

Privacy Policy

1. Information regarding the collection of personal data

- (1) The following information relates to the collection of personal data when visiting our website. Personal data is all data which can be used to identify you personally, e.g., name, address, email addresses or user behaviour. With respect to the terms used in this privacy policy, we refer to the definitions in Art. 4 of the General Data Protection Regulation (GDPR).
- (2) The data controller pursuant to Art. 4 (7) GDPR is

weißensee kunsthochschule berlin
Represented by the Principal, Dr Angelika Richter
Bühningstraße 20
13086 Berlin
rektorat@kh-berlin.de (see our Legal Notice).

Our Data Protection Officer(s) can be contacted at

weißensee kunsthochschule Berlin
Data Protection Officer
Bühningstraße 20
13086 Berlin
Datenschutz@kh-berlin.de

- (3) If we use contracted service providers for individual functions of our offer or would like to use your data for advertising purposes, we will inform you in detail about the respective processes. We will also specify the fixed criteria for the storage period.

2. Your rights

- (1) You have the following rights regarding your personal data:
- Right of access and confirmation as to whether or not personal data is being processed as well as further information and a copy of the data, Art. 15 GDPR,
 - Right to have the data corrected, completed, or deleted, Art. 16-17 GDPR,
 - Right to a restriction of processing, Art. 18 GDPR
 - Right to data portability, Art. 20 GDPR,
 - Right to object to the processing, Art. 21 GDPR, and
 - Right to lodge a complaint with a supervisory authority, Art. 77 GDPR.
- The competent regulatory authority is
Berliner Beauftragte für Datenschutz und Informationsfreiheit
Alt-Moabit 59–61
10555 Berlin
Tel.: +49 30 138 890
Fax: +49 30 215 505 0
Email: mailbox@datenschutz-berlin.de
- (2) The data processed by us will be deleted or restricted in its processing pursuant to Art. 17 and 18 GDPR. Unless expressly stated in this Privacy Policy, the data stored by us will be deleted as soon as it is no longer required for its intended purpose and the deletion does not conflict with any statutory storage obligations. If the data is required for other and legally permissible purposes (such as for reasons defined in commercial and tax legislation), its processing will be restricted, i.e., we will block the data and not process it for other purposes. Please refer to the respective offer for more information regarding the deletion of data that is not stored by us.

3. Collection of personal data when visiting our website and project websites

(1) If you visit the website and our project websites for informative purposes only, that is, if you do not register or otherwise provide us with information, we only collect the personal data that your browser transmits to our server or the server on which this service is located (server log files). If you wish to browse our website, we will collect the following data that is technically necessary for us to display our website and guarantee its stability and security:

- IP address,
- Date and time of your request,
- Time zone difference from Greenwich Mean Time (GMT),
- Content of the request (specific page),
- Access status/HTTP status code,
- Volume of data transferred,
- Message about successful retrieval,
- Referrer URL of the previously visited website,
- Sub-websites which are accessed via an accessing system on our website,
- Requesting provider,
- Browser type and version,
- Operating system and its interface,
- Language and version of the browser software, and
- Other similar data and information that serves to avert danger in the event of attacks on our IT systems.

The legal basis is Art. 6 (1) sentence 1 lit. f GDPR. The anonymous data of the server log files is stored separately from all personal data that is provided by a data subject.

(2) Log file information is stored for a maximum of seven days for security reasons and then deleted.

If the data is required for evidence purposes, it will not be deleted until the respective incident has been fully clarified.

(3) In addition to the aforementioned data, a functional cookie will only be stored on your computer when you use the internal area of our website. Cookies are small text files that are stored on your hard drive in relation to the browser you are using and which provide the party placing the cookie (in this case, us) with certain information. Cookies cannot execute programmes or transfer viruses to your computer. They merely serve to make the website more user-friendly and effective.

(4) Use of cookies:

a) This website uses a transient cookie. Transient cookies are automatically deleted when you close the browser. These include session cookies. These store a session ID, with which various requests from your browser can be assigned to the joint session. This means that your computer will be recognised when you return to our website. The session cookies are deleted when you log out or close the browser.

You can configure your browser settings to suit your preferences and reject all cookies. Please note that after doing so, you may not be able to use all the functions of this website.

- Name of the cookie: fe_typo_user.
- Purpose: Recognition of the user when navigating the internal area of the website. Without the cookie, it is not possible to log in and edit personal profiles and projects.
- Storage period: This relates to the session cookie. A session cookie is stored following successful login using the personal combination of username and password via the login form (<https://kh-berlin.de/login>). Depending on the browser, the cookie is usually deleted when the tab or browser is closed. It is also deleted when you click on Logout (<https://kh-berlin.de/login?logintype=logout>).
- The legal basis is Art. 6 (1) sentence 1 lit. f GDPR.

4. Further functions and offers on our website

(1) Alongside a purely informative use of our website, we offer various services that you can make use of if you are interested. To do so, you usually have to provide further personal data that we use to provide the respective service and for which the aforementioned data processing principles apply.

(2) Sometimes we use external service providers to process your data. These have been carefully selected and contracted by us, are bound by our instructions, and are regularly monitored.

(3) If our service providers or partners have their registered office in a state outside the European Economic Area (EEA), we will inform you of the consequences of this situation in the offer description.

5. Right to object to or revoke the processing of your data

- (1) If you have consented to the processing of your data, you may revoke this at any time with future effect, Art. 7 (3) GDPR. Such a revocation will affect the permissibility of the processing of your personal data once you have declared it to us.**
- (2) If we base the processing of your personal data on the balancing of interests, you may object to the processing pursuant to Art. 21 GDPR. This also applies to profiling that is based on these provisions. This is the case if the processing is not required to fulfil a contract with you, which will be stated by us in each case in the subsequent description of the functions. If you make such an objection, we will ask you to explain the reasons why we should not process your personal data as we have previously done. In the event of your justified objection, we will review the situation at hand and either cease or modify the data processing or disclose to you our compelling legitimate grounds on the basis of which we will continue the processing.**
- (3) You may object to the processing of your personal data for advertising and data analysis purposes at any time. You also have the right to object, on grounds relating to your particular situation, to the processing of your personal data for scientific or historical research purposes or for statistical purposes pursuant to Art. 89 (1) GDPR, unless the processing is necessary for completing a task that is carried out in the public interest. You can inform us of your objection using the following contact details:**

weißensee kunsthochschule Berlin
Data Protection Officer
Bühningstraße 20
13086 Berlin
datenschutz@kh-berlin.de

6. Contact by email

- (1) You can contact us by email. In order to process and complete the contact request, the data is processed on the basis of Art. 6 (1) sentence 1 lit. b GDPR.
- (2) When you contact us, we will store the data you provide (your email address, possibly your name and phone number) in order to answer your questions. We will delete this data after its storage is no longer required, or otherwise limit its further processing if statutory retention obligations apply.

7. Newsletter dispatch with CleverReach

- (1) By giving your consent, you can subscribe to our newsletter, in which we inform you about academy events as well as about exhibitions, events and awards relating to our academy members, among other things.
- (2) We use the double opt-in procedure to subscribe to our newsletter. This means that after your registration, we will send you an email to the email address you provided in which we ask you to confirm that you wish to receive the newsletter. If you do not confirm your registration within one week, your information will be blocked and automatically deleted after one month. In addition, we store your IP addresses and the times of registration and confirmation.
The purpose of this procedure is to prove your registration and, if necessary, to clarify a possible misuse of your personal data.
- (3) You can revoke your consent to the sending of the newsletter and unsubscribe from it at any time. You can declare your revocation by clicking on the link provided in every newsletter email or by email to the contact details provided in the Legal Notice.
- (4) The newsletter is sent by the service provider CleverReach GmbH & Co KG, Schafjückenweg 2, 26180 Rastede („CleverReach“). CleverReach enables us to analyse whether or not the newsletter has been opened and which links have been clicked on more than once, without this being linked to your email address. CleverReach also lists which devices were used (such as PC, mobile phone, or tablet) and shows how the openings are distributed worldwide (geo-tracking). However, we do not link any of this data to your email address. The newsletter service does not use the data from our newsletter recipients to contact them or to pass them on to third parties. You can view CleverReach’s Privacy Policy here: <https://www.CleverReach.com/de/datenschutz/>. The legal basis for the processing of your data is your consent pursuant to Art. 6 (1) sentence 1 lit. a GDPR.
- (5) We would like to point out that the emails contain web beacons or tracking pixels, which are single-

pixel image files. The data will only be collected in pseudonymous form, i.e., the IDs will not be linked to your other personal data such as your email address, and a direct personal reference is excluded.

- (6) You can object to this tracking at any time by unsubscribing from the newsletter. The information will be stored for as long as you are subscribed to the newsletter. After unsubscribing, we store the data for statistical purposes only. The tracking will not be possible if you have deactivated the display of images by default in your email account. In such a case, the newsletter will not be displayed to you in full and you may not be able to use all the functions. If you have the images displayed manually, the aforementioned tracking will take place. The tracking is based on our legitimate interest pursuant to Art. 6 (1) sentence 1 lit. f GDPR in order to improve our offer and make it more interesting for you as a user.

8. Matomo tracking analysis (formerly PIWIK)

- (1) This website uses the Matomo web analytics service. Matomo is an open-source software. We host Matomo ourselves and use it to analyse and regularly improve the use of our website. The statistics obtained enable us to improve our offer and make it more interesting for you as a user. The legal basis for using Matomo is Art. 6 (1) sentence 1 lit. f GDPR.
- (2) Matomo collects and stores the following data: the type and version of browser you use, your operating system, your country of origin, the date and time of the server request, the number of visits, the time you spend on the website, and the external links that you click on. The user's IP address is anonymised before it is stored.
- (3) This website uses Matomo with the extension „AnonymizeIP“. This means that IP addresses are processed in truncated form, thereby excluding the possibility of a direct personal reference. The IP address transmitted by your browser via Matomo will not be merged with other data collected by us.
- (4) For more information on Matomo's Privacy Policy, please visit <https://matomo.org/privacy-policy/>.

9. Our Facebook page

- (1) We have a Facebook page provided by Meta Platforms Ireland Limited („Facebook“), Merrion Road, Dublin 4, D04 X2K5, Ireland. We operate as joint data controllers with Facebook for the protection of your personal data pursuant to Art. 26 GDPR: https://www.facebook.com/legal/terms/page_controller_addendum. With our Facebook page, we give you the opportunity to interact on social networks and with other users so that we can improve our offer and make it more interesting for you as a user. The legal basis for this is therefore the pursuit of our legitimate interests in effective communication as well as economic interests pursuant to Art. 6 (1) sentence 1 lit. f GDPR.
- (2) Facebook stores the data collected about you in the form of usage profiles and uses these for advertising and market research purposes and/or designing its website to meet specific needs. For this purpose, Facebook uses cookies and similar technologies, e.g., to save device and browser settings and offer personalised advertising. An evaluation is made (also for users who are not logged in) to display needs-based advertising and inform other users on the social network about your activities on our Facebook page. You can also opt out of interest-based advertising at <https://optout.aboutads.info/>. You have the right to object to the creation of these user profiles. Please contact Facebook to exercise this right: https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. You can assert any requests for information as well as other rights directly and more effectively with Facebook.
- (3) We have no influence on the collected data and data processing procedures nor are we aware of the full extent of the data collection, the purposes of the processing or the storage periods. We also have no information on the deletion of the data collected by Facebook. We would like to point out that Facebook may transmit your personal data to servers outside the European Economic Area.
- (4) For more information on the purpose and scope of the data collection and its processing by Facebook, please visit Facebook's Privacy Policy. You will also find further information on your rights in this regard and how you can use settings to protect your privacy: <https://www.facebook.com/policy.php>. Facebook is subject to the Data Privacy Framework: <https://www.dataprivacyframework.gov/s/>.

10. Our Instagram page

- (1) We have an Instagram page provided by Meta Platforms Ireland Limited („Instagram“), Merrion Road, Dublin 4, D04 X2K5, Ireland. With our Instagram page, we give you the opportunity to interact on social networks and with other users so that we can improve our offer and make it more interesting for you as a user. The legal basis for this is therefore the pursuit of our legitimate interests in effective communication as well as economic interests pursuant to Art. 6 (1) sentence 1 lit. f GDPR.

- (2) When using Instagram, your metadata such as location data, device data, language and browser settings, activities, contacts, payment data, etc. are collected. Instagram stores the data collected about you in the form of usage profiles and uses these for advertising and market research purposes and/or designing its website to meet specific needs. For this purpose, Instagram uses cookies and similar technologies, e.g., to save device and browser settings and offer personalised advertising. An evaluation is made (also for users who are not logged in) to display needs-based advertising and inform other users on the social network about your activities on our Instagram page. You can also opt out of interest-based advertising at <https://optout.aboutads.info/>. You have the right to object to the creation of these user profiles. Please contact Instagram to exercise this right: <https://help.instagram.com/contact/1845713985721890>. You can assert any requests for information as well as other rights directly and more effectively with Instagram.
- (3) We have no influence on the collected data and data processing procedures nor are we aware of the full extent of the data collection, the purposes of the processing or the storage periods. We also have no information on the deletion of the data collected by Instagram. We would like to point out that Instagram may also transmit your personal data to servers outside the European Economic Area and that Instagram may pass on your data to other companies in the group of companies as well as to third parties.
- (4) For further information on the purpose and scope of the data collection and processing by Instagram, please visit Instagram's Privacy Policy: https://help.instagram.com/519522125107875?helpref=page_content. You will also find further information on your rights in this regard and how you can use settings to protect your privacy. Instagram is subject to the Data Privacy Framework: <https://www.dataprivacyframework.gov/s/>.

11. Our LinkedIn page

- (1) We have a LinkedIn page provided by LinkedIn Ireland Unlimited Company („LinkedIn“), Wilton Place, Dublin 2, Ireland. With our LinkedIn page, we give you the opportunity to interact on social networks and with other users so that we can improve our offer and make it more interesting for you as a user. We also use this page to inform you about our job offers. The legal basis for this is therefore the pursuit of our legitimate interests in effective communication as well as economic interests pursuant to Art. 6 (1) sentence 1 lit. f GDPR.
- (2) LinkedIn stores the data mentioned in section 3 as well as other personal data such as your age, gender, language, etc. in the form of user profiles and uses these for advertising and market research purposes and/or designing its website to meet specific needs. For this purpose, LinkedIn uses cookies and similar technologies, e.g., to save device and browser settings and offer personalised advertising. You can assert any requests for information as well as other rights directly and more effectively with LinkedIn.
- (3) Further information on data collection, purpose of processing, data transfer and deletion periods can be found in LinkedIn's Privacy Policy: https://www.linkedin.com/legal/privacy-policy?trk=hb_ft_priv. We would like to point out that LinkedIn may also transmit your personal data to servers outside the European Economic Area.

12. Applications

Applicants can send us unsolicited applications by email. The applicants' data will be evaluated in order to complete the application procedure. If an employment contract is concluded with an applicant, the transmitted data will be stored for the purpose of handling the employment in compliance with the statutory provisions. If no employment contract is concluded, the application documents will be deleted seven months after notification of the rejection, unless there are legitimate interests to the contrary, such as a duty to provide evidence in proceedings under German Equal Treatment Law (Allgemeines Gleichbehandlungsgesetz – AGG). The legal basis for the processing is Art. 6 (1) sentence 1 lit. b GDPR.

13. Automated decision-making

We refrain from automated decision-making and profiling.

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