

Privacy Policy

WHU – Otto Beisheim School of Management (hereinafter “**WHU**”) is committed to protecting the privacy and security of the personal information collected from visitors to, and members of, the franzideas.com website.

1. Principle

WHU sets high standards on the handling of personal information of its website visitors. We comply with all regulatory requirements and your personality and privacy is always protected. When you use our services and share information with us, for example when registering for the member portal, personal data may be collected, processed or used in order to improve those services. Our Privacy Policy therefore explains how we collect information, why we collect it, and how we use that information once it is collected.

By using our website, you agree to the following Privacy Policy and consent to WHU collecting, processing and using your personal data in compliance with data protection legislation and the following provisions.

2. Responsible party

Responsible party for data collection, processing and use of your personal data within the meaning of § 3 of the Federal Data Protection Act is WHU. If you wish to object to the collection, processing or use of your data in accordance with this Privacy Policy, you can send your appeal by e-mail, fax or letter to the following contact:

WHU – Otto Beisheim School of Management
Burgplatz 2
56179 Vallendar
Germany
Tel.: +49 261 6509-0
Fax.: +49 261 6509-509
E-mail: datenschutz@whu.edu

3. Collection, processing and use of personal data

We collect information to provide better services to all of our users. When using our website and as part of the portal registration process, personal data may be collected, processed and used.

3.1 Personal data

Personal data are particulars about factual or personal circumstances of a defined or definable natural person. This includes information that may infer your identity, such as your name, phone number, address, e-mail address or any other personal information. Statistical data that is for instance collected when you visit our website and that cannot be associated directly to you personally do not fall within this definition of personal data.

3.2 Collection, processing and use of your personal data

The protection of your data is of major importance for us. We align the collection, processing and use of your personal data to the principles of data minimization and data reduction. We use the information we collect from all of our services to deliver, uphold, protect and improve them. Within the website, mainly the password-protected area sections require you to provide personal data.

3.3 Registration

If you are a non-registered visitors to the website, we only collect information necessary to correctly display the pages you are visiting. The main services of the website, are only accessible to you when you register/sign up.

For your registration, we require the following information from you:

- Your first name
- Your last name
- Your e-mail address
- Your nationality
- Your university
- Your degree subject

We save the data you enter to set up your user account through which you can access the portal using your e-mail address and your password.

You agree to keep your login information confidential and inaccessible to any unauthorized third parties. We will treat the access strictly confidential and will not at any time ask for the password to be given to us.

3.4 Transfer of data to third parties

Sharing of the data collected by WHU with third parties will only occur if necessary and permitted by law. WHU will not at any time process any of the information provided by the User to any third party for any commercial purposes unless WHU transfers the

curriculum vitae of registered users of the website to partners of WHU and/or MHM Group GmbH.

3.5 Deletion of Data

Your personal data will only be deleted if you submit a request for cancellation and if legal retention requirements do not preclude the request; if the data are no longer necessary to fulfill the intended purpose of the saving or if data storage is inadmissible for other legal reasons.

4. Cookies

Cookies are small files stored on your disk that contain settings and data for exchange with our system via your browser. The acceptance of cookies is not a requirement for visiting the website. However, some website features may not work properly if you do not allow us to set cookies. We only use the so-called first-party cookies, which help to improve usability of our services. Our cookies are either invalid after the end of the browser session (session cookies) or remain on your disk (so-called persistent cookies) for a maximum of 30 days. Cookies do not store personal data. The cookies we use are so neither assignable to you nor to any other specific person.

Within your browser settings, you can set-up notifications to request that you accept the storage of cookies at the time they are sent to your computer. For shared computers, we recommend that they are set up to accept cookies and that you always log off completely after your session.

5. Web analysis

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies, which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. For deactivation of Google Analytics please see <https://tools.google.com/dlpage/gaoptout?hl=de>.

6. Social Media Plug-Ins

One of the features of the franzideas.com internet presence on the domain franzideas.com is that it uses what are called social plugins ('plugins') from the social network facebook.com, which are operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ('Facebook'). These plugins are indicated by a Facebook logo.

When you access the franzideas.com internet presence on the domain franzideas.com, your browser establishes a direct connection with the Facebook servers. The content of the plugin is transferred by Facebook directly to your browser, which then integrates it into the website. Integration of the plugin causes Facebook to receive the information that you have accessed on the corresponding page of the franzideas.com internet presence. If you are logged in with Facebook, it will be able to assign your visit to your Facebook account. Please note that an exchange of this information already takes place when you visit our Internet presence on the domain franzideas.com, regardless of whether you interact with the plugin or not. If you interact with the plugins, such as by pressing the 'Like' button, the corresponding information is sent directly to Facebook by your browser and saved there. You can find information on the purpose and extent of data acquisition as well as how the data is processed further and used by Facebook, together with your rights and optional settings to protect your private sphere, in the Facebook data protection notes (<http://www.facebook.com/policy.php>). If you do not want Facebook to gather data about you via our Internet presence, you must log out of Facebook before visiting the franzideas.com Internet presence on the domain franzideas.com.

7. Newsletter

WHU sends out E-mails on a regular basis to keep you up to date with **franz**. You can unsubscribe from the mailing list by clicking the "Unsubscribe" link.

8. Log files

Every time you access our website, usage data will be forwarded by your browser to us and stored in log files. Log files may contain the following information: Date and time of your request, name of the requested page, IP address, referrer URL (URL of origin from which you have come to the site), the data volume transferred, product and version information on the browser used.

The IP addresses of users are deleted or made anonymous after ending the session. In making IP addresses anonymous, they are changed such that the individual details about personal or factual circumstances can no longer, or only with a disproportionate investment of time, cost and labor, be associated to an identified or identifiable natural person.

Log file records will be used by us in an anonymous way to further improve the website, make it more user-friendly and to find and fix errors more quickly. They may also be used to manage server capacity providing adequate data volume should the need arise.

9. Secure data transfer

Your personal data is transmitted securely by us through encryption. This applies to both your registration as well as for all data transfers after your login. We use the TSL (Transport Layer Security) protocol to provide data encryption. While no one can guarantee absolute protection, we secure our website and other systems with technical and organizational measures against loss, destruction, access, modification or distribution of your data by unauthorized persons.

We expressly point out that data transmission over the Internet (e.g. communication by e-mail) cannot be protected completely against access by third parties.

10. Right to information

According to the Federal Data Protection Act, our users have, among other things, a right for free of charge information about their stored data, and optionally a right for correction, blocking or deletion of data.

We take the protection of your data very seriously. If you would like further information about your stored data or for further information regarding this Privacy Policy, please send your request by e-mail or by post, clearly identifying your request and contact details to:

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