

b@s videochallenge Data Privacy Statement

(effective as of January 24, 2020)

- Please read this data privacy statement carefully.
- **Please note:** Video contributions will only be published if their creators are the winners of the prizes or finalists of the online voting.

PREAMBLE

As initiator and operator of the video competition b@s videochallenge, we are pleased by your interest in our online platform <https://videochallenge.online> for the b@s videochallenge competition (“b@s videochallenge platform”). As the responsible party under data protection law, Boston Consulting Group (BCG) takes the protection of your private data very seriously.

In the following, we inform you about the collection of personal information when using our b@s videochallenge platform. Personal information is any data that can be related to you personally, e.g., your name, address, e-mail addresses, or user behavior.

RESPONSIBLE PARTY/DATA PROTECTION OFFICER

Responsible for data processing

The Boston Consulting Group GmbH
Ludwigstraße 21
80539 Munich
Germany

Data protection officer of the responsible party

Dr. Stephan Thiel
The Boston Consulting Group GmbH
Ludwigstraße 21
80539 Munich
Germany
Tel.: +49 89 231740

E-mail: datenschutz@bcg.com

Service providers contracted

- BCG has commissioned the licensor of the b@s videochallenge platform—projx GmbH, Hirschgartenallee 25, 80639 Munich, Germany—with the content administration of the b@s videochallenge platform. projx GmbH in turn has tasked Comagno GmbH, Bodenseestraße 9, 80639 Munich, Germany, with the development and technical administration of the b@s videochallenge platform, and SaSG GmbH & Co. KG, Kapplweg 12, 86511 Schmiechen, Germany, with hosting the b@s videochallenge platform. For this purpose, your personal information is disclosed to our service providers and processed as described in this data privacy statement. projx GmbH has many years of experience in the development of web-based content management systems and communication platforms and is committed to complying with the applicable data protection regulations.

- We engage the services of etracker GmbH, Erste Brunnenstraße 1, 20459 Hamburg, Germany (www.etracker.com) for the analysis of usage data. More information on etracker can be found under section 2.5.

1 USING OUR B@S VIDEOCHALLENGE PLATFORM

The following applies for every user of the b@s videochallenge platform, regardless of whether the user participates in the b@s videochallenge competition.

1.1 General data processing when accessing the b@s videochallenge platform

If you use the b@s videochallenge platform for informational purposes only, we only collect the personal information that your browser transmits to our server. If you view the b@s videochallenge platform, we will collect the information below, which is technically required for us to display the b@s videochallenge platform to you and to ensure its stability and security.

The legal basis is the legitimate interest in accordance with Article 6 (1) (f) of the EU General Data Protection Regulation (GDPR).

We have considered and weighed our interest in the provision and your interest in data protection-compliant processing as part of our balancing of interests in accordance with Article 6 (1) (f) GDPR. As the following data points are sometimes required to provide our service of offering you the b@s videochallenge platform and to guarantee its stability and security, particularly protecting against misuse, we have come to the conclusion that these data points—with a guarantee of data privacy oriented on the state of the art—can be processed, appropriately taking your interest in data protection-compliant processing into consideration.

| | |
|-----------------------|--|
| Data | Operating system used |
| Purpose of processing | Analysis based on devices to ensure an optimized presentation of the b@s videochallenge platform |
| Data | Information on the browser type and version used |
| Purpose of processing | Analysis of the browsers used to optimize our b@s videochallenge platform for them |
| Data | Internet service provider used |

| | |
|-----------------------|---|
| Purpose of processing | Analysis of the Internet service provider |
| Data | IP address |
| Purpose of processing | Presentation of the b@s videochallenge platform on the respective device |
| Data | Date and time of access |
| Purpose of processing | Ensuring the proper operation of the b@s videochallenge platform |
| Data | Manufacturer and type of smartphone, tablet, or other device, where applicable |
| Purpose of processing | Analysis of the device manufacturers and types of mobile devices for statistical purposes |
| Data | Log files |
| Purpose of processing | Ensuring the proper operation of the b@s videochallenge platform |

Storage period

The data in the server log is saved for seven days, after which it is deleted automatically.

The collection of data for provision of the b@s videochallenge platform, and the storage of data in log files, is necessary in order to operate the b@s videochallenge platform.

1.2 Cookies—General information

Our b@s videochallenge platform uses cookies. Cookies are text files that are saved in the Internet browser, or are saved by the Internet browser in the user's computer system. If a user accesses a website, a cookie may be saved in the user's operating system. The cookie contains a characteristic string of characters that enables a clear identification of the browser when the website is accessed again.

1.3 General information about the legal basis for processing, deleting, and deactivating cookies

Personal information processed with cookies will be deleted when it is no longer required for the purposes for which it was collected or processed in another way and there is no legal obligation to retain it (cf. Art. 17 GDPR). Processing will be restricted if the personal information cannot be deleted but is strictly necessary for other purposes, in particular to fulfill commercial or tax obligations (cf. Art. 18 GDPR).

Insofar as the legal basis for data processing with the use of cookies is based on safeguarding our legitimate interests as described in Art. 6 (1) (f), GDPR, data subjects have the right to object to data processing ("opt-out"). In addition, many browsers offer the option of generally deactivating cookies or opting out of their use with the appropriate settings. See www.youronlinechoices.com for further opt-out possibilities.

1.4 Cookies—differentiation by type of cookies

Cookies can be assigned to different categories depending on their function and purpose. Our b@s videochallenge platform uses: (a) strictly necessary cookies, (b) functional cookies, and (c) performance cookies.

a) Strictly necessary cookies

Strictly necessary cookies guarantee functions without which you would not be able to use the b@s videochallenge platform as intended. User consent is therefore not required for the use of strictly necessary cookies.

b) Functional cookies

Functional cookies enable user-friendly websites by storing decisions the user has made previously (username, language selection, etc.). The processing of personal data with functional cookies serves to safeguard our legitimate interests in providing a user-friendly and user-specific online service for a better experience on our b@s videochallenge platform by adapting the user interface to users' decisions, cf. Art. 6 (1) (f) GDPR.

The storage period for our functional cookies is limited to the duration of the respective session.

c) Performance cookies

Performance cookies collect information about the so-called reach measurement, i.e., the way a website is used (e.g., number of visitors, visit frequency, average visit length). This information is used to make the website more attractive, such as with content optimization.

We use the analysis tool etracker to analyze use data (see section 1.5 below for more information).

1.5 etracker analysis service

We utilize the services of etracker GmbH, Erste Brunnenstraße 1, 20459 Hamburg, Germany (etracker, see also www.etracker.com) for the analysis of usage data. This employs cookies that enable the statistical analysis of b@s videochallenge platform use by its visitors.

The following data categories are processed:

- IT address (anonymized)
- Browser information (referrer URL, browser, operating system, device information, date and time, and/or website content)
- Use information (views, scrolling, and clicks)

The storage period is up to two years.

etracker processes data on our behalf. Data is processed only in Germany

Data is processed on the basis of Art. 6 (1) (a) (consent) GDPR. We only use etracker if you have granted your consent in the cookie banner. You can revoke your consent at any time through the cookie settings in the cookie banner.

More information about privacy at etracker can be found at <https://www.etracker.com/en/data-privacy/>.

Service provider name

etracker GmbH
Erste Brunnenstraße 1
20459 Hamburg
Germany

2 DATA PROCESSING WHEN PARTICIPATING IN THE B@S VIDEOCHALLENGE COMPETITION

2.1 Required data collected during registration

For participants in the b@s videochallenge competition, registration is required under provision of the following personal information of the participants:

- Form of address
- First name, last name (to identify the participant)
- Date of birth (to verify the participant's age)
- Grade, type of school (for the appropriate rating of the video contributions)
- Telephone number (for questions)
- E-mail address (for contacting and communication)

- Home address: street, house number, postal code, town, country (for mailing the confirmation of participation)
- Type of participation (in your free time or at school)
- Analyzed company
- Name of the school (due to the restriction of eligible participants)
- School address (due to the restriction of eligible participants)

The entry and processing of this personal information is necessary to provide the nonpublic area of the online platform, to enable communication between BCG and participants, to assign submitted video contributions, and to implement the b@s videochallenge competition. We will use the personal information you transmit exclusively in connection with the b@s videochallenge competition (e.g., to answer your inquiries or to contact the winners of the competition; for publication, see section 2.4).

The legal basis for processing your personal information under this section 2.1 is Art. 6 (1) (b) GDPR.

2.2 Voluntary data collected during registration

In the registration form for participation, we also ask for the following information:

- State
- How you learned about the b@s videochallenge competition

The legal basis for processing your personal information under this section 2.2 is Art. 6 (1) (a) GDPR (consent).

2.3 Data processing during use of the nonpublic sections

Each participant in the b@s videochallenge competition can log into a personal area of the b@s videochallenge platform that is not accessible to the public. Login information is needed to do so. Each participant can define their own password through a personalized link (activation link) sent by BCG by e-mail. In the nonpublic participant/team area, the participant or team's video contribution can be submitted to the competition via upload. The participant can also communicate with BCG in this area. The data provided by the participant during registration and the user data entered on the b@s videochallenge platform (i.e., the uploaded video contributions and the statements made by participants on the b@s videochallenge platform) will be saved. The video contributions are made accessible to the members of the panel of judges for evaluation and to determine the winners and the finalists of the online voting on the b@s videochallenge platform.

All data of the logged-in participant/team member can be edited by the participant/team member.

During login, personal usage data (date and time of login, IP address of the last login, and date and time of the video upload) is created. All usage data and the personalized login will be deleted after the award ceremony of each round of the competition. For the duration of the storage, see section 2.5 below.

The legal basis for processing your personal information under this section 2.3 is the necessity of data processing to carry out the competition in accordance with Art. 6 (1) (b) GDPR.

2.4 Data processing in the publicly accessible area

The following information of the winners and the finalists of the online voting will be published together with the video contribution, provided that separate consent was given in a signed declaration of consent, of which the original was submitted to BCG: first name, last name, age, attended school and town of the school, description of the video contribution, and photographs and video footage or other personal information that is part of the video contribution. This information, as well as the video contribution itself, will be publicly accessible in particular in different areas of the b@s videochallenge platform and in various social media channels.

The legal basis for processing your personal data is your consent under Art. 6 (1) (a) GDPR.

2.5 Storage period

All data and video contributions of participants who are not among the winners or finalists of the online voting will be deleted after the award ceremony of each round of the competition.

For the winners and finalists of the online voting, the video contribution as well as the first name, last name, attended school and town of the school, and a description of the video contribution will continue to be saved and published after the award ceremony, based on the consent granted (see section 2.4). In addition, the successful video contributions of the previous year will be used as examples for the participants in the subsequent year.

3 DATA PROCESSING FOR PARTICIPATION IN THE ONLINE VOTING AS PART OF THE B@S VIDEOCHALLENGE COMPETITION

The winner of the Audience Award is decided through a public voting on selected video contributions published on the b@s videochallenge platform (online voting). Every user of our b@s videochallenge platform may cast one vote.

To enable users of our b@s videochallenge platform to participate in the vote as part of the online voting and to prevent misuse of the online voting, we ask participants in the online voting to provide their e-mail address. We collect and process that e-mail address exclusively for the purpose of carrying out the online voting.

The legal basis for this is our legitimate interest under Art. 6 (1) (f) GDPR; i.e., the interest in avoiding multiple voting.

4 (GUEST) REGISTRATION FOR THE AWARD CEREMONY

Users of our b@s videochallenge platform have the option of registering on our b@s videochallenge platform for the award ceremony of the b@s videochallenge competition. When registering in this way, you transmit the following personal information to us: IP address, form of address, title, first name, last name, e-mail address, e-mail address of the accompanying person, company/organization/school, and declaration of consent [yes/no].

You can register an accompanying person by filling out an online form transmitted to them by e-mail. For the purposes of registering for and participating in the award ceremony, we process the following data: form of address, title, first name, last name, school, role (teacher or accompanying person), and declaration of consent [yes/no].

In addition, guests are also invited to participate in our award ceremony. Guests may be registered by filling out the relevant online form on our website. In this context, we will process the following data: first name, last name, e-mail address, company/organization/school, and declaration of consent [yes/no].

Registration for and participation in the award ceremony is not possible without provision of such personal information. We will of course use this information exclusively for the purpose for which you provided it to us.

The legal basis for this processing of your personal information is Art. 6 (1) (b) GDPR.

5 NEWSLETTERS

You will receive our newsletter and informational e-mails from us with news and current information about the b@s videochallenge competition if you subscribe with your e-mail address.

We use the so-called double opt-in procedure when you subscribe to our newsletter. This means that, once you enter an e-mail address, we will send a confirmation e-mail to that e-mail address asking you to confirm that you wish to receive the newsletter. If you do not confirm within seven days, your subscription will be automatically canceled. If you confirm that you wish to receive the newsletter, we will store your e-mail address until you unsubscribe. The storage of your e-mail address serves the sole purpose of sending you our newsletter. We will also save the IP addresses and times of your subscription and confirmation to prevent misuse of your personal information.

You may revoke your consent to the receipt of our newsletter at any time by clicking on the link provided in every newsletter e-mail or by sending a message to the data protection officer. Your personal data will not be disclosed to third parties.

The processing for the purposes of our newsletter is based on your consent (Art. 6 (1) (a) GDPR). The double opt-in procedure is based on our legitimate interest in accordance with Art. 6 (1) (f) GDPR, as we have to prove your consent (Art. 7 (1) GDPR).

6 GENERAL DATA PROTECTION INFORMATION

6.1 Disclosure of data

In general, a transfer of your personal data to third parties other than the recipients mentioned in this data privacy statement or to the specified recipients for purposes other than those specified will not take place.

We will only share your personal information with third parties if

- you have given us your express consent to do so (legal basis: Art. 6 (1) (a) GDPR),
- the disclosure is necessary for the assertion, exercise, or defense of legal claims and there is no reason to assume that you have an overriding legitimate interest in not disclosing your data (legal basis: Art. 6 (1) (f) GDPR—our legitimate interest lies in the ability to assert legal claims or defend ourselves against legal claims),
- we are legally required to disclose the information (legal basis: Art. 6 (1) (c) GDPR, or
- it is otherwise legally permitted and necessary for processing our contractual relationships with you (legal basis: Art. 6 (1) (b) GDPR).

The current recipients are

- service providers, detailed information about whom may be found in the preamble above
- other users of the nonpublic area of the b@s videochallenge platform
- other users of the publicly accessible area of the b@s videochallenge platform (applicable only to the information published there)

6.2 6.2 Information about rights of data subjects

Every data subject has the right of access to information under Art. 15 GDPR, the right to rectification under Art. 16 GDPR, the right to erasure under Art. 17 GDPR, the right to restriction of processing under Art. 18 GDPR, the right to object under Art. 21 GDPR, and the right to data portability under Art. 20 GDPR. With regard to the right of access to information and the right to erasure, the limitations of § 34 and § 35 of the German Federal Data Protection Act (BDSG) apply.

6.3 Information about the right to lodge a complaint

You also have the right to lodge a complaint with a competent data protection supervisory authority about our processing of your personal information.

6.4 Information about revocation of consent

You may revoke your consent to the processing of your personal information (given, e.g., in the context of the declaration of consent for participating in the b@s videochallenge competition or when registering for the newsletter) at any time. Please note that the revocation will only take effect for the future. Any processing that occurred before the revocation will not be affected.

6.5 Information about the right to object in case of balancing of interests

If our processing of your personal information is based on a balancing of interests, you may object to such processing. Should you issue such an objection, we ask you to explain the reasons why we should not process your personal information in the ways we have described. In the event of your justified objection, we will examine the facts and either discontinue or adapt the data processing or explain to you our compelling reasons for processing worthy of protection.

6.6 Links to other websites

The b@s videochallenge platform may contain links to websites of other providers. Please note that this data privacy statement applies exclusively to the online platform of the b@s videochallenge competition. We have no influence over and cannot control other providers' compliance with the applicable privacy laws.

6.7 Amendments to the data privacy statement

We reserve the right to amend or adapt this privacy statement at any time in accordance with the applicable data protection regulations.