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## Privacy policy pursuant to the GDPR

### Name and address of the Data Protection Officer

Data Protection Officer: Vitali Dick (HiSolutions)

HWR Berlin  
Badensche Str. 50/51  
10825 Berlin

The HWR Berlin will be happy to answer your questions about data protection. Send an e-mail to: bps-marketing(at)hwr-berlin.de

### Personal data processed

- Photographs
- Film recordings

### Purposes of processing

The publication of photographs and film recordings

- on our websites: [www.berlin-professional-school.de](http://www.berlin-professional-school.de) and [www.hwr-berlin.de](http://www.hwr-berlin.de)
- in our official print media such as flyers, as well as promotional and informational brochures
- on our accounts on social networks (Facebook, Instagram, Twitter, LinkedIn, Xing, Youtube). In doing this, the data is transferred to the USA. The consent given here is also expressly considered as consent to such a transfer, pursuant to Art. 49 GDPR.
- passing on the photos/film recordings to the university's internal press office for the purpose of public relations work
- passing on the photos/film footage to cooperation partners (e.g. DAAD, partner universities) for non-commercial use in their print and online media (including social media channels)

### Legal basis for data processing

The legal basis for the processing is the consent to data processing pursuant to Art. 6(1)(a) GDPR. There is neither a contractual nor a legal obligation to provide the data. Consent is voluntary. The lawfulness of the processing based on the consent shall remain unaffected until the point at which consent is withdrawn.

Insofar as the use in the social media channels has been consented to, the consent shall also expressly apply to data transfers to the USA pursuant to Art 49(1)(a) GDPR. Extensive information about the risks this involves has been provided in the consent form.

The legal basis for the video stream using the German Research Network video conferencing system is section 6(1)(1)(f) of the Berlin Higher Education Act (BerlHG).

### Data storage and time limits for deletion

- a) As a general rule, the data is deleted once consent has been withdrawn. If the data is not published or used, it will be erased after 10 years.
- b) Erasure from print media will no longer be possible after the publication has been issued. Before going to press, the media in relation to the data that is subject to the withdrawal of consent would be amended.
- c) The personal data (photos or videos) will be deleted from the official social media channels of the BPS and HWR Berlin (such as Facebook, Instagram, Twitter, LinkedIn, Xing, Youtube) once the consent has been withdrawn. It is not possible to erase posts that have been shared by other users of the platform.

### Scope of the processing of personal data

As a matter of principle, we only process the personal data of our users insofar as this is necessary.

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**Recipients or categories of recipients of the personal data**

The above personal data will be transferred to third parties outside the university (external recipients) if consent has been given to this. Accordingly, this relates to the providers of the official social media channels. Within the university (internal recipients), the data may be processed by the BPS team and the university communications team, by the IT department and, provided that consent has been given, also by the press office.

**Transfer of data to a third country or an international organisation**

The transfer of the above personal data to third countries outside the EU mainly applies to the USA (social media of the BPS and HWR). However, transfers to other third countries may also occur due to the fact that social media providers subcontract the processing of personal data. Following the discontinuation of the EU-US Privacy Shield, there is no EU adequacy decision for data transfers to the USA and no appropriate safeguards for providing an adequate level of data protection.

**Commissioning external photographers/commissioned processing**

The images captured may be produced and edited by an external photographer. For this purpose, the BPS and HWR use selected contractors with whom a contract for commissioned processing has been agreed.

**Automated decisions in individual cases, including profiling**

Automated decisions are not made in individual cases.

**Rights of the data subject**

The data subject has rights pursuant to Art. 13-23 DSGVO, which can be asserted against the BPS and HWR Berlin. Below is an overview of the most important rights:

Right of access to data stored by the data controller (HWR Berlin) pursuant to Art. 15 GDPR

- Right to rectification of data stored by the data controller pursuant to Art. 16 GDPR
- Right to erasure of data stored by the data controller pursuant to Art. 17 GDPR
- Right to restriction of processing in relation to data stored by the data controller, notification obligation regarding rectification or erasure of personal data or the restriction of processing pursuant to Art. 19 DSGVO
- Right to data portability pursuant to Art. 20 GDPR
- Right to object to data processing if the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority pursuant to Art. 6 (1)(e) GDPR or the processing pursuant to Art. 6(1)(f) GDPR is necessary for the purposes of the legitimate interests of the controller or a third party pursuant to Art. 21 GDPR.
- The right of the data subject not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her.
- Right of the data subject to communication of a personal data breach pursuant to Art. 34 GDPR.

**Right of providing information and right to lodge a complaint**

You can request confirmation from the BPS and HWR Berlin as to whether personal data concerning you is being processed by us. For this purpose, please send an email to [bps-marketing\(at\)hwr-berlin.de](mailto:bps-marketing(at)hwr-berlin.de)

The data subject also has the right to lodge a complaint with a supervisory authority about the HWR Berlin. The competent supervisory authority in the state of Berlin is

*Berliner Beauftragte für Datenschutz und Informationsfreiheit*  
(Berlin Commissioner for Data Protection and Freedom of Information)  
Friedrichstr. 219, 10969 Berlin; [mailbox@datenschutz-berlin.de](mailto:mailbox@datenschutz-berlin.de)