

# THE BUSINESS ROMANTIC SOCIETY

## PRIVACY POLICY

Last update: June 30, 2020

This privacy policy informs you about processing of personal data by us. This privacy policy is available on each of our websites and may be printed at any time. We reserve the right to adjust this privacy policy at any point in time to ensure that it is in line with the current legal requirements at all times, or in order to accommodate changes in the application process or other processes.

## GENERAL INFORMATION

### What are Personal Data?

“Personal data” are any information relating to an identified or identifiable individual person, such as a person’s name or also their hobbies. We process personal data only to the extent necessary and for the purpose of providing a functional and user-friendly internet presence, including its contents and the services offered there.

“Processing” of data means any operation or set of operations carried out with or without the aid of automated processes relating to personal data, such as collection, recording, organization, sorting, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or integration, limitation, erasure or destruction.

The legal basis for data protection can be found in particular in Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data, on the free movement of such data and repealing Directive 95/46/EC (“General Data Protection Regulation”, GDPR), as well as in the Federal Data Protection Act (BDSG) and Telemedia Act (TMG).

### Controller

The Business Romantic Society GmbH & Co. KG  
c/o Thema1, Torstraße 154, 10115 Berlin, Germany  
registered at local court (Amtsgericht) Berlin-Charlottenburg under HRA 56973  
represented by: The Business Romantic Society Verwaltungs GmbH, registered at local court (Amtsgericht) Berlin-Charlottenburg under HRB 214167, and represented by managing directors Till Grusche, Tim Leberecht  
TAX ID 30/178/51077 / VAT ID DE315014082  
email: [collaborate@thebusinessromanticsociety.com](mailto:collaborate@thebusinessromanticsociety.com)

We also refer to the further third party providers named in this privacy policy who control your data.

Controller is any natural or business person, which decides on the purpose and means of data processing on its own or jointly with others.

## Scope and Location of Data Processing

We as well as our external service partners process your data for the purpose of providing our websites and services, including our online events, online shop as well as providing hard- and software through such external service partners. The data categories affected are contact information, user behavior or other information that constitutes personal data provided to us.

In general, we process your personal data in the EU/EEA. If third-party providers engaged by us process personal data outside the EU/EEA, data protection standards applicable in the EU are ensured (for details see below). For more information you may also contact us via email to: [collaborate@thebusinessromanticsociety.com](mailto:collaborate@thebusinessromanticsociety.com)

We process your personal data as follows (or as otherwise described in this privacy policy or information provided to you):

<i>Data</i>	<i>Purpose</i>	<i>Legal Basis</i>
contact data, contract data, usage data, other data provided	Communication in order to establish, implement and/or process a contractual relationship (also orally) with you	Art. 6 para. 1 s.1 lit. b. GDPR
contact data (name, email, shipping/billing address)  contract data (organization you belong to, choice of event or product, event details, special requests, etc.)	Sign-up process  Purchases in our online shop  Booking of our on- or offline events  Communication in order to establish and process a contractual relationship with you	Art. 6 para. 1 s.1 lit. b. GDPR
contact data, contract data, other data provided	compliance with legal obligations, e.g. commercial, tax and social security detention obligations	Art. 6 para. 1 s.1 lit. c. GDPR

contact data, contract data, other data provided	enforcement, exercise and defense of legal claims with our legitimate interest that may be, for example, in the assertion of legal claims and defense in legal disputes	Art. 6 para. 1 s.1 lit. f. GDPR
contact data, usage data, other data provided	analysis of data with our legitimate interest of, for example, quality assurance or marketing	Art. 6 para. 1 s.1 lit. f. GDPR
contact data, usage data, other data provided	consent to data processing for the purpose named in this privacy policy or information provided to you	Art. 6 para. 1 s.1 lit. a. GDPR

In the event you refrain from providing such data you may face legal disadvantages, for example, no answer to your email sent to us.

Furthermore, we have implemented technical and organizational measures to ensure that the data protection regulations are observed both by us and by external service providers. Each of our websites are operated through a safe SSL-connection. If an SSL-connection is activated third parties are prevented from reading any data that are transferred by you to us.

### Your Rights

You have the following rights:

- the right to access,
- the right to rectification or erasure,
- the right to restriction of processing
- the right to data portability,
- the right to withdraw your consent.
- You further have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data based on point e or f of Art. 6 para. 1 s.1 GDPR, including profiling based on those provisions.

To act according to your rights set forth above you may contact us via email to: [collaborate@thebusinessromanticsociety.com](mailto:collaborate@thebusinessromanticsociety.com)

You have the right to lodge a complaint with the data protection authority of your choice (for example: Berliner Beauftragte für Datenschutz und Informationsfreiheit, Friedrichstr. 219, 10969 Berlin or [mailbox@datenschutz-berlin.de](mailto:mailbox@datenschutz-berlin.de)).

### Storing and Deleting Data

The data are deleted if you withdraw your consent and/or such data are no longer necessary for the purpose of processing. We or the engaged third-party services delete your data according to the following criteria: Time and completion of requests, lapse of legal retention periods, settings provided by third-party providers etc. Furthermore, we store your data if we are obliged to do so in accordance with legal retention periods (e.g. German Commercial Code (HGB) or German Fiscal Code (AO)).

## DATA PROCESSING WHEN VISITING OUR WEBSITES

### Visiting a Website

We (or the web space provider) collect data on each visit to each of our websites (so-called server log files) for statistical evaluations for the purpose of optimizing our services and in order to guarantee the stability and operational security of the websites.

<i>Data</i>	<i>Purpose</i>	<i>Legal Basis</i>
name of the website visited, file, date and time of the visit, data amount transferred, information on a successful call, browser type as well as version, operating system of the user, referrer URL (the page visited before), IP address and the requesting provider  as well as the following, if a mobile end device is being used: country code, language, name of device, name of operating system and version	optimizing our services and in order to guarantee the stability and operational security of the website	Art. 6 para. 1 s.1 lit. f. GDPR based on our legitimate interest of quality assurance
	compliance with legal obligations	Art. 6 para. 1 s.1 lit. c. GDPR

## Cookies

Our websites partly use so-called technical cookies for a user friendly and technical adequate presentation of the websites. Cookies are small text files which are stored on your device and in your browser.

We use so-called session cookies. After the end of the session these cookies will be deleted automatically. The session cookies are used in order to associate successive page requests with the individual users, who at the same time access our respective website. Other cookies will be stored on your device until you delete them. These cookies enable us to recognize your browser during your next visit. We also use third-party cookies for different purposes, including marketing. For details please refer to the following section and the list of third-party cookies and providers used by us.

*OPT-OUT:* You can adjust your browser to notify you, before you receive a cookie or to decide to accept cookies on a case-by-case basis, to completely or partly exclude all incoming cookies and to activate the deletion of cookies automatically when the browser is closed. You may manage many online advertisement cookies provided by companies via the American web page [WebChoices: Digital Advertising Alliance's Consumer Choice Tool for Web US](#) or the web page of the European Union [Your ad choices](#). We would like to inform you that the usage and especially the convenience of usage without using any cookies may be limited.

In the event personal data are processed such processing is based on Art. 6 para. 1 s.1 lit. f. GDPR with our legitimate interest in the presentation of a user friendly and technical correct website, or, where required, your consent (legal basis Art. 6 para. 1 s.1 lit. a. GDPR).

## Third-Party Cookies and Similar Technologies on Our Websites

Our websites use third-party cookies and similar technologies. Some of these third-party cookies and similar technologies are necessary for our online service, some are needed for improving the functionality of our online services or used by us for marketing purposes. Details about the third-party cookies, similar technologies as well as other third-party services used on our website are set out here:

<i>Name, provider</i>	<i>Personal data affected</i>	<i>Purpose</i>	<i>Legal basis for data processing</i>	<i>More information / OPT-OUT</i>	<i>Data processing outside the EU/EEA and applicable safeguards</i>
Google Analytics by Google (inter alia Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland and Google LLC, Mountain View, CA, USA)	Cookies; Usage Data	Tracking and Analytics	In the event personal data are processed such processing is based on Art. 6 para. 1 s.1 lit. f. GDPR with our legitimate interest of the presentation of a user friendly website, or, where required, your consent (legal basis Art. 6 para. 1 s.1 lit. a. GDPR).	OPT-OUT: <a href="#">Google Analytics Opt-Out Browser</a>  <a href="#">Google privacy policy</a>	This integration of Google Analytics anonymizes your IP address. It works by shortening users' IP addresses within member states of the EU/EEA. Google LLC processes data in the USA and is certified according to the EU-US-Privacy-Shield agreement and thus guarantees compliance with data protection regulations in the EU (see: <a href="#">Privacy Shield framework</a> )
Google Ads (by Google, inter alia Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland and Google LLC, Mountain View, CA, USA)	Cookies; Usage Data	analyze and show relevant ads	-	Settings / OPT-OUT: <a href="#">Opt out of seeing personalised ads - Ads Help</a>  <a href="#">Google privacy policy</a>	Google LLC processes data in the USA and is certified according to the EU-US-Privacy-Shield agreement and thus guarantees compliance with data protection regulations in the EU (see <a href="#">privacy shield list</a> )



## CONTACTING US, NEWSLETTERS, FURTHER THIRD PARTY PROVIDERS

### Contacting Us

If you send us any requests via email, online contact form or otherwise contact us your details in this request are processed by us as follows:

<i>Data</i>	<i>Purpose</i>	<i>Legal Basis</i>
contact data, name, email address and other data provided	deal with your inquiry or to be able to contact you at a later time for follow up questions	Art. 6 para. 1 s.1 lit. a GDPR Art. 6 para. 1 s.1 lit. b GDPR

We may also engage third party providers for processing your data for the purposes mentioned above.

### Newsletters

With the email newsletter we inform you about our products, events and services.

For the registration to the newsletter only the email address is needed. If you register for the newsletter, your email address will be transmitted to us (or to the engaged third party provider) and stored there. After registration, you receive an email to confirm the registration ("double opt-in").

You may also receive emails and newsletters from us based on an existing contractual relationship with you.

You may unsubscribe from such newsletters anytime and will not incur any costs other than the transmission costs according to the basic tariffs.

<i>Data</i>	<i>Purpose</i>	<i>Legal Basis</i>
email address, IP address, the device name, the mail provider as well as (optional) the first and last name and the date of the registration	registration of the newsletter; this storage serves solely as proof in the event that a third party misuses an email address and registers for receiving the newsletter without the knowledge of the authorized party	Art. 6 para. 1 s.1 lit. a GDPR
email address, IP address, the device name, the mail provider as well as (optional) the first and last name and the date of the registration	Sending newsletters based on your consent	Art. 6 para. 1 s.1 lit. a GDPR
email address, IP address, the device name, the mail provider as well as the first and last name	Sending newsletters based on an existing relationship with you	Art. 6 para. 1 s.1 lit. b GDPR, Section 7 para. 3 German Unfair Competition Act (UWG)
IP address, browser type and operating system	analyze the behavior, such as whether users open the email sent or click certain links in emails (when the newsletter is opened, the contained information (so-called web-beacon) connects to the servers of Segment in order to analyze the behavior)  for such data processing our legitimate interests (or the legitimate interests of third parties) in quality assurance or marketing apply	Art. 6 para. 1 s.1 lit. f GDPR

We use "Mailchimp" by The Rocket Science Group LLC d/b/a Mailchimp, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA as third party provider for the purpose of sending emails and newsletters. For this purpose, the provider of Mailchimp processes the IP address, device name, mail provider, first and last name and date on servers in the USA. The US company of Mailchimp is certified according to EU-US-Privacy-Shield agreement and thus guarantees compliance with data protection regulations

in the EU (see: [Privacy Shield framework](#)). For more information please also refer to Mailchimp's privacy policy ([Mailchimp's Privacy Policy](#)) and data processing agreement with us ([Mailchimp Data Processing Addendum](#)).

*Withdrawal of consent / OPT-OUT:* You can withdraw their consent to the processing of Data for the purpose of sending the newsletter or evaluation of related data at any time. The withdrawal can take place over a link, which is contained in each newsletter, or by separate message to us. You will not incur any costs other than the transmission costs according to the basic tariffs.

### Further Third Party Providers

Apart from the Cookies and similar technologies used on our websites as well as the providers of our social media pages we have engaged further third party providers that process your data for the purposes mentioned in this privacy policy or further information provided to you. Such third party providers may process your data in and outside the EU/EEA as set out in more detail below:

<i>Name, provider</i>	<i>Purpose</i>	<i>More information / data processing agreement</i>	<i>As applicable: Data processing outside the EU/EEA and applicable safeguards</i>
The Business Romantic Society LLC, P.O. Box 460066, CA 94146 San Francisco, USA	sharing IT infrastructure		The Business Romantic Society LLC agreed to the EU Standard Contractual Clauses according to their data processing agreement and thus guarantees compliance with data protection regulations in the EU (see: <a href="#">Standard Contractual Clauses (SCC)</a>   <a href="#">European Commission</a> ).
Buffer by Buffer Inc., 2443 Fillmore St #380-7163 San Francisco, CA 94115, USA	social media posts scheduling service	<a href="https://buffer.com/legal/#privacy-policy">https://buffer.com/legal/#privacy-policy</a>  <a href="#">Buffer: Data Processing Addendum</a>	Buffer Inc. processes data in the USA and is certified according to the EU-US-Privacy-Shield agreement and thus guarantees compliance with data protection regulations in the EU (see: <a href="#">Privacy Shield framework</a> ).
Canva by Canva Pty Ltd 110 Kippax St Surry Hills NSW Australia 2010 (EU representative: European Data Protection Office (EDPO))	pictures and design tool	<a href="https://about.canva.com/privacy-policy/">https://about.canva.com/privacy-policy/</a>	Canva Pty processes data in Australia and guarantees compliance with data protection regulations in the EU via [ <i>EU Standard Contractual Clauses</i> ].

with registered address at Avenue Huart Hamoir 71, 1030 Brussels, Belgium)			
Eventbrite by Eventbrite Inc. 155 5th Street, Floor 7 San Francisco, CA 94103 Reg. No. 4742147, USA (EU representative: Eventbrite NL BV, Silodam 402, 1013AW, Amsterdam, Netherlands)	ticketing for events	<a href="#">Data Processing Addendum (DPA) for Organizers</a>	Eventbrite Inc. processes data in the USA and is certified according to the EU-US-Privacy-Shield agreement and thus guarantees compliance with data protection regulations in the EU (see: <a href="#">Privacy Shield framework</a> ).
Fastbill by FastBill GmbH Taunustor 1-3 60311 Frankfurt am Main	online accounting tool	<a href="https://www.fastbill.com/datenschutz">https://www.fastbill.com/datenschutz</a>	
Google Cloud / GSuite by Google	hosting / IT infrastructure	<a href="#">Privacy Policy – Privacy &amp; Terms/</a>  <a href="#">Data Processing and Security Terms (Customers)</a>	Google LLC processes data in the USA and is certified according to the EU-US-Privacy-Shield agreement and thus guarantees compliance with data protection regulations in the EU (see: <a href="#">Privacy Shield framework</a> ).
Rocket Reach by RocketReach 135 100th Ave NE Bellevue, WA 98004, USA	finding and managing addresses, phone and social details	<a href="#">RocketReach's Privacy Policy</a>  <a href="#">General Data Protection Regulation Notice</a>	RocketReach processes data in the USA and guarantees compliance with data protection regulations in the EU via [ <i>EU Standard Contractual Clauses</i> ].

Stripe by Stripe Inc., 510 Townsend Street San Francisco, CA 94103, USA	payment provider for online shop	<a href="#">Privacy Policy - Germany</a>	Stripe Inc. processes data in the USA and is certified according to the EU-US-Privacy-Shield agreement and thus guarantees compliance with data protection regulations in the EU (see: <a href="#">Privacy Shield framework</a> ).
Squarespace Ireland Limited, Le Pole House Ship Street Great Dublin 8, D08N12C Ireland	online shop service	<a href="#">Data Processing Addendum – Squarespace</a>	
Typeform by TYPEFORM SL, Carrer Bac de Roda 163, 08018 Barcelona, Spain	online forms and surveys	<a href="#">Typeform's terms, conditions &amp; policies</a>	
Zoom by Zoom Video Communications, Inc., 55 Almaden Blvd, Suite 600 San Jose, CA 95113, USA	video conference tool	<a href="#">ZOOM PRIVACY POLICY</a> <a href="#">Zoom Video Communications, Inc. Global Data Processing Addendum</a>	Zoom Video Communications, Inc. agreed to the EU Standard Contractual Clauses according to their data processing agreement and thus guarantees compliance with data protection regulations in the EU (see: <a href="#">Zoom Video Communications, Inc. Global Data Processing Addendum</a> ).

Further information about third party providers engaged by us are contained in this privacy policy or further information provided by us. You may also contact us for details via a message to: [collaborate@thebusinessromanticsociety.com](mailto:collaborate@thebusinessromanticsociety.com)

## DATA PROCESSING ON OUR SOCIAL MEDIA PAGES

### General

We operate social media pages on Facebook, Instagram and LinkedIn, whereas data are processed by us and the provider of the social media. This type of service allows interaction with social networks or other external platforms.

The respective provider of social media assumes the data protection obligations towards you, such as information on data processing, and is the contact person for rights. This follows from the fact that such provider has direct access to the relevant information on the social media pages and the processing of data. However, you are also welcome to contact us if this should become necessary and we will then forward the request to the respective provider if necessary.

With social media pages we can communicate with and provide you with interesting information. We may receive further Data through comments, shared images, messages and reactions, which we then process to answer or communicate with you. If you use social media on several end devices, a cross-device analysis of the data can take place. Furthermore, the providers of the social media pages may also use cookies and tracking technologies to analyze and improve their services.

Data processing takes place with consent or for the purpose of answering user enquiries (Art. 6 para. 1 s.1 lit. a or b GDPR) or on the basis of legitimate interests in improving the services, advertising and marketing activities and presentation to the outside world (Art. 6 para. 1 s.1 lit. f GDPR). The interaction and information obtained on our websites are always subject to your privacy settings for each social network. This type of service might still collect traffic data for the pages where the service is installed, even when you do not use it.

It is recommended to log out from the respective services in order to make sure that the processed data on our websites isn't being connected back to your social media profile.

The social media providers may process your data outside the EU/EEA (mainly: USA). The US companies by Facebook and LinkedIn are each certified according to the EU-US-Privacy-Shield agreement and thus guarantees compliance with data protection regulations in the EU (see: [Privacy Shield framework](#)).

## Page Insights on Facebook

Facebook (by Facebook Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland) and we use the Page Insights function to process statistical data from Users of Facebook pages (see also the agreement at: [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)). This involves the processing of data in the form of so-called 'page insights', which are described in more detail at [How to Manage Your Facebook business Pages](#).

Evaluations and statistics are generated in the form of page insights from the usage data of the Facebook pages, which support us in improving marketing activities and external presence. We may also learn about users and their behavior who interact with or use our Facebook Pages to display relevant content and develop features that may be of interest to them. These page statistics show, for example, which people from certain target groups interact most with Facebook Pages or which content on the Facebook Page was visited, shared or liked when and how often. When classifying people into target groups, demographic data or data about the location of a person is also included in order to place targeted advertisements with these people. The data collected in this way is statistically processed and usually anonymous, i.e. we cannot establish any reference to the individual person. Information on these page insights and data processing can be found, for example, in Facebook's data protection statement at [Data Policy](#) or at [How to Manage Your Facebook business Pages](#). Facebook also uses cookies and storage technologies. More information can be found here: [Printable Cookies Policy](#).

*OPT-OUT/Settings:* <https://www.facebook.com/settings>

## Page Insights on Instagram

When using Instagram and you have an account there, Instagram can assign your activities to your profiles there. Instagram (by Facebook Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland) and we use the Instagram Insights function to process statistical data from users of our Instagram pages (see also for Facebook which is connected to the provider of Instagram the agreement at: [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)). This involves the processing of data in the form of so-called 'Instagram Insights' which are described in more detail at [About Instagram Insights](#). Instagram also uses cookies and similar technologies. For more information please refer to: [Data Policy](#).

*OPT-OUT/Settings:* [https://www.instagram.com/accounts/privacy\\_and\\_security/](https://www.instagram.com/accounts/privacy_and_security/)

### Data processing on our LinkedIn Page

We may interact with data included on the LinkedIn Page via the service by LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland / LinkedIn Corporation, 1000 W. Maude Ave., Sunnyvale, CA 94085, USA. LinkedIn also uses Cookies. More information: [Privacy Policy](#)

*OPT-OUT/Settings:* [Settings](#)