



# Baden-Württemberg

MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND TOURISM

## Notes on data privacy at events

The Ministry of Economic Affairs, Labor and Tourism Baden-Württemberg takes the privacy of your personal data very seriously. For this reason, we have taken measures to ensure that the regulations on data privacy are observed.

### Who is responsible for data processing and who is the data privacy officer?

The person responsible for data processing is the Ministry of Economic Affairs, Labor and Tourism Baden-Württemberg  
Schlossplatz 4 (Neues Schloss), 70173 Stuttgart  
[pressestelle@wm.bwl.de](mailto:pressestelle@wm.bwl.de)

The contact details of the data privacy officer are:  
Ministry of Economic Affairs, Labor and Tourism Baden-Württemberg  
Schlossplatz 4 (Neues Schloss), 70173 Stuttgart  
[datenschutz@wm.bwl.de](mailto:datenschutz@wm.bwl.de)

### What personal data do we collect and where does it come from?

The categories of personal data processed include the following data in particular:

- your master data (such as first name, last name, name affixes and functions),
- contact details (address, (mobile) phone number, e-mail address),
- information about your business idea
- photo and video material.

As a matter of principle, your personal data will be collected directly from you when you contact us or register for our "Start-up BW Summit 2022" event. In addition, photos and videos will be taken at the event.

### For what purposes and on what legal basis is data processed?

When we process your data, we comply with the provisions of the EU General Data Protection Regulation (GDPR) and the State Data Protection Act (LDSG). Primarily, the data processing serves the organization and implementation of the event "Start-up BW Summit 2022", for which you have applied/applied.

The photographs and video recordings made during the "Start-up BW Summit 2022" will be published in the press, on the Internet (on the homepages [www.startupbw.de](http://www.startupbw.de), [www.tuebingen.ai](http://www.tuebingen.ai), [www.cyber-valley.de](http://www.cyber-valley.de) and <https://www.messe-stuttgart.de/> as well as on the according social networks) and in one of our publications for the purpose of documentation and public relations.

Information on the protection of your personal data can be found at: <https://wm.baden-wuerttemberg.de/ds-info>. Upon request, this information will also be sent to you in paper form.

Schlossplatz 4 (Neues Schloss) • 70173 Stuttgart • Phone 0711 123-0 • Fax 0711 123-2121 [poststelle@wm.bwl.de](mailto:poststelle@wm.bwl.de)  
• [www.wm.baden-wuerttemberg.de](http://www.wm.baden-wuerttemberg.de) • [www.service-bw.de](http://www.service-bw.de)

The legal basis for the processing of your data is § 4 LDSG in conjunction with Article 6 (1) letter e. GDPR. The production and publication of the photo and video material is based on your separate consent pursuant to Article 6(1) sentence 1 letter a) and Article 7 GDPR.

### **How long will your data be stored?**

We delete your personal data as soon as they are no longer required for the above-mentioned purposes. In addition, your data will be deleted if you exercise your right of revocation or objection. We ensure deletion by means of a deletion concept with regular checks of the data files.

### **Who receives your data?**

Within the Ministry of Economic Affairs, Labor and Tourism Baden-Württemberg, only the following receive your data persons and departments that are involved in the organization and implementation of the "Start-up BW Summit 2022" and in public relations.

Under certain circumstances, we may pass on your data to our contracted service providers pulsmacher GmbH and FSBV GmbH for the purpose of organization, implementation and public relations.

### **What rights can you assert as a data subject?**

You have the rights set out in Articles 15 - 21 of the GDPR:

- Right to information (Art. 15 GDPR)
- Right to rectification (Art. 16 GDPR)
- Right to erasure (Art. 17 GDPR)
- Right to restriction of processing (Art. 18 GDPR)
- Right to data portability (Art. 20 GDPR)
- Right to object to processing (Art. 21 GDPR)

Please contact the following office for this purpose:  
Ministry of Economic Affairs, Labor and Tourism Baden-Württemberg  
Schlossplatz 4 (Neues Schloss), 70173 Stuttgart  
[datenschutz@wm.bwl.de](mailto:datenschutz@wm.bwl.de)

### **Right of withdrawal**

If we process your data based on a declaration of consent, you have the right to revoke this consent at any time with effect for the future. The lawfulness of the processing carried out on the basis of the consent until the revocation remains unaffected by the revocation.

The revocation is to be addressed to:  
Ministry of Economic Affairs, Labor and Tourism Baden-Württemberg  
Schlossplatz 4 (Neues Schloss), 70173 Stuttgart  
[datenschutz@wm.bwl.de](mailto:datenschutz@wm.bwl.de)

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## **Right of objection**

If we process your data in order to fulfill our tasks (on the basis of Section 4 LDSG in conjunction with Article 6(1)(e) GDPR), you may object to this processing on grounds relating to your particular situation. We will then no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

The objection should be sent to, with the subject "Start-up BW Summit 2022":  
Ministry of Economic Affairs, Labor and Tourism Baden-Württemberg  
Schlossplatz 4 (Neues Schloss), 70173 Stuttgart  
[pressestelle@wm.bwl.de](mailto:pressestelle@wm.bwl.de)

## **Right of appeal**

You have the option of contacting the following offices with a complaint:

Data privacy officer  
Ministry of Economic Affairs, Labor and Tourism Baden-Württemberg  
Schlossplatz 4 (Neues Schloss), 70173 Stuttgart  
[datenschutz@wm.bwl.de](mailto:datenschutz@wm.bwl.de)

State commissioner for data privacy and freedom of information Baden-Württemberg  
Lautenschlagerstraße 20, 70173 Stuttgart  
Tel.: 0711/615541-0, FAX: 0711/615541-15  
[poststelle@lfdi.bwl.de](mailto:poststelle@lfdi.bwl.de)

## **Will your data be transferred to a third country?**

Data transfer to third countries does not take place. Photos and personal data published online are accessible worldwide, even in countries with a low level of data protection.

## **Are you obliged to provide your data?**

The provision of your personal data is neither legally nor contractually required. You are not obliged to provide us with your personal data. However, without data collection, participation in the "Start-up BW Summit 2022" event of the Ministry of Economic Affairs, Labor and Tourism Baden-Württemberg may not be possible.

## **To what extent do automate individual case decisions or profiling measures take place?**

We do not use purely automated processing to arrive at a decision.

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