

Privacy Policy

I. General

We, the DE-CIX International GmbH, Lichtstrasse 43i, 50825 Cologne (hereinafter referred to as “DE-CIX”), take the protection of your personal data very seriously, and we strictly comply with the regulations of the data protection statutes. The following declaration provides you with an overview as to how we ensure this protection. In particular, we would like to explain to you – as a visitor to our website, a subscriber to our newsletter, as a guest at one of our numerous events, or as an applicant to DE-CIX – which types of data we gather, why we collect these types of data, how we use this data, and how you at any and all times can determine how your personal data is treated. According to the General Data Protection Regulation (GDPR) you have various rights which you can assert in relation to us. This includes, among others, the right to withdraw consent to the processing of data, in particular data processing for the purposes of marketing. The possibility to withdraw consent is typographically highlighted.

Should you have questions regarding this Privacy Policy, you can contact our company Data Protection Officer at any time. The contact details can be found below.

II. Name and contact details of the person responsible for processing and the company Data Protection Officer

This Privacy Policy applies to the processing of data by DE-CIX International GmbH, Lichtstrasse 43i, 50825 Köln (“person responsible”).

Our company Data Protection Officer can be contacted via the email address dataprotection@de-cix.net or by post to: DE-CIX International GmbH, Lichtstrasse 43i, 50825 Cologne, with the keyword “Data Protection”.

III. Purpose of data processing, legal basis, and legitimate interests that are pursued by DE-CIX or a third party, and categories of recipients

1. Surfing on this website

DE-CIX gathers and automatically stores log file information in its server, which your browser deposited with us while you were surfing.

In brief, here is the key data that we store:

- Type of browser/browser version
- The operating system used
- Referrer URL (the page visited previously)
- URLs / pages on this website that have been accessed
- IP address of the accessing computer along with its name
- Time of the server request
- Visitor history, which we sometimes consolidate with comparable information about other visitors and depict in a form that cannot be personally identified in features like top content.

Furthermore, we record the complete Uniform Resource Locator (URL) clickstream through and from our website, in anonymized form – i.e. the order of the pages on our internet presence that you access, including date and time, cookie or Flash-cookie number, the content that you looked at or that you searched for.

During your visits, we sometimes use JavaScript in order to gather and evaluate information, including the time it takes a website to load, download errors, the duration of the visit on a subpage, information regarding the interaction between pages (e.g. scrolling, clicking, mouse-overs) and leaving the page.

The legal basis for the processing of the IP address is Article 6, Para 1f) of the GDPR. Our legitimate interest results from the following list of purposes of the data processing. Please note on this point that it is not possible for us to draw any direct conclusions about your identity on the basis of the data collected, nor do we attempt to draw such conclusions.

The IP address of your device and the remaining data listed above is used by us for the following purposes:

- Ensuring a seamless establishment of the connection
- Ensuring the comfortable use of our website
- Assessing the system security and stability.

The data is saved for a period of 7 days, after which it is automatically deleted or anonymized. IP addresses are anonymized by deleting the last 3 digits.

Further, we make use of so-called cookies and tracking tools for our website. Exactly what process is undertaken and how your data is used for these is clarified in Section III.7. below.

2. Registration for events

Registration forms for DE-CIX's numerous events are provided in advance on our website. In the scope of your registration, personal data will generally be collected. This includes:

- First name
- Last name
- Company
- Job title
- Country
- When necessary, billing and delivery address
- When necessary, billing and payment details
- Email address
- When necessary, phone number

These details are collected for the purposes of identifying and registering you on the day of the event.

The legal basis for this is Article 6, Para 1b) of the GDPR, i.e. you make the data available to us on the basis of the contractual relationship between yourself and us. In addition, regarding the processing of your email address, the German Civil Code requires us by law to send an electronic order confirmation (Article 6, Para. 1c)). Insofar as we do not use your contact details for marketing purposes (see section III.3. below), we store your data collected for the fulfillment of the contract until the expiration of the legal or possible contractual warranty and guarantee rights. After expiry, we retain the information regarding the contractual relationship that is required by

commercial law and tax law for the legally determined period. For this period of time (generally 10 years from the conclusion of the contract), the data will only be re-processed in the case of an audit by the taxation authorities.

The Registration for our events takes place online via Swapcard Corporation SAS (Chez Spaces Bonne Nouvelle, 17-21 Rue Saint Farce, 75002 Paris, France). DE-CIX has signed a data processing agreement with Swapcard. In addition, we process the payments via a payment provider, Stripe Payments Europe, Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland. You can find the respective Privacy Policy here:

<https://www.swapcard.com/legal/privacy-policy>

<https://stripe.com/de/privacy>

By submitting the registration form, you consent to your data being forwarded to the Founders and Gold Sponsors of the event so that they can send you promotional information. In this respect, the data will be forwarded on the basis of your consent in accordance with Art. 6 para. 1 lit. a) GDPR. Please note that the Founder/Gold Sponsor is responsible under data protection law from the time the data is transferred, in particular for sending advertising.

DE-CIX ordinarily creates participant lists for events. The purpose of these is to inform the participants, and these lists are attached to the event documents. The lists usually include the last name, first name, and employer of each of the event's attendees.

You can withdraw consent to the publication of your personal data in the list of participants at any time, by email to dataprotection@de-cix.net or by post to: DE-CIX International GmbH, Lichtstrasse 43i, 50825, Cologne (keyword "Data Protection").

The DE-CIX events are also documented on the Internet. This includes the publication of photos or video recordings of the event. Further information can be found in our [Privacy Notice Event Participation](#).

3. Data processing for marketing purposes

The following information concerns the processing of personal data for marketing purposes. The GDPR declares such data processing on the basis of Article 6 Para. 1f) as conceivable in principle and to be a legitimate interest. The duration of data storage for marketing purposes does not follow any strict precepts and is oriented around the question of whether the storage is necessary for marketing purposes. How this proceeds in the case of the withdrawal of your consent is clarified in section III.3.3.

3.1 Marketing purposes of DE-CIX

Insofar as you have concluded a contract with us regarding participation in an event, we will process your postal contact address apart from of a concrete declaration of consent, in order to occasionally in this way provide you with news on the company or forthcoming events. We process your email address in order to provide you with information regarding our own similar products apart from of a concrete declaration of consent.

3.2 Marketing on the basis of interests

To ensure that you only receive marketing information for which you are putatively interested, we categorize and supplement your customer profile with further information. For this, both statistical information and information regarding your person (e.g. the basic data of your customer profile) is used. The objective is to only provide you with marketing that is oriented to your actual or putative needs and not to burden you with unnecessary marketing.

3.3 Right to withdraw consent

You can withdraw your consent to the data processing for the purposes set out above at any time, without incurring costs, for each channel independently, and with effect for the future. For this, an email or letter to the contact details listed in Section II suffices. There are no costs other than the transmission costs according to the basic tariffs.

Insofar as you withdraw consent, the affected contact addresses will be blocked for further marketing-related data processing. Please note that in

exceptional cases, it is possible that further sending of marketing material may take place temporarily, even after receiving your withdrawal of consent. This is technically due to the necessary lead-in time for advertisements and does not mean that we will not comply with your objection. Thank you for your understanding.

3.4. Marketing Automation System

We use the Marketing Automation System from HubSpot, Inc. 25 First St. 2 nd Floor Cambridge, MA 02141, USA.

The service we use is an integrated software solution that allows us to manage customer data and cover various aspects of our online marketing. This includes, among other things, the analysis of landing pages and reporting.

Hubspot is our service provider and processes data on the basis of the order processing agreement concluded with us, which also includes the EU standard contractual clauses. Hubspot processes our data exclusively in the EU.

The legal basis for using HubSpot is our legitimate interest pursuant to Art. 6 Para. 1 lit. f) GDPR in a better and more resource-efficient marketing solution for organizing our various marketing channels.

4. Sending of newsletters

You can subscribe to the DE-CIX newsletter on DE-CIX's website. Within the scope of making a subscription, we will collect personal-related data from you such as name and email address. We shall solely use these types of data for personalization and implementation of our email mailings. In order to prevent the misuse of email addresses, subscribers must confirm the ordering of our newsletter in an automated process via email (double opt-in). Only after you have clicked on the confirmation link will your email address be added to our mailing list.

Your thus declared consent can be withdrawn at any time with effect for the future. This can be done conveniently with the aid of the link that is located in the lower section of each of our mailings, via email to newsletter@de-cix.net, or by means of a message to our office – or by mail to: DE-CIX International GmbH, Lichtstrasse 43i, 50825 Cologne.

Our newsletters are sent via external service providers. We use the Marketing Automation System from HubSpot, Inc. 25 First St. 2 nd Floor Cambridge, MA 02141, USA (together hereinafter referred to as “Newsletter Sender”). When you subscribe to our newsletter, on our behalf Newsletter Sender stores the data you have entered (email address is mandatory) for the sending and analysis of the newsletter. For each newsletter sent, we receive information on the address file used, the subject, and the number of newsletters sent. In addition, we can see which addresses have not yet received the newsletter, to which address it was sent, and at which addresses it failed to be dispatched. We can also see which addresses have subscribed. We require this data for organizational reasons in order to optimize the dispatch of our newsletter and for statistical analysis of our newsletter. Further we collect the following additional data for tracking and profiling purposes: which addresses have opened the newsletter and which links have been clicked. We use this data for statistical purposes and to improve our newsletter in terms of content and structure. Your data will not be used for other purposes or passed on to third parties.

Newsletter Sender will also only share your information with DE-CIX-approved subcontractors to fulfill their contractual obligations. Beyond that, no passing on to third parties will take place. Newsletter Sender will also not contact you. Newsletter Sender is our processor and acts solely according to our specifications. Their data protection regulations can be found here:

<https://www.hubspot.de/>

The legal basis for sending our newsletter is Art. 6 Para. 1 lit. a GDPR as well as § 7 Para. 2 No. 3 or Para. 3 UWG (the German Federal Law on Unfair Competition). The legal basis for the use of the external service providers, the performance of statistical surveys and analyses, and the recording of the registration procedure is our legitimate interest pursuant to Art. 6 Para. 1 lit. f GDPR. Our interest is in the deployment of a user-friendly and secure newsletter system that serves both our business interests and the

expectations of users. The legal basis for the collection of opening and click rates is the consent you have given us pursuant to Art. 6 Para. 1 lit. a GDPR.

5. Contact form and email contact

On our website, we offer you different options for getting in contact with us. These include via our contact form. The personal data you impart via our contact forms is usually your email address.

We need this in order to be able to respond to your enquiry and get in touch with you. All other requested data is as a general rule provided on a voluntary basis. These data are used to complete your profile and to be able to contact you in another way than by email.

We use the personal data imparted to us exclusively for the purpose of processing your enquiry and for statistical purposes in order to be able to trace the extent to which our contact forms are used. The data is deleted as soon as it is no longer required for the purpose of its collection. This is the case when your enquiry has been processed and/or the data is no longer required for statistical purposes. The legal basis for this is Art. 6 No. 1) f GDPR. The proper processing of your enquiry is to be regarded as a legitimate interest within the meaning of the GDPR. You have the right to object your consent to the processing of personal data imparted to us at any time with effect for the future. To do so, please use the contact information provided under II. From the moment of objection, it will no longer be possible to process your enquiry.

6. Online presence on social media

In addition to this website, we also maintain an online presence on the social media channels Instagram, Facebook, Twitter, Xing, Linked-in, and Youtube. You can access these by clicking on the corresponding menu items on our website.

We would like to point out that your use of these pages and their functions lies within your own responsibility. This applies in particular to the use of interactive functions (e.g. commenting, sharing, rating). When visiting such a page, personal data may be transferred to the provider of the social media channel. The social media provider collects and processes your IP address, the type of processor and browser version used, including plug-ins and, where applicable, other information.

The data collected about you in this context will be processed by the provider of the social media channel and in some instances may be transferred to countries outside of the European Union.

If you are logged in with your personal user account of the respective channel during your visit to such a website, this channel can assign the visit to your account.

If you wish to avoid this, you should log out of the social media channel before visiting our online presence or deactivate the “remain logged in” function, delete the cookies present on your device, and exit and restart your browser. In this way, information which could be used to directly identify you is deleted.

The purpose and scope of the data collection and the further processing and use of the data by the provider of the respective social media channel, as well as your relevant rights and setting options for the protection of your privacy, can be found under the respective privacy policy information of the respective medium:

Instagram: <https://privacycenter.instagram.com/policy/>

Facebook: <https://de-de.facebook.com/about/privacy/>

Twitter: <https://twitter.com/privacy?lang=de>

Xing: <https://www.xing.com/privacy>

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

Youtube: <https://www.google.de/intl/de/policies/privacy/>

As the operator of the respective online presence, we do not collect or process any further data from your use of the corresponding social media channel.

7. Online presence and website optimization

7.1 Cookies

Our Internet sites use so-called cookies at numerous points. Cookies are small text files that are automatically generated by your browser and saved on your device (laptop, tablet, smartphone, etc.). Cookies do not cause any damage to your device and they do not contain any viruses, Trojans, or other malware. In the cookie, information is stored which results from the

connection with each specific device respectively. However, this does not mean that we gain any direct knowledge regarding your identity. Cookies can be used to store different information. This includes, for example, the language settings on our website. The use of cookies also serves the purpose of improving the user experience of our Internet presence. We therefore use so-called “session cookies” in order to recognize that you have already visited individual pages on our website. These are deleted automatically after the end of your visit. In addition to this, also for the purpose of increasing user-friendliness, we make use of temporary cookies that are saved on your device for a specific period of time. When you visit our website again, it will be automatically recognized that you have visited the site previously, and what input you made or settings you activated, so that you do not have to input them again.

Insofar as these cookies are those that are necessary to ensure the proper functioning of our website, the use of these takes place on the basis of Article 6 Para. 1f) of the GDPR. Our interest in optimizing is thereby to be seen as legitimate in the sense of the aforementioned regulation. In all other cases, we ask you for your consent, which allows us to set further cookies (analysis cookies, marketing cookies) on the basis of Article 6 Para. 1a) of the GDPR. No cookies are set (except required/essential cookies) without giving consent. Further information can be found in our “Individual Cookie Settings”.

You can change or withdraw your consent at any time for the future via the button “Cookie Policy” on our website.

These cookies are automatically deleted after a respectively defined period of time. You can, however, configure your browser so that no cookies are stored on your computer, or so that a warning always appears before a new cookie is created. However, the complete deactivation of cookies can result in your not being able to use all functions on our website. The storage duration of the cookies is dependent on their purpose and is not the same for all.

7.2 Google Analytics

For the purposes of needs-oriented design and continual optimization of our webpages, we use Google Analytics, a web analytics service from Google Inc (“Google”) on the basis of Article 6, Para 1a) of the GDPR. In conjunction with

this, anonymized usage profiles are generated and cookies are used. The information generated through the cookie about your use of this website, such as

- Browser type/version,
- Operating system in use,
- Referrer URL (the previously visited website),
- Host name of the computer accessing the site (IP address),
- Time of the service request,

is transferred to and stored on a Google server in the USA. The information is used in order to analyze the use of the website, create reports on website activities, and to deliver further services in connection with the use of the Internet for the purposes of market research and the needs-oriented design of these webpages. This information is also, if necessary, forwarded to third parties, insofar as this is required by law or data processing is outsourced to said third party. Under no circumstances will your IP address be merged with any other data from Google. The IP addresses are anonymized, so that correlation is not possible (so-called IP masking). You can prevent cookies from being saved by using the corresponding settings in your browser software or at any time via the cookie settings.

Further information regarding data protection in connection with Google Analytics can be found on the [Google Analytics website](#).

7.3. LinkedIn Insight Tag

We use the social media tool “LinkedIn Insight Tag” from LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. This tool sets a cookie in your web browser, which collects personal data. The following personal data is processed:

- URL,
- Referrer URL,
- Device properties,
- Browser properties, and
- IP address.

LinkedIn anonymizes the data within 7 days. Within 90 days, the data is then deleted. We do not receive any personal data from LinkedIn Insight Tag, only aggregated reports on the demographics of our target audience and the performance of our ads, such as the:

- Branch,
- Job title,
- Company size,
- Career level, and
- Location.

of the website visitors.

We avail of the “LinkedIn Insight Tag” for statistical and market research purposes. It is possible for us to take measures in the area of retargeting, whereby we can deliver ads to you outside of our website without your being able to be identified as a website visitor. We do this if you have given us your consent in accordance with Article 6 Para 1a) GDPR. You give us your consent when you select “Allow Cookies” in our cookie banner. If you select “Decline Cookies” or do nothing, no cookies will be set and therefore no data will be transferred to LinkedIn. LinkedIn Ireland also transfers data to its parent company, LinkedIn Corporation 1000 W Maude Ave Sunnyvale, CA, in the USA, based on standard contractual clauses approved by the European Commission. We have no influence on this processing.

You can change or withdraw your consent at any time for the future via the “Cookie Policy” button on our website.

7.4. Google Tag Manager

We make use of the Google Tag Manager. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

The Google Tag Manager is a tool that allows us to integrate tracking or statistical tools and other technologies on our website. The Google Tag Manager itself does not create user profiles, does not store cookies and does not perform any independent analyses. It only allows us to operate and make use of its integrated tools. However, the Google Tag Manager collects your IP address, which may also be transmitted to Google’s parent company in the United States.

The Google Tag Manager is deployed on the basis of Article 6 Para 1f) GDPR. As a website operator, we have a legitimate interest in a quick and uncomplicated integration and operation of various tools on our website.

IV. Your rights

1. Overview

Alongside the right to withdraw the consent given to us, you also have the following rights, when the respective legal conditions are extant:

- **Right of information** regarding your personal data stored by us in accordance with Article 15 of the GDPR; in particular, you can obtain information about the purpose of processing, the category of personal data, the category of recipient for whom your data is or has been made available, the planned period of retention, the origin of your data, insofar as it was not collected directly from you,
- **Right of rectification** of erroneous or to completion of correct data in accordance with Article 16 of the GDPR,
- **Right to deletion** of your data stored by us in accordance with Article 17 of the GDPR, insofar as there are no legal or contractual requirements to retain the data, or other legal obligations or rights to the continued retention of the data,
- **Right to limit** the processing of your data in accordance with Article 18 of the GDPR, insofar as you dispute the correctness of the data, the processing is illegal, but you oppose the deletion of said data; the data controller no longer requires the data, but you require said data for the assertion, exercise or defense of legal claims, or you have filed an objection to the processing in accordance with Article 21 of the GDPR,
- **Right to data portability** in accordance with Article 20 of the GDPR, i.e. the right to receive selected data about you stored by us in a standard, machine-readable format, or to have this transmitted to another data controller,
- **Right to complain to a supervisory authority.** As a rule, you can contact the supervisory authority of your normal place of residence or work, or of our company headquarters to do this.

2. Right to object

Under the conditions of Article 21, Para 1 of the GDPR, the data processing can be objected to on grounds arising out of the special situation of the person affected.

The above general right to object applies for all purposes of processing described in this Privacy Policy that are processed on the basis of Article 6, Para 1f) of the GDPR. In contrast to the special right to object to data

processing for marketing purposes (see Section III.3.3. above), we are, according to the GDPR, only obligated to implement such a general right to object if you can provide grounds of superordinate importance (e.g. a possible risk to life or health).

V. Forwarding to third parties

The data collected by us are not sold. We provide information that we obtain to third parties exclusively to the extent described in the following:

1. Affiliated companies

Affiliated companies that are under the control of DE-CIX, if they are either subject to this Privacy Policy or adhere to guidelines that offer at least as much protection as this Privacy Policy.

2. Service providers

We commission other companies and individuals to fulfill tasks for us. Examples include supporting with the organization of events (e.g. events and congresses), the sending of letters or emails, the maintenance of our contact lists, the analysis of our data bases, marketing measures (including the making available of search results and links), and the handling of payments (credit cards, bank transfers, and purchase order invoicing). These service providers have access to personal information that is necessary for fulfilling their tasks. However, they are not permitted to use this for other purposes. In addition to this, they are obligated to handle the information in accordance with this Privacy Policy and applicable data protection laws.

3. Protection of DE-CIX and third parties

We disclose personal data when we are legally obliged to do so, or when such disclosure is necessary to protect our rights and those of third parties.

4. Recipients outside of the EU

Your data will generally be processed in Germany and in other European countries. If, in exceptional cases, your data is also processed in countries outside the European Union (i.e. in so-called third countries), this is done

insofar as you have expressly consented to this or it is necessary for our provision of services to you, or it is provided for by law (Article 49 GDPR). Furthermore, your data will only be processed in third countries if certain measures ensure that an adequate level of data protection exists (e.g. adequacy decision of the EU Commission; EU standard contractual clauses or so-called suitable guarantees, Article 44 ff. of the GDPR).

For transfers to the United States, the following special rules apply: Due to the EU Commission's adequacy decision of 10/07/2023 on the EU-US Data Protection Framework (EU-US DPF), data transfers to the United States are based on Article 45 Para 1 of the GDPR. This applies only to those US-based organizations that have been certified by the Data Privacy Framework (DPF) program. This certification confirms that they have reliable mechanisms for transferring personal data to the United States. The DPF program is administered by the International Trade Administration (ITA) within the U.S. Department of Commerce. You can search for the participating organizations and their level of certification on the DPF program website at <https://www.dataprivacyframework.gov/s/participant-search>.

VI. Further information and notes

Our website, services, and initiatives evolve continuously. Equally, this Privacy Policy and our conditions of use change on occasion. Therefore, you should regularly visit our website and take note of any changes. Insofar as nothing is regulated in another manner, the use of all information that we have about you is subject to this Privacy Policy. We assure you that significant changes to our Privacy Policy that would result in weakened protection of already collected data will always only be made with your agreement as the respective affected party.

Your trust is very important to us. Therefore, we are available to answer your questions at any time regarding the processing of your personal data. If you have questions that could not be answered in this Privacy Policy, or if you would like more detailed information on one of the points, please contact our data protection officer at any time at the email address dataprotection@de-cix.net or at the postal address: DE-CIX International GmbH, Lichtstrasse 43i, 50825, Cologne (keyword "Data Protection").

Cologne, March 2024