

## 1 Responsible body

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## 2 Data Protection Officer

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## 3 Data processing in the context of the work of the Think Tank *Doing Business in Africa*

As part of the events of the Think Tank *Doing Business in Africa*, personal data of the participants is processed. This data protection information informs you about the type, scope and purpose of the collection and processing of your data as well as about your rights under the General Data Protection Regulation (GDPR).

The processing is carried out in particular for the organisation and implementation of the events, for communication with the participants, for scientific evaluation as well as for documentation and public relations work (e.g. through photos and videos).

## 4 Overall goals and purposes

The events of the Think Tank *Doing Business in Africa* serve to promote a practical knowledge transfer between science, business and politics with a focus on the business analysis of African markets. The aim is to generate in-depth knowledge for business in Africa and to strengthen Africa expertise in Germany.

As part of a holistic research approach, operational business aspects, industry diversity and the perspectives of African and international companies are taken into account. The think tank's formats – including conferences, webinars, workshops, courses and the like – enable targeted exchange and combine current research results with practical experience.

An interdisciplinary and international cooperation network with partners from science, business, civil society and politics forms the basis for international dialogue and the successful implementation of joint projects. The events promote interdisciplinary discourse, strengthen international networking and create innovative impulses for business practices in Africa.

## 5 Description of the processing operations

The processing of personal data in the context of the events of the Think Tank *Doing Business in Africa* is carried out for the following purposes:

- **Organization and implementation** of the events, including registration, participant communication and logistical planning.
- **Fulfilment of project-related tasks**, especially in the field of applied research, teaching and knowledge transfer. For example, **anonymized scientific evaluation** of the content and contributions in the context of the business analysis of African markets with direct practical relevance.
- **Documentation and evaluation** of the events, e.g. through participant lists, feedback forms and statistical evaluations.
- **Networking** to promote interdisciplinary and international exchange between science, business and politics as well as to strengthen Africa competence.
- **Public relations**, e.g. through photo and video recordings to present the think tank's activities on websites, reports and social media.
- **Sending newsletters and information material** to participants and interested parties to promote exchange, announce future events and provide relevant content. For example, **invitations and contacts to future events**.

## 6 Type of data and categories of data

Below we inform you about the type of data and data categories that are processed in connection with events of the Think Tank *Doing Business in Africa*:

The following data *will be collected and processed as part of the events of the Think Tank Doing Business in Africa*:

- **Organization and implementation of the events**
  - Title, surname, first name
  - Institution/Company and Function
  - Contact details (e.g., email address, phone number)
  - Interest in participation and thematic preferences
  - Information on registration and participation in events
  - Communication content (e.g. contributions to discussions, questions, comments)
  - Technical usage data for online events (e.g. IP address, device information, access times)
- **Fulfilment of project-related tasks / for anonymised scientific evaluation**
  - years since participants have been working with or in Africa
  - Activity of institution/company in Africa
  - Interest in participation and thematic preferences

- Communication content (e.g. contributions to discussions, questions, comments)

- **Documentation and evaluation of the events**

- Title, surname, first name
- years since participants have been working with or in Africa
- Institution/Company and Function
- Activity of institution/company in Africa
- Contact details (e.g., email address, phone number)
- Interest in participation and thematic preferences
- Information on registration and participation in events
- Communication content (e.g. contributions to discussions, questions, comments)
- If necessary, image and video recordings as part of the event
- Technical usage data for online events (e.g. IP address, device information, access times)

- **Network building**

- Title, surname, first name
- years since participants have been working with or in Africa
- Institution/Company and Function
- Activity of institution/company in Africa
- Contact details (e.g., email address, phone number)

- **Public Relations**

- Title, surname, first name
- years since participants have been working with or in Africa
- Institution/Company and Function
- Activity of institution/company in Africa
- Communication content (e.g. contributions to discussions, questions, comments)
- If necessary, image and video recordings as part of the event

- **Sending newsletters and information material / Inviting and contacting you about future events**

- Title, surname, first name
- Institution/Company and Function
- Contact details (e.g., email address, phone number)
- Interest in participation and thematic preferences

- **Fulfilment of legal obligations (tax law; accounting requirements; Retention obligations and obligations to provide evidence for the use of funds; Obligations to provide evidence for cooperations and / or subcontracts)**

## 7 Sources of data collection

We process personal data that is made available to us in connection with the organisation and implementation of the events of the Think Tank *Doing Business in Africa*. The data is collected in particular from the following sources:

- Microsoft Forms (e.g. for logins or feedback requests)
- Microsoft Teams (e.g. for online events, chats, attendance information)
- Microsoft Outlook (e.g. email communication, calendar invitations)
- CleverReach (e.g. for newsletter registrations)
- Oral transmission (e.g. in the context of conversations, discussions or events on site)

The data will be processed exclusively for the purposes defined within the framework of the project.

## 8 Legal basis for data processing

The processing of personal data in the context of the events of the think tank *Doing Business in Africa* is carried out on the basis of:

- Art. 6 (1) (a) GDPR – on the basis of voluntary consent, in particular when publishing image and video material or passing on data to third parties (e.g. cooperation partners).
- Art. 6 (1) (b) GDPR – for the performance of a contract or for the implementation of pre-contractual measures (e.g. registration for the event, organisation of participation, administration).
- Art. 6 (1) (c) GDPR in conjunction with Section 36 of the Administrative Procedure Act (ancillary provisions) in conjunction with Section 91 of the Federal Budget Code as well as Section 147 (1) of the German Fiscal Code and Section 257 (1) of the German Commercial Code – for the fulfilment of legal obligations, for example within the framework of tax or accounting requirements, retention obligations and obligations to provide evidence (preparation of factual report, proof of use; Preparation of evidence of the use of funds; Provision of payrolls, travel expense reports, expense reports, material/service invoices, contracts, original receipts; Preparation of evidence of cooperation and/or subcontracting with external partners; etc.).
- Art. 6 (1) (e) GDPR in conjunction with § 4 LDSG and §§ 2 and 12 LHG (Processing of data in the context of the public task of Reutlingen University (research, teaching, knowledge transfer, evaluation, press/public relations, promotion and strengthening of interdisciplinary cooperation, etc.)

## 9 Further data protection information

### 9.1 Existence of automated decision-making (profiling)

We do not use purely automated individual decision-making (including profiling) procedures in accordance with Art. 22 GDPR.

## 9.2 Scope of Obligations to Provide Information to Us

The provision of personal data in the context of participation in the events of the Think Tank *Doing Business in Africa* is generally voluntary. However, the provision of certain data (e.g. name, contact details) is necessary to enable registration, to ensure organisational processes and, if necessary, to transmit confirmations of participation or further information.

Without the provision of this necessary data, participation in the events may not be guaranteed. Further information, for example on thematic interests or function in the company, is voluntary and serves to improve content orientation and network building within the framework of the project.

In addition, certain information can help to target scientific discussions during the event and include relevant perspectives. They also make it possible to invite participants afterwards – on a voluntary basis – to participate in anonymized research interviews that serve the scientific evaluation and further development of the think tank.

## 9.3 Storage and deletion periods

In principle, we process the data in the aforementioned procedures for as long as this is necessary to perform our tasks. Most data will thus be stored for up to six months after the end of the project (expected 30.06.2029). In addition, retention obligations of up to 10 years also apply under tax law.

In addition, technical usage data is stored for up to 6 months. Please note: External providers (e.g. internet or hosting service providers) may have their own legal or technical storage periods, over which we have no influence.

If you revoke your consent to the processing of image/video recordings, the sending of newsletters, etc., we will delete your data immediately, but no later than within 30 days.

All project-related data will be deleted or anonymised no later than six months after the end of the project (expected 30.06.2029), provided that there are no statutory retention obligations.

## 10 Recipient

Within Reutlingen University, only those internal departments or organisational units that need it to fulfil our legal and contractual obligations or in the context of processing and implementation will receive your data. These include, in particular:

- **Computer and Media Centre (RMZ)** for solving technical problems and storage on internal drives;
- **Marketing & Public Relations department of the ESB Business School (ESB)** and the **University Communications and Marketing Department (HKM)** for public relations;
- **Reutlingen Research Institute (RRI)** for controlling and scientific evaluation;
- **Researchers** from the Think Tank *Doing Business in Africa* on scientific evaluation.

Your data will only be passed on to external bodies:

- to **comply with legal requirements** under which we are obliged to provide information, report or disclosure or if the disclosure of data is in the public interest;
- to **external researchers** for scientific evaluation;

- **to external service providers** who act as processors or functional transferees on our behalf, such as:
  - External data centers, IT service providers for maintenance and support,
  - archiving and data destruction companies,
  - Credit institutions, printers, courier services, logistics companies,
  - Providers of video and web conferencing tools (e.g., Microsoft Teams, Zoom),
  - Locations for on-site events to prepare the rooms;
- **to providers of software solutions** that we use, such as Microsoft applications (Excel, Lists, Forms, Access, Outlook, MAXQDA) and CleverReach for recording, storing and further processing data;
- on the basis of our **public interest or the public interest of third parties** for the purposes mentioned, e.g. to our funding body, the Federal Ministry of Research, Technology and Space (BMFTR), authorities, courts;
- **if you have given us consent to transfer data to third parties.**

If we commission service providers in the context of order processing, your data is subject to the same security standards as ours. In the remaining cases, the recipients may only use the data for the purposes for which they were communicated to them. We will not pass on your data to third parties beyond that.

## 10.1 Recipients of the data outside the EU

We transfer your data to countries outside the EEA (so-called third countries). The transfer only takes place to fulfil our contractual and legal obligations or on the basis of your consent or on the basis of another legal basis. In addition, this transfer takes place in compliance with all applicable data protection laws and in particular in accordance with Art. 44 et seq. GDPR, in particular on the basis of adequacy decisions issued by the European Commission or on the basis of certain guarantees (e.g. EU standard data protection clauses, etc.).

## 11 Your rights

Under certain conditions, you can assert your data protection rights against us. Your requests to exercise your rights should be addressed in writing or by e-mail to the address given above, if possible, or directly in writing or by e-mail to our Data Protection Officer.

- You have the right to receive information from us about your data stored by us in accordance with the rules of Art. 15 GDPR (possibly with restrictions according to § 9 LDSG).
- At your request, we will correct the data stored about you in accordance with Art. 16 GDPR if it is inaccurate or incorrect.
- If you wish, we will delete your data in accordance with the principles of Art. 17 GDPR, provided that other legal regulations (e.g. statutory retention obligations or the restrictions according to § 10 LDSG) or an overriding interest on our part (e.g. to defend our rights and claims) do not conflict with this.
- Taking into account the requirements of Art. 18 GDPR, you can request that we restrict the processing of your data.

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- Furthermore, you can object to the processing of your data in accordance with Art. 21 GDPR, on the basis of which we will terminate the processing of your data. This right of objection only applies if there are special circumstances of your personal situation, whereby rights of our company may conflict with your right to object.
- You also have the right to receive your data in a structured, commonly used and machine-readable format or to transmit it to a third party under the conditions of Art. 20 GDPR.
- In addition, you have the right to revoke any consent you have given to the processing of personal data at any time with effect for the future .

You also have the **right to lodge a complaint** with a data protection supervisory authority (Art. 77 GDPR). You can reach the supervisory authority responsible for us at:

The State Commissioner for Data Protection and Freedom of Information  
Heilbronner Str. 35  
70191 Stuttgart  
Phone: 0711/615541-0  
FAX: 0711/615541-15  
E-mail: [poststelle@lfdi.bwl.de](mailto:poststelle@lfdi.bwl.de)