Privacy Policy

Thank you for your interest in the Industrial Agents Hackathon, organised as part of the Manage and More program. With this privacy policy, we inform you about the type, scope and purpose of the processing of your personal data in connection with your application, registration and participation in the event. Your personal data is processed in accordance with the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG).

1. Controller

The controller within the meaning of the GDPR is:

UnternehmerTUM GmbH
Lichtenbergstraße 6
85748 Garching / Munich
Germany
E-mail: info@unternehmertum.de

Website: www.unternehmertum.de

The event is organised by UnternehmerTUM GmbH (Manage and More program). Partner organisations named in the event communication and branding do not have access to your registration data and are not involved in the selection of participants. Your data will only be shared with the challenge partners named in Section 6 below, and only if you have given your express consent.

2. Data protection officer

The data protection officer of the controller is:

RA Alexander Stolberg-Stolberg
SVF Rechtsanwälte
Oberanger 30
80331 Munich
Germany

E-Mail: stolberg@unternehmertum.de

Any data subject may contact our data protection officer directly at any time with any questions or suggestions regarding data protection.

3. Data we process

When you apply for the hackathon via our registration page, we process the data you provide in the registration form, in particular:

- full name, e-mail address and – optionally – phone number;
- optionally, links to your LinkedIn profile and/or GitHub, portfolio or personal website;

- your current status (student, working, founder, other) and your organisation or university including your role or degree;
- optionally, your Manage & More scholarship status and generation;
- your answers to the application questions (achievements, hackathon experience, goals for the event, other information you choose to share);
- optionally, your resume/CV, if you choose to upload it (see Section 5);
- optionally, names and e-mail addresses of intended teammates, if you apply as a team;
- optionally, your dietary requirements (none / vegetarian / vegan), which we use exclusively for catering purposes;
- information on how you heard about the event.

If you provide data of third parties (e.g. teammates), please ensure that they are aware of this and agree to it.

4. Purposes and legal bases

a) We process your data for the following purposes: processing your application and registration, selecting the participants, organising and running the event (including team allocation, check-in, admission control and catering), and event-related communication (e.g. application status, confirmations, organisational information). The legal basis for this is Art. 6 (1) (b) GDPR (performance of a contract or pre-contractual measures). Event-related e-mails are necessary for your participation; they are not marketing communications.

b) In addition, we process data on the basis of our legitimate interests pursuant to Art. 6 (1) (f) GDPR in the efficient organisation, security and documentation of our event. Marketing communications about future events will only be sent to you if you have given your separate consent (Art. 6 (1) (a) GDPR), which you can withdraw at any time.

c) The selection of participants is carried out manually by our team. No automated decision-making within the meaning of Art. 22 GDPR takes place.

5. Registration platform: Luma

a) For registration and participant management, we use the event platform Luma, operated by Luma Labs, Inc., USA ("Luma"). Luma processes your registration data on our behalf as a processor within the meaning of Art. 28 GDPR on the basis of a data processing agreement. As Luma is based in the United States, your data may be transferred to the USA; this transfer is safeguarded by the EU Standard Contractual Clauses pursuant to Art. 46 (2) (c) GDPR.

b) Further information on data protection at Luma can be found at: https://luma.com/privacy-policy

c) If you choose to upload your resume/CV, the upload is processed via Google Forms, a service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (parent company: Google LLC, USA). Google acts as our processor pursuant to Art. 28 GDPR. Insofar as data is transferred to Google LLC in the USA, the transfer is based on the EU-U.S. Data Privacy Framework (Art. 45 GDPR), under which Google LLC is

certified, and on the EU Standard Contractual Clauses. Uploading your resume is voluntary and not a requirement for your application.

d) Further information on data protection at Google can be found at: https://policies.google.com/privacy

6. Sharing of your profile

a) The challenge partners of this hackathon are:

- Synera
- Tacto
- Certivity

b) If – and only if – you tick the corresponding checkbox in the registration form ("Share my profile with the challenge partners"), we will share your application profile (in particular name, contact details, professional links and resume, if provided) with the challenge partners named above for recruiting purposes. The legal basis is your consent pursuant to Art. 6 (1) (a) GDPR. Your consent is voluntary; it is not a condition for your participation, and the checkbox is not pre-ticked.

c) The challenge partners process your data as independent controllers for their own recruiting purposes; their respective privacy policies apply. You can withdraw your consent at any time with effect for the future, e.g. by e-mail to the controller. The lawfulness of the processing carried out before the withdrawal remains unaffected. If your data has already been shared at the time of your withdrawal, we will inform the challenge partners and request its deletion.

d) Partner credits. Our partner Eleven Labs Inc., 169 Madison Ave #2484, New York, NY 10016, USA ("ElevenLabs") provides free AI credits to all participants. To enable this, we share the e-mail address you registered with, and no other data, with ElevenLabs so that its redemption system can verify that you are a participant. The legal basis is our legitimate interest pursuant to Art. 6 (1) (f) GDPR in providing participants with the partner benefits that form part of the event. ElevenLabs is certified under the EU-U.S. Data Privacy Framework (Art. 45 GDPR). Further information on data protection at ElevenLabs can be found at: https://elevenlabs.io/privacy-policy. You may object to this sharing at any time by e-mail to the controller (see Section 9); we will then ask ElevenLabs to delete your e-mail address. In any case, we will ask ElevenLabs to delete all participant e-mail addresses after the event.

7. Photos and video recordings

a) Images, films and sound recordings will be made during the event. We intend to use the recordings for the documentation of the event and for communication about it, for example on our website, in social media posts and for other PR purposes. The legal basis for overview and atmosphere shots is our legitimate interest pursuant to Art. 6 (1) (f) GDPR in the public presentation and documentation of our event; the publication of recordings is furthermore governed by Sections 22, 23 of the German Act on the Protection of Copyright in Works of Art and Photography (Kunsturhebergesetz – KUG).

b) For individual portrait photographs or interviews focusing on you personally, we will obtain your prior consent pursuant to Art. 6 (1) (a) GDPR.

c) **If you do not wish to be photographed or filmed, please inform our staff or the photographer/camera team on site. You may object to the processing of recordings concerning you at any time with effect for the future (see Section 9).**

8. Storage period and deletion

We process and store your personal data only for as long as is necessary to achieve the purposes described above or as required by statutory retention obligations. Application data of participants who are not selected, as well as catering-related information (dietary requirements), will be deleted promptly after the event. If the purpose of storage ceases to apply and no statutory retention periods prevent deletion, the personal data will be routinely deleted in accordance with the statutory provisions.

9. Your rights

a) You have the following rights:

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

b) Insofar as we process your personal data on the basis of Art. 6 (1) (f) GDPR, you have the right to object to this processing at any time for reasons arising from your particular situation. We will then no longer process the personal data concerned unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defence of legal claims.

c) Insofar as processing is based on your consent (Art. 6 (1) (a) GDPR), you can withdraw your consent at any time with effect for the future. The lawfulness of the processing carried out before the withdrawal remains unaffected.

d) The restrictions pursuant to Sections 34 and 35 BDSG apply to the right of access and the right to erasure. In addition, you have the right to lodge a complaint with a competent data protection supervisory authority (Art. 77 GDPR in conjunction with Section 19 BDSG); the supervisory authority responsible for us is the Bavarian State Office for Data Protection Supervision (Bayerisches Landesamt für Datenschutzaufsicht, BayLDA), Ansbach.

Further information on the processing of your personal data by UnternehmerTUM can be found in our general privacy policy at: https://www.unternehmertum.de/en/privacy-policy