websites for information of respective websites' data processing activities.

Information sharing

Where personal data is disclosed to the following third parties for the purposes mentioned above the legal basis for the transfer of your personal data is Article 6 sec. 1 sent. 1 lit. b and f GDPR. Some of the recipients may reside outside the EEA.

We may disclose anonymous aggregate statistics about users of the website in order to describe our services to prospective partners, advertisers and other reputable third parties and for other lawful purposes, but these statistics will include no personal data. In the event that we undergo re-organisation or are sold to a third party, any personal data we hold about you may be transferred to that re-organised entity or third party in compliance with applicable law.

We may disclose your personal data if legally entitled or required to do so (for example if required by law or by a court order). The legal basis for this will be Article 6 sec. 1 sent. 1 lit. c GDPR (in conjunction with the respective national law).

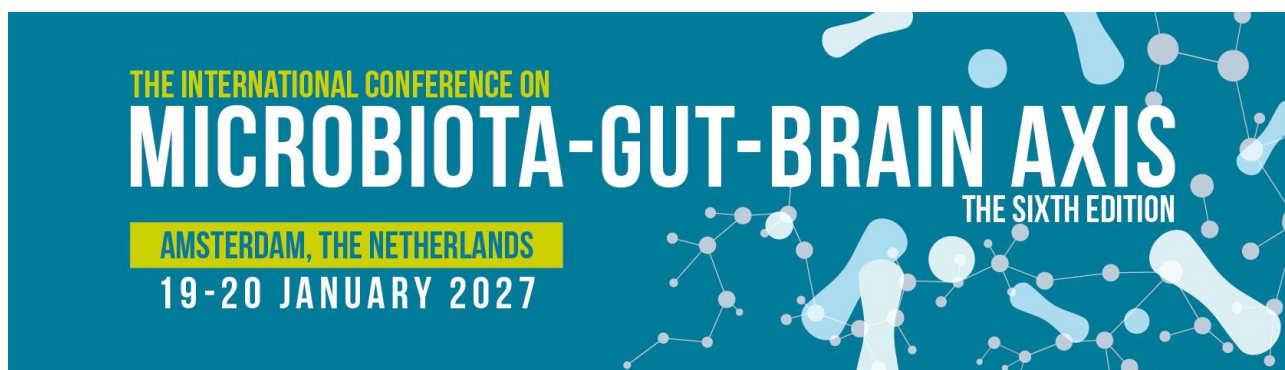
Cross Border Data Transfers

Within the scope of our information sharing activities set out above, your personal data may be transferred to other countries (including countries outside the EEA) which may have different data protection standards from your country of residence. Please note that data processed in a foreign country may be subject to foreign laws and accessible to foreign governments, courts, law enforcement, and regulatory agencies. However, we will endeavour to take reasonable measures to maintain an adequate level of data protection when sharing your personal data with such countries.

In the case of a transfer outside of the EEA, this transfer is either safeguarded by the Privacy Shield or EU Model Clauses in accordance with Article 46 GDPR. You can find further information about the aforementioned safeguards by following this link https://ec.europa.eu/info/law/law-topic/data-protection_en.

Security

We have reasonable state of the art security measures in place to protect against the loss, misuse and alteration of personal data under our control. For example, our security and privacy policies are periodically reviewed and enhanced as necessary and only authorised personnel have access to personal data. Whilst we cannot ensure or guarantee that loss, misuse or alteration of information will never occur, we use all reasonable efforts to prevent it.



You should bear in mind that submission of information over the internet is never entirely secure. We cannot guarantee the security of information you submit via our website whilst it is in transit over the internet and any such submission is at your own risk.

Data Retention

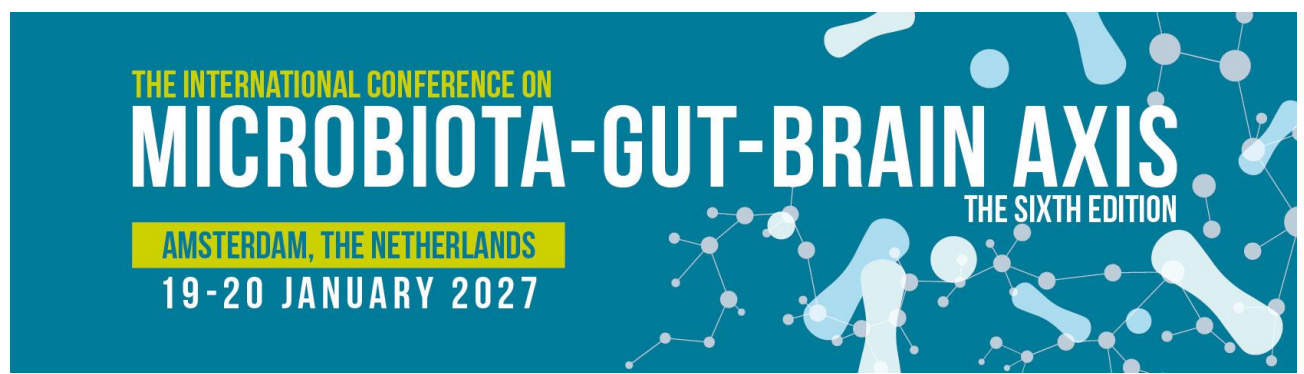
We strive to keep our processing activities with respect to your personal data as limited as possible. In the absence of specific retention periods set out in this policy, your personal data will be retained only for as long as we need it to fulfil the purpose for which we have collected it and, if applicable, as long as required by statutory retention requirements.

Your Rights

Under the legislation applicable to you, you may be entitled to exercise some or all of the following rights:

1. Require (i) information as to whether your personal data is retained and (ii) access to and/or duplicates of your personal data retained, including the purposes of the processing, the categories of personal data concerned, and the data recipients as well as potential retention periods;
2. request rectification, removal or restriction of your personal data, e.g. because (i) it is incomplete or inaccurate, (ii) it is no longer needed for the purposes for which it was collected, or (iii) the consent on which the processing was based has been withdrawn;
3. refuse to provide and – without impact to data processing activities that have taken place before such withdrawal – withdraw your consent to processing of your personal data at any time;
4. object, on grounds relating to your particular situation, that your personal data shall be subject to a processing. In this case, please provide us with information about your particular situation. After the assessment of the facts presented by you we will either stop processing your personal data or present you our compelling legitimate grounds for an ongoing processing;
5. take legal actions in relation to any potential breach of your rights regarding the processing of your personal data, as well as to lodge complaints before the competent data protection regulators;
6. require (i) to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and (ii) to transmit those data to another controller without hindrance from our side; where technically feasible you shall have the right to have the personal data transmitted directly from us to another controller; and/or
7. not to be subject to any automated decision making, including profiling (automatic decisions based on data processing by automatic means, for the purpose of assessing several personal aspects) which produce legal effects on you or affects you with similar significance.

You may (i) exercise the rights referred to above or (ii) pose any questions or (iii) make any complaints regarding our data processing by contacting us using the contact details set out below.



Contacting us

Please submit any questions, concerns or comments you have about this privacy policy or any requests concerning your personal data by email to info@mindmoodmicrobes.org

Amendments to this Policy

We reserve the right to change this policy from time to time by updating our website respectively. Please visit the website regularly and check our respective current privacy policy. This policy was last updated on 19/01/2021