



**Otto Beisheim School of Management**

**MBA European Summer Program 2025**  
The Changing Environment for International Business in Europe

Registration Form

Please complete this form electronically and send  
it via email to [alyssa.scherer@whu.edu](mailto:alyssa.scherer@whu.edu)  
by March 1st, 2025

## MBA European Summer Program 2025 Registration Form

### Personal Details

Title:

Surname:

Forename:

Email Address:

Nationality:

D.O.B:

Which session would you like to attend:

### Permanent Mailing Address

Street/Number:

City:

State/Region

Zip/Post Code

Country:

Phone Number:

### Home Institution Details

Name of Home University:

Program Studied:

Program Format:

### Special Requirements

Dietary Needs

Any other requirements

### Confirmation Statement

I agree to take part in the above marked Session of the Summer Program at WHU – Otto Beisheim School of Management.

I also agree to:

1. Submit the Base Fee of €505.00 (if I am not from a WHU partner institution or if I am not a nominated student by a WHU partner institution, the full tuition of €3,599.00 in addition to the base fee) through online credit card payment with Paypal.

2. I understand that my place is not guaranteed and I can only consider myself registered upon the receipt of the fee by WHU. The Base Fee of €505.00 includes course material, an airport shuttle (pick-up on the arrival Tuesday, May 06 (session I) respectively Sunday, May 11 (session II) at Frankfurt Airport between 10:00 and 11:00 am and drop-off on either Wednesday morning May 21 (session I) or Saturday morning May 24 (session II), a welcome reception, lunches, various events, company visits, a bus ticket, and a farewell reception.

3. With my application to WHU, I agree that my personal data is used within WHU and the participants of my session in the MBA European Summer Program.

4. If I have filled out the accommodation form (enclosed), I understand that my choice of housing is not guaranteed. The Housing rent is to be paid in addition to the base fee via Pay Pal.

I confirm I have read the above:

### Accommodation

We have arranged the following accommodations that are close to the campus, modern and reasonably priced. Please indicate your preferences (only from 1 to 3:

Vallendar, Höhrerstraße 34, 5 min. walking distance to WHU. New and modern furnished with single bed, kitchenette and private bathroom, different sizes: single room apartments or shared apartments for 2, 4 or 5 students (with single room. Costs for two weeks:  
470 € for a single room apartment  
450 € for a single room in a shared apartment (2 students)  
400 € for a single room in a shared apartment (4 students)  
420 € for a single room in a shared apartment (5 students)

Vallendar, SmartFlats Goethestraße (SFG, 5-8 min walking distance to WHU. Newly built apartment house, single room with own bathroom and kitchenette. Costs for two weeks: 470 €

I do not have any preferences.

I am being accompanied to WHU and would like my housing to include:

(Please list all companions and their ages – there are no double options available and should you be accompanied by a partner then you must opt for two single rooms in a shared apartment. We cannot however guarantee availability.)

I would prefer to stay at a hotel.

(Prices vary but will most likely be much higher than the above mentioned options. You will need to arrange booking, transport to WHU etc on your own. Please contact us if you would like to receive a list of hotels situated in the Vallendar and Koblenz area.)

## Please Read and Sign!

- We will handle your choice of housing on a first-come, first-served basis.
- For each additional person accompanying you an additional fee of 295€ will be applied and due along with the standard registration. Activities covered by the guest fee: guided tour in Koblenz, castle visit, wine tasting, local bus ticket, farewell dinner and lunches in the cafeteria as mentioned in the program schedule. Please note that guests can only join the social activities. Company visits and lectures are reserved for program participants only.
- All cancellations should be made in writing to the Administration Office. The base fee cannot be refunded.
- Registrations without accompanying fee(s) and a signature will not be reviewed.

By signing below, I assure that all of the information above is correct and valid for the period of time leading up to my participation in the Summer Program. I agree to the terms and conditions stated above.

Date

Signature (electronic or scanned)

Please fill in this form and send it to Alyssa Scherer (alyssa.scherer@whu.edu) via email. Please also send a **headshot for our lookbook**. Please ensure this photo is suitable to be viewed for our academic program.

Do not hesitate to contact Alyssa Scherer if you have any questions concerning the program.

**WE ARE LOOKING FORWARD TO WELCOMING YOU TO WHU!**

# **Declaration of Consent in Accordance with Data Protection Law Teaching**

I have been informed by WHU – Otto Beisheim School of Management, Burgplatz 2, 56179 Vallendar, Email: datenschutz@whu.edu (hereinafter: WHU) about the following:

Processing personal data (e.g. collecting, storing, transmitting, using) is permitted if such processing is in accordance with the law or if you have given your consent.

## **1. Photos and Videos in General:**

WHU intends to take photos and videos of current WHU members (individual and group photos) and to prepare, process and publish them. This is for the purpose of creating teaching content and media reports for promotional purposes, for example in the internet (website, social media platforms, etc.), intranet, brochures, press and TV. Names will only be included after they give their explicit (additional) consent.

Information in the internet is accessible worldwide and can be found with search engines and linked to other information, which may be used to create personality profiles about me. Information posted in the internet, including photos, can be easily copied and redistributed. There are specialized archiving services whose goal is to permanently document the status of certain websites at specific dates. This can cause information published in the internet to still be found elsewhere even after its deletion from the original page.

## **2. Intranet:**

For the purpose of informing all current WHU members, WHU publishes a directory with the following data in the intranet: last name, first name, WHU email address, and the study program. Additionally, and on a voluntary basis photo, mobile phone number, private phone number, date of birth and information about projects, skills, expertise, education, interests and hobbies can be added.

## **3. WHU Lookbook:**

For teaching of the WHU programs, a student directory will be created for each program and year. The directory includes different data depending on the program. This contains e.g. last name, first name, nationality, WHU email address, study program, academic degree, partner university, employer, job title, work address (city, country), phone number and photo. This so-called lookbook will internally be shared in the program to teaching professors and students of the same program.

If your personal data will be transmitted by us to companies in countries outside the Member States of the European Union (so-called third countries) or other international organizations, this will be in compliance with Art. 44 et seqq. of the EU General Data Protection Regulation (“GDPR”).

You are entitled to information about your personal data processed by us and the information indicated in Art. 15 (1) of the EU General Data Protection Regulation.

**By signing this declaration of consent, I give my explicit and voluntary consent to the processing of my personal data by WHU and for the above mentioned purposes until revoked.**

**The signatory** gives his/her **consent** to the processing of data for the above mentioned purposes under Section 1. **(Photos and Videos):**

**I consent.**

**I do not consent.**

**The signatory acknowledges** the processing of data for the above mentioned purposes in accordance with Section 2. **(Intranet).**

**The signatory** gives his/her **consent** to the processing of data for the above mentioned purposes under Section 3. **(Lookbook):**

**I consent.**

**I consent, but without publishing a photo.**

If my photos or videos reveal information about my racial or ethnic origin, religion or health (e.g. through skin colour, head covering, glasses), my consent is also related to this information.

There are no disadvantages for you resulting from refusing consent or revoking consent.

Any fulfilment of a contract, including the provision of services, does not depend on the submission of this declaration of consent.

Refusal to submit or revocation of this declaration of consent shall not affect the possibility of recourse to statutory legislation authorizing data processing for the aforesaid purposes.

This declaration of consent can be revoked at any time, in whole or in part, effective for the future. In the case of revocation, your personal data may no longer be processed for the above mentioned purposes and will be removed from our website immediately and will no longer be used in new publications.

If you do not revoke this declaration, your consent will be indefinite.

You can revoke this declaration of consent in writing or by email and send such revocation to the following mail or email address:

WHU – Otto Beisheim School of Management, Burgplatz 2, 56179 Vallendar,  
Email: [datenschutz@whu.edu](mailto:datenschutz@whu.edu)

or to our external data protection officer:

Dr. Dornbach Consulting GmbH, Susanne Kamm, Anton-Jordan-Straße 1, 56070 Koblenz, Email:  
[datenschutz@whu.edu](mailto:datenschutz@whu.edu)

Last name, first name

Date

Signature (electronic or scanned)

# Declaration of Obligation

## to Maintain Confidentiality in the Processing of Personal Data

WHU – Otto Beisheim School of Management

Burgplatz 2

56179 Vallendar

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	MBA ESP 2025
Last Name, First Name	Graduating Class

On the basis of your contract, you are obligated to data secrecy regarding all personal data in accordance with Art. 32 para 4 of the European General Data Protection Regulation (GDPR) as well as Art. 5 para. 1 (f) GDPR. This obligation applies to all personal data to which you gain access, or that you become aware of, in the course of your responsibilities. You are prohibited from processing personal data without authorization. This obligation continues even after the end of your education.

In particular, the relevant legislation requires that personal data be processed in a manner that protects the data subject's rights regarding data confidentiality and data integrity. Therefore, you are only permitted to process personal information to the extent and in the manner required to perform the tasks assigned to you. According to these legal provisions, you are prohibited from processing personal data in an unauthorized or unlawful manner and from intentionally or unintentionally compromising the security of this data thereby leading to the destruction, loss, alteration, damage, or unauthorized access of data.

Violations of confidentiality can be punished with imprisonment or with a fine according to Art. 83 GDPR and § 42 German Bundesdatenschutzgesetz (BDSG) as well as according to other criminal provisions (see info sheet). If the data subject suffers material or immaterial damage as a result of the unauthorized processing of their personal data, claims for damages may result.

A violation of the obligation to data secrecy is also a violation of your obligation to secrecy under labor law or professional services law and can be punished accordingly.

This declaration does not affect the general obligation to confidentiality arising from your contract or from any separate agreement.

A signed copy of this letter should be returned to the Student Office.

Further information can be found in the attached information sheet.

I hereby undertake to comply with the aforementioned rules on confidentiality. I declare that I will comply with the applicable data protection regulations regarding the confidentiality and integrity of personal data. I have received a copy of this written declaration as well as the related information sheet (principles of data protection law together with exemplary legal texts).

Place, Date

Signature (electronic or scanned)

# Information on Data Protection Obligations

The following principles as well as the selected legal excerpts aim to provide you with an overview of relevant data protection regulations in Europe and Germany. This info sheet is meant to provide you with core principles and is by no means exhaustive. Further questions about data protection can be answered by the relevant WHU data protection officer.

## Principles of Data Protection Law

Personal data is defined as any information relating to an identified or identifiable natural person. The scope of GDPR (General Data Protection Regulation) does not include legal entities. Personal data includes, for example, information such as name, address, telephone number, language, country of origin, location, email address, method of payment / bank details and date of birth.

Data processing of personal data includes any type of process involving personal data, with or without the help of automated procedures. Data processing includes, in particular, the collection, acquisition, organization, filing, storage, adaptation, modification, reading, retrieval, use, disclosure, or dissemination of data, or in any other form the providing, comparing, linking, limiting, deleting or destroying of personal data.

The processing of personal data is in principle prohibited.

However, data processing is permitted where there is a legal authorization to do so (for example, in the cases of a contract with a customer, a legal obligation, a legitimate interest, or employment). Even if there is a legal authorization to process data, however, it is still necessary to take into account the interests of the person whose personal data is being processed. Every instance of data processing thus requires a case-by-case examination.

Data processing is furthermore lawful if the person whose data is being processed has provided a declaration of consent. For this declaration of consent to be valid, it must comply with numerous legal stipulations.

In addition, the processing of an order may provide for data protection compliance. This is the case if the customer commissions the contractor to carry out data processing operations for the customer, according to the customer's instructions. It is absolutely necessary that this contract comply with certain legal requirements.

In the absence of any of the above cases, data processing is unlawful and is prohibited.



## Legal Regulations

The following are some of the relevant legal passages.

### Art. 5 Para. 1 General Data Protection Regulation (GDPR)

1. Personal data shall be:
  - a) processed lawfully, fairly and in a transparent manner in relation to the data subject ('lawfulness, fairness and transparency');
  - b) collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall, in accordance with Article 89(1), not be considered to be incompatible with the initial purposes ('purpose limitation');
  - c) adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed ('data minimisation');
  - d) accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay ('accuracy');
  - e) kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) subject to implementation of the appropriate technical and organisational measures required by this Regulation in order to safeguard the rights and freedoms of the data subject ('storage limitation');
  - f) processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures ('integrity and confidentiality').

### Art. 6 Para 1 GDPR

1. Processing shall be lawful only if and to the extent that at least one of the following applies:
  - a) the data subject has given consent to the processing of his or her personal data for one or more specific purposes;
  - b) processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
  - c) processing is necessary for compliance with a legal obligation to which the controller is subject;
  - d) processing is necessary in order to protect the vital interests of the data subject or of another natural person;
  - e) processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
  - f) processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by

the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

### **Art 29 GDPR**

The processor and any person acting under the authority of the controller or of the processor, who has access to personal data, shall not process those data except on instructions from the controller, unless required to do so by Union or Member State law.

### **Art 32 para. 2 and para. 4, GDPR**

2. In assessing the appropriate level of security account shall be taken in particular of the risks that are presented by processing, in particular from accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to personal data transmitted, stored or otherwise processed.
4. The controller and processor shall take steps to ensure that any natural person acting under the authority of the controller or the processor who has access to personal data does not process them except on instructions from the controller, unless he or she is required to do so by Union or Member State law.

### **Art. 82 Para. 1 GDPR**

1. Any person who has suffered material or non-material damage as a result of an infringement of this Regulation shall have the right to receive compensation from the controller or processor for the damage suffered.

### **Art. 83 Para. 4-5 GDPR**

1. Infringements of the following provisions shall, in accordance with paragraph 2, be subject to administrative fines up to 10 000 000 EUR, or in the case of an undertaking, up to 2 % of the total worldwide annual turnover of the preceding financial year, whichever is higher:
  - a) the obligations of the controller and the processor pursuant to Articles 8, 11, 25 to 39 and 42 and 43;
  - b) the obligations of the certification body pursuant to Articles 42 and 43;
  - c) the obligations of the monitoring body pursuant to Article 41(4).
2. Infringements of the following provisions shall, in accordance with paragraph 2, be subject to administrative fines up to 20 000 000 EUR, or in the case of an undertaking, up to 4 % of the total worldwide annual turnover of the preceding financial year, whichever is higher:
  - a) the basic principles for processing, including conditions for consent, pursuant to Articles 5, 6, 7 and 9;

### **§ 42 Bundesdatenschutzgesetz (BDSG) – new**

(1) Punishment of up to three years or a fine shall be imposed on anyone who knowingly has access to generally accessible personal data of a large number of persons without being entitled to do so, and who, for commercial purposes,

1. transmits this data to a third party or
2. makes it accessible in other ways.

(2) Up to two years' imprisonment or a fine shall be imposed on anyone who has personal data that is not generally accessible,

1. without being entitled to process it, or
2. who gives incorrect information

and who does so for compensation or payment, or with the intention to enrich himself or another person or to harm another.

(3) The offense is prosecuted only on request. The person concerned, the person responsible, the Federal Commissioner and the supervisory authority are entitled to submit such a request.

### **§ 202a German Criminal Code (StGB) - Data espionage**

(1) Whosoever unlawfully obtains data for himself or another that were not intended for him and were especially protected against unauthorised access, if he has circumvented the protection, shall be liable to imprisonment not exceeding three years or a fine.

(2) Within the meaning of subsection (1) above data shall only be those stored or transmitted electronically or magnetically or otherwise in a manner not immediately perceivable.

### **§ 202b German Criminal Code (StGB) - Phishing**

Whosoever unlawfully intercepts data (section 202a(2)) not intended for him, for himself or another by technical means from a non-public data processing facility or from the electromagnetic broadcast of a data processing facility, shall be liable to imprisonment not exceeding two years or a fine, unless the offence incurs a more severe penalty under other provisions.

### **§ 202c German Criminal Code - Acts preparatory to data espionage and phishing**

(1) Whosoever prepares the commission of an offence under section 202a or section 202b by producing, acquiring for himself or another, selling, supplying to another, disseminating or making otherwise accessible

1. passwords or other security codes enabling access to data (section 202a(2)), or
2. software for the purpose of the commission of such an offence,

shall be liable to imprisonment not exceeding one year or a fine.

### **303a German Criminal Code - Data modification**

(1) Anyone who unlawfully deletes, suppresses, renders unusable or changes data (§ 202a para. 2) shall be punished with imprisonment of up to two years or a fine.

## **DATA PRIVACY POLICY FOR STUDENTS**

For WHU - Otto Beisheim School of Management, Burgplatz 2, 56179 Vallendar, email: [datenschutz@whu.edu](mailto:datenschutz@whu.edu) (hereinafter referred to as "WHU"), protecting the personal data that we process in the context of your degree program at WHU is of the highest importance.

In the following, we explain, based on our privacy policy, what types of personal data we process and in which way.

Please contact us if you have further questions. Our contact details are listed at the end of this Privacy Policy.

### **Personal Data**

Personal data is any information relating to an identified or identifiable natural person. A natural person is considered to be identifiable if the identity of the person can be directly or indirectly determined - in particular by association with identifying information such as a name, ID number, location data, an online username, or one or more special characteristics that express the physical, physiological, genetic, mental, economic, cultural, or social identity of this natural person.

Personal data includes, for example, information such as your name, address, telephone number, language, location, email address, bank details, and date of birth.

### **Processing of Personal Data**

When processing data, we handle your personal data responsibly and confidentially. Your personal data is processed in compliance with the applicable data protection regulations in Germany (in particular the Bundesdatenschutzgesetz, "BDSG new") and Europe (EU General Data Protection Regulation, hereinafter referred to as "GDPR").

According to the meaning of these regulations, the processing of personal data consists of any form of data process or series of processes, with or without the help of automated processes. In particular, data processing includes collecting, capturing, organizing, filing, storing, adapting, modifying, selecting, querying, using, disclosing through transmission, dissemination, or any other form of providing, matching or linking, and the restriction, deletion or destruction of personal data.

In the event that we contract a data processor with the processing of your personal data, then we conclude a data processing agreement with the latter that fulfills all the requirements of Art. 28 GDPR.

## **Purpose of Processing Personal Data**

Processing of personal data (e.g., collecting, storing, transmitting, using) is allowable when these processes are legally authorized or if you have given your consent.

When you enter into a contract and this contract is carried out, your personal data is shared with us and stored by us.

We process your personal data in order to properly fulfill our contract with you as well as to fulfill our legal obligations.

We process personal data in accordance with the requirements and regulations described below, using automated data processing; this is based on the relevant legal authorization as well as on your voluntary declaration of consent (if applicable).

We do so in accordance with our statutory authorization to store data in order to fulfill our contract with you; see art. 6 para. 1 sentence 1 lit. b GDPR ("processing is necessary for the performance of a contract"). We process your data in particular in order to be able to fulfill our contractual relationship with you. This basis for authorization also includes data processing during the phase of your application for admission to a degree program, i.e. the initiation of a contract of study. If you apply for admission to our school, the data you provide will be processed by us to check whether we can establish and perform a contract with you. The application data that you submit to us will only be saved up to the point when a decision is reached regarding whether we will enter into a study contract with you. If we do not enter into such a contract with you, then no further data processing takes place for which you did not give your consent or which is permitted by law. 6 months after we send the rejection letter and/or return your application documents, we will delete your data. In the case of a successful application, the personal data that we collected at the time of contract conclusion or during the application process is required for the conclusion of the respective contract. In order to be able to carry out the respective contract, you are contractually obligated to provide the necessary data. Failure to provide the required personal data may result in an inability to perform the contract.

In terms of legal authorization, art. 6 para. 1 sentence 1 lit. c GDPR provides the relevant basis.

In addition, we use your personal data if we have a legitimate interest for doing so as set out in Article 6, paragraph 1, point (f) GDPR. A legitimate interest exists whenever we have an economic, legal or non-material interest, and this does not override your own legitimate interests.

Aside from what is required for contract fulfillment, your personal data will only be processed by us if you have given your express consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR i. and Art. 7 GDPR. Failure to provide consent or revocation of consent does not affect our statutory authorization to process your data as provided by Art. 6 para. 1 sentence 1 lit. b GDPR ("processing is necessary for the performance of a contract"), Art. 6 para. 1 sentence 1 lit. c GDPR ("processing is necessary for compliance

with a legal obligation"), and Art. 6 para. 1 sentence 1 lit. f GDPR ("processing is necessary for the purposes of the legitimate interests"). You have the option to voluntarily submit a consent form. There are no disadvantages for you if you do not consent. You can ask to view your consent form at any time and may revoke your consent at any time by email or by post. Revocation of consent does not affect the legality of data processing that was carried out prior to your revocation. Our contact details can be found at the end of this Privacy Policy.

Automated decision-making in individual cases, including profiling, is prohibited according to Art. 22 GDPR.

WHU analyzes and makes use of anonymized data for higher education-related statistical and scientific purposes, which it collects for both administrative and statistical purposes during the selection process and course of study, such as country of origin, federal state, school-leaving qualification, results achieved in the selection process, and credits earned during the course of study.

The extent to which your personal data is processed is limited to the purposes described above.

### **Storage of Personal Data During Use of WHU's Internal Payment System**

When you log on to WHU's internal, cashless payment system using the terminal manager or our app, MyAuthent, and when you use the payment system, your personal data is collected and stored by us.

This data includes name, amount, date, WHU card number, and user group association. Data is collected and processed when you add credits to your card, use your card to pay at a terminal, or return credits.

Processing of personal data only takes place insofar as this is necessary to complete the contract in place pertaining to the use of the payment system. The legal basis for data storage and processing is in this case art. 6 para. 1.1.b GDPR.

WHU uses a service provider for automatic adding of credit in the context of our cashless payment system; this service provider is Payone Payment Services, provided by PAYONE GmbH. For this purpose, your data is transferred to PAYONE GmbH. Your credit card information is stored by PAYONE GmbH. In terms of data protection laws, PAYONE GmbH is independently responsible for the storage of this data. You can access PAYONE GmbH's data privacy protection policy (art. 14 GDPR) using the following link: [https://s3-eu-west-1.amazonaws.com/bspayone-docs/bspayone/PAYONE Information zu Datenverarbeitung genaess Art-14-DSGVO 062019.pdf](https://s3-eu-west-1.amazonaws.com/bspayone-docs/bspayone/PAYONE%20Information%20zu%20Datenverarbeitung%20gemaess%20Art-14-DSGVO%20062019.pdf)

With respect to data processing in the MyAuthent app, we refer to the data protection policy specific to this app, which you can access before or during every use of the app.

## **Identity Provider (IdP) and authentication process**

The Identity Provider (IdP) is a service for authentication and authorization to service providers as part of the DFN-AAI. The authentication and authorization infrastructure DFN-AAI is administered by the DFN-Verein. DFN creates the necessary relationship of trust as well as an organizational and technical framework for the exchange of user information between institutions and providers of the DFN-AAI.

As part of the registration process, the IdP first authenticates the users. This is done by entering the user name and password. The registration data are always checked at the WHU IdP. These login data are not transmitted to the service provider. The preset information required for use is then transmitted to the service provider. This can be, for example, the name, the e-mail address, the group membership and matriculation number.

All communication is encrypted. Certificates that have been issued or checked by the DFN-Verein are used for encryption. The technical provision and operation of the IdP take place by WHU.

## **Advertising**

We may process the data provided by you or collected by us for advertising purposes. The legal basis for this is Article 6 sentence 1 lit. f GDPR ("legitimate interest"). A legitimate interest exists in this case according to the Recitals to the GDPR, in particular with regard to direct marketing (GDPR Recital 47, sentence 7). The term direct marketing refers to a provider (in this case, us) who makes direct contact with a customer with the aim of promoting the sale of products or services.

We of course adhere to the requirements of § 7 Abs. 3 UWG (unfair competition act).

Advertising is carried out by post, by electronic means (e-mail), by SMS / MMS or through phone calls, and in reference to all products and services of the school, in particular courses of study, continuing education courses at WHU, eg: Bachelor of Science, Master in Management, Master in Entrepreneurship, Master in Finance, Full-Time Master of Business Administration Program, Part-Time Master in Business Administration Program, Executive Master of Business Administration, Executive Education customized and open programs, the Doctoral Program, and International Short Programs, etc.

Advertising activities also refers to conferences, research projects, publications and the like, carried out by the chairs and student initiatives of WHU.

For the advertising purposes mentioned above, your personal data may be transmitted to the WHU Foundation and used processed for advertising purposes.

You can object at any time to the processing of your personal data for advertising purposes. Our contact details are listed at the end of this Privacy Policy. In the case of an

objection, your personal data will no longer be processed for advertising purposes and will be deleted from the corresponding advertising channels.

### **Duration of Data Processing**

The maximum duration of data processing depends on the purpose that the data processing serves. The duration of data storage depends on how long it is necessary to process your data for the purpose of contract fulfillment, in particular with regard to the fulfillment of the contract that the school has concluded with you (for example, to fulfill commercial and tax-related obligations under § 257 HGB and § 147 AO and to fulfill the data storage requirements of university law).

If WHU voluntarily continues to provide services (e.g. inbox or e-learning platform) to alumni following the successful completion of their course of study, and the processing of their data continues, then this data privacy policy remains unaltered and in force. The same applies to the deletion of data, which can only take place if the data are no longer required for the purpose of contract fulfillment.

### **Recipients of Personal Data**

The data that WHU processes in the context of your study contract is carried out exclusively by the Student Office or specialized departments (e.g. Examination Office, IT, Library, Career Center, Executive Education, Chairs), if necessary.

In addition, other students and staff may have access to your personal data as follows: Intranet (information platform, staff directory): first name, last name, business email address and telephone number, department, job title.

Furthermore, data may be transmitted to the following third parties, as necessary, to:

School ranking organizations (e.g., Financial Times, Times Higher Education), Accreditation agencies, health insurance, social insurance, BAföG office, student financing, the alumni association, external lecturers, examiners in the application process, cooperation partners, and if necessary, career networks, and if necessary financial services, public transportation.

### **Location of Data Processing**

Your personal data is only processed either in Germany or in member states of the European Union. In the event that your personal data is transmitted by us to countries outside the member states of the European Union (so-called third countries) or to other international organizations, then this transmission complies with all the requirements of Art. 44 et seq. GDPR.



## **Safety and Technical and Organizational Measures**

We take all technical and organizational precautions necessary in order to protect your personal data from loss, destruction, access, modification or disclosure by unauthorized persons, and misuse; this is in accordance with the provisions of Articles 24, 25 and 32 GDPR.

For example, we comply with the legal requirements for pseudonymizing and encrypting personal data, for ensuring the confidentiality, integrity, availability and resilience of systems and services related to processing, the availability of personal data and the ability to rapidly recover them in the event of a physical or technical incident, and the establishment of procedures to regularly check, assess, and evaluate the effectiveness of technical and organizational measures that ensure the safety of data processing.

Furthermore, we also observe the requirements of Art. 25 GDPR with regard to the principles of "privacy by design" (privacy by intentional technical design) and "privacy by default" (data protection by means of privacy-protecting default settings).

## **Your Rights**

You have a right to free information about your personal data and, if the respective legal requirements are met, a right to correct, block, or delete your data, to restrict processing and transmission of data, and a right of objection.

You also have the possibility to complain to the relevant regulatory authority.

If you have any questions regarding the processing of your personal data or if you have questions regarding the aforementioned rights or suggestions, please contact us or our external data protection officer:

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