

Data protection

Privacy policy

This privacy policy informs you about the processing of your personal data in the context of using this website and the functionalities provided through it (referred to collectively in the following as the 'website').

Data Controller

The website is operated by IUBH Internationale Hochschule GmbH, Juri-Gagarin-Ring 152 D-99084 Erfurt, Germany („IUBH“). IUBH is the Data Controller responsible for the processing of your personal data. IUBH has appointed Dr. Annette Demmel, SPB DPO Services GmbH, Unter den Linden 21, 10117 Berlin, annette.demmel@spb-dpo-services.com, as its Data Protection Officer.

Data categories

The following data categories are processed by IUBH in connection with your use of the website:

Log data, such as your IP address, including details on the request sent to our website, for example, date and time, status and volume of data transferred, information about the browser you use (browser type and version number), information on the website from which you come to our website, and any downloads you have undertaken. IUBH stores this data in a log file every time a page is accessed. Without further additional information, such as information from an Internet service provider concerning the connection owner, to which IUBH generally does not have access without specific grounds, such as suspicion of a legal violation, IUBH is not capable of assigning this data to any individual, identifiable persons.

Cookies to expand the range of the website's functions and make it easier for you to use. These are small text files that are stored on your computer. Most of the cookies used by IUBH are deleted from your hard drive at the end of the browser session (session cookies). IUBH also uses what are known as permanent cookies, which stay on your device so that we can identify you the next time you visit our website.

You have the option of preventing cookies from being saved to your device by making a corresponding change to your browser settings.

If you are requesting information material:

- in the case of postal despatch, your name and address as well as information on the subject of the desired information
- in the case of electronic despatch, your email address as well as information on the subject of the desired information

IUBH uses the following data categories when you post a comment in our blog:

Name, email address and your comment. If you use the chat, we will collect your name, your email address and the topic or any other information you give us in the context of the exchange.

If you register on the website for a study course at IUBH or for a room in the student dormitories including a parking lot, we will collect your contact information according to the specific contact form, including name and postal address, information concerning your previous education, desired course of study and payment data. Furthermore, this includes also the information for the student dormitory with parking lot regarding requested information for the desired room, the parking lot and the requested rental period.

In the event of an application for employment, we will collect your name and your contact data, where appropriate, information from third parties, data concerning your evaluation, educational and employment references, data concerning your education and prior professional career, information concerning other qualifications, your application photograph, information concerning your salary expectations, and application history. In the course of the application process, you will have opportunities to rate the application process and our company online using the service provider softgarden e-recruiting GmbH. This feedback may be published on the application portals of softgarden and kununu GmbH. These evaluation portals are subject to the privacy policies of the respective providers. Further information can be found in the application portal.

Purpose and legal basis of the processing

Your personal data will be processed for the purpose of facilitating your use of the website, to avoid and resolve website errors, and for the purpose of optimisation in respect of user behaviour. The legal basis is Art. 6 (1) (b) of the General Data Protection Regulation ('GDPR'). Where we use your personal data to fulfil a legal obligation, the legal basis is Art. 6 (1) (e) GDPR. If you request information material for yourself or a third party through the website, IUBH will process the personal data for the purpose of providing you with the information material via the selected shipping method. The legal basis for the processing is the user relationship via the website or, should IUBH separately ask for your express consent to individual additional types of processing, your consent. Your personal data will also be processed in the context of the comment function of the blog and the chat to allow the desired communication to take place. The legal basis in this regard is Art. 6 (1) (b) of the General Data Protection Regulation. The processing of your personal data for Google Analytics and the social plug-ins will take place as described below.

We will use the personal data provided by you during the application process exclusively to process your application for the job advertised and on the basis of Art. 6 (1) (b) GDPR. Where you have decided to join the talent pool, companies associated with the group will be able to access your personal data in the event of any job vacancies. You can join the talent pool by accepting the invitation of a recruiter or proactively by using the 'Get in touch' form. Further data protection information can be found in the application portal.

Consent can be withdrawn at any time with effect for the future. For this purpose, please contact datenschutz@iubh.de.

Recipients

Access to your personal data is exclusively granted to employees of IUBH who are responsible for the technical administration, maintenance and further development of the website, and to employees providing support for the website. In addition, IUBH uses external IT service companies to maintain its IT systems which may obtain access to your personal data in the course of their activities. The same applies to the hosting provider. In addition, employees of Google and the operators of the social plug-ins may have access to your personal data as described below.

Transfer

With the exception of the transfer of usage data to the USA in connection with Google Analytics and the social plug-ins as described below, IUBH will not transfer your personal data to third countries outside the EU. Other transfers of data will take place only where IUBH is obliged by law or by public authorities to do so, or where the disclosure is necessary within the framework of your use of the website. A copy of the standard contract clause on data protection, which is used to secure the transfer, can be requested from datenschutz@iubh.de.

How long will your personal data be stored?

Your personal data will be deleted when you have withdrawn your consent to processing or when the personal data is no longer required to fulfil the purpose of the processing. The deletion will not take place before the expiry of the archiving period stipulated in tax or commercial regulations. Personal data transferred within the framework of an application process will be deleted within six months after the completion of the specific application process. This will not apply where statutory provisions stand in the way of deletion, where continued storage is required for evidentiary purposes, or where you have expressly consented to a longer storage period, for example, by joining the talent pool. The deletion of your personal data generated within the framework of Google Analytics and the social plug-ins will take place as described in the respective privacy policies of the operators.

Your rights

You can contact IUBH either in writing or by email at datenschutz@iubh.de in order to exercise the following rights:

- To check or review information concerning your data,
- To receive a copy of your personal data,
- For the rectification or erasure of data or restriction of processing, including the right to complete incomplete or incorrect data by providing supplementary information,
- The right to withdraw consent to processing,
- You can receive the data you have provided in a structured, conventional and machine-readable format and transfer this data to another controller where you have given your consent to processing, or where this processing is based on a contract.

- You also have the right to complain to a supervisory authority in respect of the processing of your personal data.

Why is your personal data collected?

IUBH requires your personal data to allow you to use the website. You have the option of refusing to provide your personal data or of providing IUBH with incomplete data. This may, however, make it impossible for IUBH to allow you to use the website, either wholly or in part.

Automated decision-making and profile generation

Your personal data will not be used by IUBH for automated decision-making. Nor will IUBH generate profiles from your personal data. The evaluation of your user behaviour via Google Analytics will take place after abbreviation of your IP address, thus making it impossible to associate the data with your person.

Google Analytics and social plug-ins

Google Analytics

On its website, IUBH uses Google Analytics, a web analysis service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ('Google'). Google Analytics uses cookies. The information generated by the cookie about your use of the website (including your IP address) will be transferred to a Google server in the USA and stored there. Google will use this information to analyse your use of the website, to compile reports for IUBH about website activities and to provide further services associated with use of the website and the Internet. Google may also transfer this information to third parties where required to do so by law or where third parties process this data on behalf of Google. You can prevent the installation of cookies by changing the corresponding setting in your browser software. IUBH would point out, however, that you may not then be able to make full use of all the functions of this website. You can withdraw your consent to the processing of your data at any time with effect for the future. You can read the details of how Google uses your personal data here:

<https://www.google.com/intl/de/policies/privacy/partners/>

Hotjar

We use cookies on this website from Hotjar Limited, registered address Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta, for the purpose of statistical evaluation of user data. Hotjar is a service that evaluates the behavior of website users by means of a combination of analysis and feedback tools. This means that we can accurately observe user behavior through recordings such as keystrokes, mouse tracking (movement and clicks) and scrolling activities, and thus evaluate it. This in turn enables us to optimize our website appropriately. In detail this means that we can see what content you have looked at during your visit to the website, how long you have spent looking at a form and, in particular, which fields you have filled in, without knowing in detail who you are. The HTML code that a user uploads to this website is passed on to Hotjar's server and screenshots of the page are generated there. Particular fields and inputs related to them that Hotjar can track using keystroke tracking are blanked for this purpose. This applies for all input and text fields, i.e. passwords entered, first name and surname, user name, telephone numbers, addresses, date of birth, passport numbers, and credit card details, so that all we see for that data are blank characters *****. These recordings and screenshots can be used to create a visual representation of, for example, the elements that are most frequently clicked. This type of analysis of user behavior enables us to see the website from the standpoint of its users and to remove or improve parts of it that are uninteresting or too complicated.

Additionally, by installing a cookie we can prevent the same request being sent to you a second time when you are asked to complete a survey. Your name, IP address, e-mail address and other unique data that unequivocally identifies you are not collected. The legal basis of this data processing is our legitimate interest in continually improving our internet presence and designing it in ways that are appropriate to our interests in compliance with Article 6 para. 1 point f GDPR.

Hotjar-based websites like this one have an integrated tracking code which is passed on to servers of Amazon Web Service located in Ireland (EU). This tracking code contacts the Hotjar servers and sends a script to the computer or end device that you are using to access our website. The script captures particular data, as defined in the 'Data Categories' section, with the exception of your IP address, which is blocked out. Additionally, a UUID is generated for every user which enables them to be recognized again in future. This data is then sent under SSL encryption to the

Hotjar servers for processing, where it is stored for a period of 365 days. It is possible in this context that employees of Hotjar or those of Amazon Web service involved with IT maintenance and equipment servicing may gain access in the course of their work to your personal data. Hotjar itself does not use your data for its own purposes. Additionally, neither we nor Hotjar are able to link the log data generated concerning you with other data in order to uniquely identify you or create user profiles. Further information on our privacy policy and about what data Hotjar collects by which method can be found at

<https://www.hotjar.com/legal/policies/privacy>. If you do not want Hotjar to collect your data, you can activate the Hotjar opt-out by clicking the following link

<https://www.hotjar.com/legal/compliance/opt-out>. Please note, however, that if you delete cookies, use your browser in its incognito or private mode, or if the use of another browser results in this, it will be necessary to collect data again.

Privacy policy for the use of Facebook plug-ins ('Like' button)

Plug-ins for the Facebook social network, 1601 South California Avenue, Palo Alto, CA 94304, USA are integrated into the website. You can recognise these from the Facebook logo or the 'Like' button on the website. An overview of possible Facebook plug-ins can be found using the following link:

<http://developers.facebook.com/docs/plugins/>. These Facebook plug-ins ('Like' button) cause a direct link to be created between your browser and the Facebook server when you visit the website. Your visit will send Facebook the information that you have visited the website from your IP address. If you now click on the Facebook 'Like' button on the website while logged into your Facebook account, the content of the website will be linked to your Facebook profile. Facebook will then be able assign your visit to the website to your user account. IUBH would inform you that, as the website provider, it does not become privy to the content of the data transmitted or how such data is used by Facebook. For this reason, IUBH asks you to click on the following link for further information regarding Facebook's privacy policy:

<http://de-de.facebook.com/policy.php>.

Privacy policy for the use of Twitter

The Website also uses functions of the Twitter service. These functions are provided by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA. If you

use Twitter and the 'Retweet' function, the websites you visit will be linked with your Twitter account and disclosed to other users. Data will also be sent to Twitter in the process. IUBH would inform you that, as the website provider, it does not become privy to the content of the data transmitted or how such data is used by Twitter. For this reason, IUBH asks you to click on the following link for further information regarding Twitter's privacy policy: <http://twitter.com/privacy>. If you wish to change your privacy settings for Twitter, you can do so here: <http://de-de.facebook.com/policy.php>.

Privacy policy for the use of Google +

The website uses the '+1' button of the Google Plus social network, which is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. When you access a website page with this plug-in, a connection will be created to the Google servers, and the content of the '+1' button displayed on the website by means of information sent to your browser. This transfers to the Google server information about which of the subpages of the website you have visited. IUBH has no influence over the scope of data that Google collects via this transfer. If you are logged in as a member of Google, Google will assign this information to your personal Google user account. When you use the plug-in functions (e.g. by clicking the '+1' button), this information will also be assigned to your Google account; to prevent this, you will need to log out before using the plug-in. Further information on the processing of your personal data by Google Plus can be found under <http://www.google.com/intl/de/+/policy/+1button.html>.

Privacy policy for the use of the 'Pin it' button from Pinterest

The website uses the 'Pin it' button of the Pinterest social network, which is operated by Pinterest, Inc., 808 Brannan St, San Francisco, CA 94103, USA. If you use the 'Pin it' button, Pinterest will receive the information that you have visited the website. If you are logged into your Pinterest account at this time, Pinterest will also be able to assign your visit to your Pinterest account. Clicking on the 'Pin it' button will send data to Pinterest which will then be stored on servers in the USA. If you wish to prevent this, you should log out of your Pinterest account before clicking on the 'Pin it' button. Further information on the processing of your personal data by Pinterest can be found under <https://policy.pinterest.com/de/privacy-policy>.

Privacy policy for the use of the XING Share button

This website uses the 'XING Share' button. When accessing the website, your browser temporarily creates a connection to the servers of XING AG ('XING'), which provide the 'XING Share' button functions (in particular the calculation/display of the counter value). XING will not store any of your personal data when you access this website. In particular, XING does not save any IP addresses. Nor will cookies associated with the 'XING Share' button be used to analyse your user behaviour.

The most recent version of the privacy policy regarding the 'XING Share' button and supplementary information can be accessed on the following website:

https://www.xing.com/app/share?op=data_protection.

Privacy policy for the use of the YouTube Play button

We use one or more YouTube plug-ins on our website. YouTube is a service provided by Google Inc., San Bruno/California, USA. Every time a user accesses our website, which has such a component, this component creates a connection with the YouTube servers. This process informs YouTube which specific page of our website is currently being visited. If you are logged in to YouTube, this will allow your surfing behaviour to be assigned directly to your personal YouTube account. This can be prevented by first logging out of your YouTube account. Further information on the collection and use of your data by YouTube can be found in the notes under

<http://www.youtube.com>.