Privacy Information for Events and Event Registrations via LinkedIn

Reinhausen GmbH · Version: November 2026

With this privacy information, we inform you, pursuant to Articles 13 and 14 of the General Data Protection Regulation (GDPR), about how we process your personal data when you register for one of our events via LinkedIn (e.g. webinars, online events, in-person events or trade fair appearances). In addition, our general Privacy Policy applies:
https://www.reinhausen.com/de/datenschutzerklaerung

1. Controller and Data Protection Officer

The controller responsible for processing your data after it has been transmitted by LinkedIn is:
Reinhausen GmbH
Falkensteinstraße 8 93059 Regensburg, Germany
Phone: +49 941 4090-0
Email: info@reinhausen.com

You can contact our Data Protection Officer at:

Projekt 29 GmbH & Co. KG
Ostengasse 14
93047 Regensburg, Germany
Email: anfrage@projekt29.de
Phone: +49 941 298693-0

2. Registration via LinkedIn – Responsibilities and Reference to LinkedIn

For invitations and registrations, we use the event function and Lead Gen Forms (registration forms) provided by the professional networking platform LinkedIn, operated by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ("LinkedIn").

How registration works:
When you register via LinkedIn, a form provided by LinkedIn opens and is pre-filled by LinkedIn with information from your profile (e.g. name, email address, company and job title). You can review and edit this information before submitting the form. LinkedIn will only transmit the information to us once you submit the form.

Responsibilities:

- **LinkedIn** is independently responsible for operating the platform, your member account, displaying the form and processing your usage data for its own purposes (e.g. advertising and statistics). We and LinkedIn are joint controllers for the statistical analysis of our LinkedIn Page (Page Insights) pursuant to Art. 26 GDPR. Under an agreement, LinkedIn has assumed primary responsibility for providing information to users and fulfilling data subject rights:
  https://legal.linkedin.com/pages-joint-controller-addendum

- **Reinhausen** is solely responsible for the further processing of your registration data from the point at which it is transmitted to us by LinkedIn, as described in this privacy information.

Information on how LinkedIn processes personal data can be found in LinkedIn's Privacy Policy: LinkedIn Privacy Policy.
You can contact LinkedIn's Data Protection Officer at: LinkedIn Data Protection Officer.
LinkedIn also transfers data to LinkedIn Corporation in the United States. According to LinkedIn, such data transfers are based, among other mechanisms, on the EU-U.S. Data Privacy Framework and the EU Standard Contractual Clauses.

3. Purposes, Types of Data and Legal Bases

Purpose	Data Types	Legal Basis
Registration, organization, and execution of the event (participant management, registration confirmation, login credentials/dial-in links, organizational information, reminders, and distribution of event materials such as presentations or recordings)	First and last name, email address, company, position; additional information in the form, if applicable (e.g., country, questions for the speakers); registration and attendance status	Art. 6(1)(b) of the GDPR (to facilitate your participation); if you are participating on behalf of your employer: Art. 6(1)(f) of the GDPR (our legitimate interest in organizing business events and communicating with business contacts)
Statistical analysis and improvement of our events (e.g., number of registrations and attendees, breakdown by industry and role, voluntary feedback)	Registration and Participation Status, Company, Position, Feedback	Art. 6(1)(f) of the GDPR (legitimate interest in tailoring our events to participants' needs)
Maintaining business contacts and following up on existing or prospective business relationships (storing data in the CRM system, assigning contacts to the appropriate representatives)	Name, company, position, business contact information, attendance at the event	Art. 6(1)(f) of the GDPR (legitimate interest in maintaining business relationships in a B2B context)
Sending information via email about upcoming events, products, and news (newsletter), only if you have given your separate consent for this in the form	Name, email address, company, position; date and content of consent; open and click behavior as described in the newsletter notices in our general privacy policy	Art. 6(1)(a) of the GDPR in conjunction with § 7(2)(2) of the UWG (Consent)
Compliance with legal obligations (e.g., retention requirements under commercial and tax law for events that charge a fee)	Billing and Payment Information	Art. 6(1)(c) of the GDPR

We require the information marked as required fields on the form in order to process your registration. Participation is not possible without this information. All other information is voluntary.

4. Recipients

Within Reinhausen, only those departments that need your data for the stated purposes (in particular, marketing, event organization, and the relevant sales department) will have access to it.

In addition, we use carefully selected service providers who process your data on our behalf and in accordance with our instructions (processors pursuant to Art. 28 of the GDPR):

- Webinar/video conferencing tool: [Enter provider, e.g., Microsoft Teams – Microsoft Ireland Operations Ltd., Dublin, Ireland] for conducting online events
- CRM and marketing automation: Salesforce (salesforce.com, Inc., San Francisco, USA) [verify CRM system and contractual partner] for managing registrations and business contacts, as well as sending emails
- Newsletter distribution: Evalanche (SC-Networks GmbH, Starnberg, Germany), stored on servers in Germany

Data will only be disclosed to other third parties if we are legally required to do so or if you have given your consent.

5. Transfer to Third Countries

Some of the service providers we use are based in the United States or access data from there. A transfer takes place only if the requirements of Articles 44 et seq. of the GDPR are met:

- Salesforce: salesforce.com, Inc. is certified under the EU-U.S. Data Privacy Framework; the transfer is based on the EU Commission's adequacy decision (Article 45 of the GDPR), supplemented by EU Standard Contractual Clauses (Article 46(2)(c) of the GDPR).
- Microsoft: Microsoft Corporation is certified under the EU-U.S. Data Privacy Framework (Article 45 of the GDPR); EU Standard Contractual Clauses also apply.
- LinkedIn: See Section 2.

You may request a copy of the Standard Contractual Clauses using the contact information provided above.

6. Retention Period

Data	Retention Period
Registration and Participation Information (Section 3, Line 1)	Deletion 6 months after the end of the event (period for follow-up, sending out documents, and addressing questions)
Statistical Analyses	only in anonymized or aggregated form without any reference to specific individuals, for an unlimited period of time
Business Contact in CRM	for the duration of the business relationship or until you object; if there is no business contact for 3 years, we will delete the data
Newsletters/Email Updates	until you revoke your consent; we will retain proof of your consent (date and content) for up to 3 years

Data	Retention Period
	after revocation in order to be able to defend against legal claims (Art. 6(1)(f) GDPR)
Billing Information for Paid Events	in accordance with the statutory retention periods (Section 257 of the German Commercial Code (HGB), Section 147 of the German Fiscal Code (AO)), generally 8 or 10 years
Data that LinkedIn processes on its own behalf	in accordance with LinkedIn's guidelines (see LinkedIn's Privacy Policy)

7. Your Rights

You have the right to access (Art. 15 GDPR), rectification (Art. 16 GDPR), erasure (Art. 17 GDPR), restriction of processing (Art. 18 GDPR), and data portability (Art. 20 GDPR). You may withdraw any consent you have given at any time with future effect (Art. 7(3) GDPR), e.g., via the unsubscribe link in every email or by sending a message to info@reinhausen.com. The lawfulness of the processing carried out prior to the withdrawal remains unaffected.

Right to Object (Art. 21 GDPR): To the extent that we process your data on the basis of legitimate interests (Art. 6(1)(f) GDPR), you may object to this processing at any time for reasons arising from your particular situation. You may object to processing for direct marketing purposes at any time without providing a reason.

You also have the right to lodge a complaint with a data protection supervisory authority. The authority responsible for us is the Bavarian State Office for Data Protection Supervision (BayLDA), Promenade 18, 91522 Ansbach, www.lda.bayern.de.