

Privacy Statement

General

Information about the collection of personal data

(1) This statement informs you about the collection of your personal data when using our website(s), pursuant to Regulation (EU) 2016/679 (General Data Protection Regulation, “GDPR”). Personal data is all data pertaining to an individual, such as name, address, e-mail addresses, or user behavior.

(2) The controller, pursuant to Art. 4 Clause 7 EU General Data Protection Regulation (GDPR), is Trendence Institut GmbH, Friedrichstraße 67, 10117 Berlin, +49 (0)30 259 29 88-0, info(at)trendence.com. You can contact our data protection officer at Trendence Institut GmbH, Friedrichstraße 67, 10117 Berlin, dataprivacy(at)trendence.com.

(3) All personal data will, as a rule, be collected directly from you.

Your rights

(1) With regard to your personal data, you have the following rights:

- right to information
- right to rectification or erasure
- right to restricted processing
- right to objection to processing
- right to data portability
- right to revocation of your consent

(2) In addition, you are entitled to file a complaint with a data protection authority concerning our processing of your personal data.

(3) Upon request, we will notify you regarding whether we have stored your personal data and, if so, what data has been stored. Should the stored data be incorrect, we will rectify it upon your instruction.

Other website functions and offers

(1) In addition to providing you with information, our website offers various services, which you may or may not use. To use these services, you will, generally, have to enter additional personal data as required for us to provide the respective services. This data is also subject to the aforementioned data processing principles.

(2) We sometimes use third-party service providers to process your data. We carefully select such providers, they are bound to our instructions, and they are monitored on a regular basis.

(3) We may also transfer your personal data to third parties if promotional activities, prize competitions, contract conclusions, or other services are offered jointly with our partners. You will receive detailed information upon entering your personal data or in the description of the respective offers below.

(4) If our service providers or partners are headquartered outside the EEA (European Economic Area), you will be informed of the consequences in the description of the respective offers.

Objection to or revocation of consent to the processing of your data

(1) You are free to withdraw your consent to the processing of your personal data at any time. Such revocation will impact the reliability of the processing of your personal data once it has been issued to us.

(2) To the extent that the processing of your personal data is based on the balancing of interests, you may object to the processing. This is the case if processing your data is not instrumental to executing a contract we have with you. Should you object to the processing of your personal data, please indicate the reason why you do not wish for your personal data to be processed as commonly practiced by us. In the event of your objection, we will examine the situation and will either discontinue/adapt the processing of your personal data or explain our compelling and justified reasons why we will continue to process your personal data.

(3) As a matter of course, you may object to the processing of your personal data for advertising and data analysis purposes at any time.

Particulars

Collection of personal data when visiting our website for informational purposes

(1) If you visit our website for informational purposes only, i.e., if you don't register or otherwise submit information to us, the only personal data we collect will be your IP address, which your browser transfers to our server. The legal basis is Art. 6 Clause 1 Sent. 1 lit f GDPR. If you wish to view our website, we will also collect technical data required to display the website. This may vary, depending on your browser. Please contact your browser provider for further information.

(2) In addition to the aforementioned data, cookies will be stored on your computer when using our website. Cookies are small text files that are stored on your hard disk. They transfer certain information to the originator of the cookie. Cookies cannot execute programs or place viruses on your computer. Their purpose is to render our Internet service more user-friendly and more effective.

(3) Use of cookies:

a) This website uses the following types of cookies, whose scope and functions are explained below:

- transient cookies (cf. b)
- persistent cookies (cf. c).

b) Transient cookies will be automatically deleted when you close your browser. These include session cookies. Session cookies store the session ID, which serves to allocate various requests your browser issues during a session. They enable recognition of your computer upon your next visit to our website. Session cookies will be deleted as soon as you log off or close the browser.

c) Persistent cookies will be automatically deleted after a given time period, which may vary, depending on the cookie. You can delete cookies at any time via your browser's security settings.

d) You can configure your browser settings according to your preferences. For example, you can reject all or third-party cookies. Please note that, in this event, you may not be able to access all functions of this website.

e) We use cookies to identify you upon your return visits to our website if you have an account with us. Otherwise, you would have to log on for each visit.

f) Flash cookies will not be recognized by your browser, but by your flash plug-in. We also use HTML5 storage objects, which are stored on your device. These objects store the required data independent of your browser and do not expire automatically. To prevent flash cookie processing, please install an add-on, such as "Better Privacy" for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>) or the Adobe Flash Killer Cookie for Google Chrome. To prevent the use of HTML5 storage objects, activate private mode in your browser. In addition, we recommend that you regularly delete your cookies and your browser history manually.

Data collection via the Survalyzer AG survey software

Your survey data will be transferred to our server using a secure procedure (SSL). Storage of collected anonymised survey data and your personal data, provided we have your explicit consent, will be stored during the field phase in the computer center of our partner for survey software Survalyzer AG (InterXion (Schweiz) AG in Glattbrugg). The data center is ISO

27001:2005 certified. The Survalyzer AG processes your personal data in Switzerland. The transfer of data to Switzerland is permitted under Art. 45 DSGVO, as Switzerland is a third country with an adequate level of data protection on the basis of the Appropriateness Decision of the European Commission (2000/518/EC) and was thus designated a safe country of origin and destination in accordance with the Implementing Decision of the European Commission.

Consent to the Processing of Your Personal Data

By giving your explicit consent to the processing of your personal data, you have the opportunity to participate in our prize draw, our Trendence Panel or the mailing of Germany's 100 Top Employers at the end of the survey.

Raffle

(1) The personal data entered at the end of the survey (your e-mail address) will exclusively be used for the authorized purpose (notification if you win the raffle). Under the applicable legal information duties, this personal data will be stored for an appropriate time period and then deleted. We expressly state that your personal data will not be submitted to third parties.

Trendence panel

(1) If members of the Trendence panel wish to be invited to participate in further surveys, we will store their e-mail addresses and, if applicable, their names. Participants will be linked to demographic survey results (e.g., gender, age, university, subject, or grade) so as to facilitate invitations to appropriate surveys. You can view and independently manage your data at all times. We expressly state that your data will not be submitted to third parties. Membership is free of charge and your consent to the processing can be cancelled at any time and for no reason. To process your data, please log in to the Trendence panel.

Germany's Top 100 Employers career book

(1) Participants in the Trendence graduate barometer will receive our Germany's Top 100 Employers career book free of charge upon request provided that you give us your explicit consent for the processing of your personal data. For delivery purposes, we will store your name and address as well as your subjects and university. If you have entered your e-mail address, we will send you a one-off invitation to participate in a feedback survey shortly after receipt of the career book. Your data will be deleted after use (delivery and invitation). We expressly state that your data will only be used for the authorized purpose.

The basis for the processing of your personal data is your consent in Art. 6 I lit. a DSGVO as well as the fulfilment of our contractual obligations under Art. 6 para. 1 lit. b DSGVO and our legitimate interest under Art.6 para. 1 lit. f DSGVO.

Web analytics

Use of Google Analytics

(1) This website uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics uses so-called cookies. They are text files that will be stored on your computer and enable an analysis of your use of our website. The information on your use of this website generated by the cookie will, as a rule, be submitted to a Google server in the USA, where it will be stored. If IP anonymization has been activated for this website, Google will abbreviate your IP address in all EU member states as well as in member states of the European Economic and Monetary Union prior to submission. The full IP address will only be submitted to a Google server in the USA and abbreviated there in exceptional cases. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports about website activities, and to provide other services in connection with the use of the website and the Internet on behalf of the website operator.

(2) The IP address transmitted by your browser in connection with Google Analytics will not be combined with other Google data.

(3) You may set your browser software to prevent cookies from being saved. Please note, however, that you may not be able to make full use of all website functions. In addition, you can prevent the data generated by the cookie and relating to your use of the website (including your IP address) from being collected by Google, as well as the processing of such data by Google, by downloading and installing the browser plug-in available via the link below: <http://tools.google.com/dlpage/gaoptout?hl=de>.

(4) This website uses Google Analytics with the extension "_anonymizeIp()". This means that IP addresses will be processed in an abbreviated form and cannot be traced back to an individual. If your data can be linked to your person, this connection will be prevented and your personal data will be immediately erased.

(5) We use Google Analytics to analyze and optimize the use of our website. The statistical data will help us to improve our offer and make it more attractive to you, our users. For the exceptional cases where personal data is submitted to the USA, Google has acceded the EU-US Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>. Google Analytics is used on the legal basis of Art. 6 Clause 1 Sent. 1 lit. f GDPR.

(6) 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>,
Privacy policy: <http://www.google.com/intl/de/analytics/learn/privacy.html>,
Privacy statement: <http://www.google.de/intl/de/policies/privacy>.

(7) This website also uses Google Analytics to analyze overall visitor flow across multiple devices via user IDs. You may deactivate user analysis across multiple devices via the "My data", "Personal data" function.

Facebook Custom Audiences

(1) This website uses the Facebook Inc. ("Facebook") remarketing function "Custom Audiences". It allows website users to see advertisements selected on the basis of their individual interests ("Facebook ads") during their visit to the social network Facebook or other websites using the same function. We intend to only show you advertising that is of interest to you, in order to make our website more attractive to you.

(2) Under the respective marketing tools, your browser will automatically establish a connection to the Facebook server. We have no control over the scope and further use of the data collected by Facebook via this tool. The information that we provide to you, therefore, reflects our current knowledge. Via the integration of Facebook Custom Audiences, Facebook is notified that you have accessed the respective part of our website or that you have clicked on our advertisement. If you are registered with a Facebook service, Facebook can allocate your visit to your account. If you are not registered with or logged in on Facebook, the provider may still identify and save your IP address and other identification parameters.

(3) Registered users can use <https://www.facebook.com/settings/?tab=ads#> to deactivate Facebook Custom Audiences.

(4) The legal basis of the processing of your data is Art. 6 Clause 1 Sent. 1 lit. f GDPR. For further information on how Facebook processes data, please refer to <https://www.facebook.com/about/privacy>.