

Data protection information according to Art. 13 and 14 GDPR: Entrepreneurs Campus

This information on data protection applies in addition to the data protection declaration of Ulm University. You can find this under the following link <https://www.uni-ulm.de/en/legal-information/privacy-policy/>

The Entrepreneurs Campus is a central institution of Ulm University and runs further projects on the subject of start-up advice, entrepreneurship courses, mentoring, further training or, in general, support in deciding on an entrepreneurial activity and support in the implementation process for starting an entrepreneurial activity. The central institution currently includes the following projects (StartupSÜD, Life Science Incubator, Vom Fachexperten zum Lösungsdesigner (FLö) and EXIST-Women Visionaries), which are also mentioned in Chapter 5.

Controller and data protection officer

Controller:

Ulm University
89069 Ulm
Germany
Phone +49 (0)731/50-10
Fax +49 (0)731/50-22038
E-Mail: [datenschutz\(at\)uni-ulm.de](mailto:datenschutz(at)uni-ulm.de)

External data protection officer:

DDSK GmbH
Irina Weiß
Phone +49(0)7542 949 21-09
E-Mail: [dsb\(at\)uni-ulm.de](mailto:dsb(at)uni-ulm.de)

1. Origin of the data

We process personal data that you provide to us yourself in the course of the consultation and actively communicate to us.

If you have contacted us via one of the project partners and we are called in to provide you with optimal advice, we process data that is transmitted to us by the respective project partner. We only receive this data if you have consented to the transmission of the data to us.

2. Purposes and legal basis of data processing

a) Support in deciding on an entrepreneurial activity and support in the implementation process for starting an entrepreneurial activity

We process your personal data in order to provide you with the best possible support when you decide to start an entrepreneurial activity and during the implementation process for starting an entrepreneurial activity (e.g. start-up advice). We advise you on the decision to start an entrepreneurial activity and the implementation process for starting an entrepreneurial activity, on the possible use of grants and subsidies as well as on setting up your work organization and possible projects. In order to provide you with the best possible advice



and support, we also use the contact details provided to us to send you information by e-mail that rounds off our advisory services and is directly related to the service we provide.

Data categories:	Master data (e.g. name, title, address), contact data (e.g. e-mail address, telephone number), content relevant to the consultation, depending on the progress and course of the consultation
Purposes of the processing:	Support in deciding on an entrepreneurial activity and support in the implementation process for starting an entrepreneurial activity
Legal basis:	Contract initiation and execution (Art. 6 para. 1 lit. b) GDPR), legitimate interests (Art. 6 para. 1 lit. f) GDPR), performance of a public task (Art. 6 para. 1 lit. e) GDPR in conjunction with §§ Sections 12, 2 para. 5 and 6 LHG BW)
Legitimate interests:	Provision of additional information to optimize our consulting services, communication of events in our network to enable exchange among the startups we advise

b) Electronic information on start-up topics (e.g. newsletter)

As part of our extensive range of information, we provide electronic information on start-up topics and event information to support you in your decision to become an entrepreneur and the implementation process for starting an entrepreneurial activity. This includes information such as current calls for funding programs, prizes, success stories and events relating to the start-up community, of which Ulm University is an active member. If you are already receiving advice from us, you will receive this information because it rounds off the advice we provide. Otherwise, you will receive this information on the basis of your declaration of consent given to us.

We use a specialized software provider to send our electronic information.

Our electronic information on start-up topics is designed in such a way that we are able to gain insights into improvements, target groups or the reading behavior of recipients. This enables us to use a so-called web beacon or tracking pixel, which reacts to interactions with the newsletter, for example whether links are clicked on, whether the newsletter is opened at all or at what time the newsletter is read. For technical reasons, we can assign this information to individual subscribers.

Data categories:	Contact details (e.g. e-mail address, telephone number),
Purposes of the processing:	Provision of information on start-up topics and topics related to entrepreneurship by e-mail
Legal basis:	Consent (Art. 6 para. 1 lit. a) GDPR), legitimate interests (Art. 6 para. 1 lit. f) GDPR), performance of a public task (Art. 6 para. 1 lit. e) GDPR in conjunction with §§ Sections 12, 2 para. 5 and 6 LHG BW)
Legitimate interests:	Provision of additional information to optimize our consulting services, communication of events in our network to enable exchange among the startups we advise

We use the specialized software provider Brevo (formerly Sendinblue) to send our electronic information.

Service used:	SendinBlue SAS, 55, rue d'Amsterdam, 75008 Paris, France
Data protection:	https://www.brevo.com/legal/privacypolicy/

c) Event program

To round off our support in deciding on an entrepreneurial activity and support in the implementation process for starting an entrepreneurial activity, we or our project partners offer events to enable you to make contact with people who are interested in an entrepreneurial activity and industry experts.



In order to better plan and carry out the events, we use a specialized software provider that allows you to register online for our events. In order to be able to assess whether the respective event is suitable for you or to be able to adapt the content to your needs, we also ask for details of your start-up project and your interests in participating in our event, which you can provide to us on a voluntary basis. We also collect your contact details in order to inform you of any changes to the event at short notice.

Data categories:	Master data (e.g. name, title, address), contact details (e.g. e-mail address, telephone number), areas of interest
Purposes of the processing:	Provision of information on start-up topics related to entrepreneurship by e-mail
Legal basis:	Contract initiation and execution (Art. 6 para. 1 lit. b) GDPR), legitimate interests (Art. 6 para. 1 lit. f) GDPR), performance of a public task (Art. 6 para. 1 lit. e) GDPR in conjunction with §§ Sections 12, 2 para. 5 and 6 LHG BW)
Legitimate interests:	To simplify work organization and resource-saving processing, we use a software provider for event implementation; your interests are collected to protect your interests in an event that is enriching for you.

We use the specialized service **eveno** to implement our range of events.

Service used:	eveno, Ellenbogen 8, 91056 Erlangen
Data protection:	https://eveno.com/de/privacy

3. Automated decision-making including profiling in accordance with Art. 22 GDPR

Automated decision-making or profiling does not take place.

4. Consequences of not providing the data

We process your personal data in order to be able to provide our support in deciding on an entrepreneurial activity and support in the implementation process for taking up an entrepreneurial activity. Without the processing of your personal data, we will not be able to support you.

5. Recipient of the data

Within the EU or EEA, our specialized software service providers named above receive data which they process within the scope of their assignment and in accordance with the applicable data protection regulations.

In addition, the bodies that cooperate with us in the StartupSÜD joint project funded by the BMWI in the Exist funding line will only receive your data if and to the extent that you have given your consent to the transfer of your data to our project partners. The StartupSÜD joint project funded by the BMWI in the Exist funding line consists of the following responsible parties in addition to us:

- Biberach University of Applied Sciences, Karlstraße 6-11, 88400 Biberach;
- Neu-Ulm University of Applied Sciences, Wileystraße 1, 89231 Neu-Ulm;
- Ulm University of Applied Sciences, Prittwitzstraße 10, 89075 Ulm.

In addition, your data will be transmitted to the projects with your separate consent:

- Life Science Incubator: IHK Ulm, Olgastr.91-101, 89073 Ulm;
- EXIST-Women: Project sponsor Jülich (PtJ), Wilhelm-Johnen-Straße, 52428 Jülich;
- Vom Fachexperten zum Lösungsdesigner (FLö): Ulm University, Helmholtzstraße 16, 89081 Ulm

Your data will not be transferred to a country outside the EU or the EEA.



6. Storage duration

We process your data for as long as this is necessary to achieve the purposes described above. The purpose is usually achieved when you no longer require our support. We retain data of inactive contacts for one year after the end of the affiliation with Ulm University or the other partner universities. Data is regularly deleted 1 year after inactivity and the end of affiliation with Ulm University or one of the other partner universities at the end of the year. The data will also be deleted after revocation of declarations of consent or after the end of the respective projects mentioned in Chapter 5.

Data that is subject to statutory retention periods due to government subsidies is exempt from the standard deletion period. We store this data for a period of 10 years. Deletion takes place at the end of the year.

7. Your rights

Under certain circumstances, you can assert your data protection rights against us. If possible, your requests to exercise your rights should be addressed in writing or by e-mail to the address given above 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 provisions of Art. 15 GDPR (possibly with restrictions in accordance with § 34 BDSG).
- 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 § 35 BDSG) 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 us to **restrict** the processing of your data.
- If your personal data are processed on the basis of legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR or if they are necessary for the performance of a task carried out in the public interest or in the exercise of official authority, you have the right to **object** to the processing of your personal data in accordance with Art. 21 GDPR if there are reasons for this arising from your particular situation or if the objection is directed against direct advertising. In the latter case, you have a general right to object, which will be implemented by us without specifying a particular situation.
- 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 in accordance with the requirements of Art. 20 GDPR.
- In addition, you have the right to **withdraw** your consent 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). However, we recommend that you always address a complaint to our data protection officer first.

You can contact the supervisory authority responsible for us at
The State Commissioner for Data Protection and Freedom of Information Baden-Württemberg
P.O. Box 10 29 32, 70025 Stuttgart
Telephone 0711 6155410
Fax 0711 61554115
poststelle@fdi.bwl.de