

Bavarian State Office for
data protection supervision

Ansbach, July 15, 2019

press release

online tracking! Followed at every turn

Kristin Benedikt, head of the Internet department at the Bavarian
State Office for Data Protection Supervision, abducts the users in
the invisible world of data on the Internet. "How does that actually work?
Internet? Who gets my data? Why is my data so valuable?"

The speaker in the series answers these and many other questions

"DATA TUESDAY" on Tuesday, July 16, 2019 at 7:00 p.m

Museum of Communication.

The topic:

Every day we are followed online. It's no longer "just" about advertising.

Those who are on the Internet must expect to be tracked across websites and devices
becomes. How it works, what dangers result from it and how users feel
can protect against this, explains Kristin Benedikt in this lecture.

There are not only tips and tricks to cover your tracks on the Internet.

The speaker shows which data flows on the web and how the data streams are made visible
can, like users, unmask invisible third parties without knowledge of IT
and what risks they have to live with despite all protective measures.

Target group:

Everyone is invited - whether young or old, technology guru or social media beginner. Because everyone
leaves its mark on the web.

The speaker:

Kristin Benedikt is head of the Internet department at the Bavarian State Office for Data

protection supervision. It monitors and checks whether companies comply with data protection requirements retain. In this context, she coordinates tests on topics such as SmartTVs, Wearables, websites or language assistants. She is a speaker and author of numerous articles on DSGVO and ePrivacy-VO.

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Public transportation

Schlossplatz bus stops

or train station of the city and

regional lines

The series of events:

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Since 2015, the Museum for Communication in Nuremberg, the professional association of Data Protection Officer of Germany e.V. (BvD) and the Bavarian State Office for Data Protection supervisory authority (BayLDA) the “Data Tuesday” lecture series. There is a lecture once a month basically deals with questions of data protection and data security, but always also piece also keeps an eye on the social relevance of the topics. These lectures are designed for the general public and not (only) for a specialist audience. In the subsequent discussion sion, the speakers are always available for a discussion.

The event takes place on

Tuesday, July 16, 2019 at 7 p.m.

in the Museum of Communication,

Lessingstrasse 6

90443 Nuremberg

Admission is free. Afterwards you are invited for a drink.

Information on these and the follow-up events of Data Tuesday can be found on the page

of the Museum for Communication (<https://www.mfk-nuernberg.de/datendienstag/>) and also on the

BayLDA website (www.lida.bayern.de).

Thomas Kranig

president