

Data protection is an important concern for the TUM School of Management. We want you to know how, when and what data we store and how we use it. Personal data is only collected as far as is technically necessary. Data processing is subject to the applicable data protection regulations, in particular the Bavarian Data Protection Act (BayDSG) and the Telemedia Act (TMG).

TECHNICAL IMPLEMENTATION

The web server of the TUM School of Management is operated by the Leibniz Computing Center (LRZ).

Leibniz Computing Center (LRZ)

Boltzmannstraße 1

85748 Garching b. Munich

LOGGING

When you access these or other Internet pages, you transmit data to our web server via your Internet browser. The following data is temporarily recorded in a log file during an ongoing connection for communication between your Internet browser and our web server:

- IP address of the requesting computer
- Date and time of access
- Name, URL and transferred data volume of the retrieved file
- Access status (requested file transferred, not found etc.)
- Identification data for the browser and operating system used (if transmitted by the requesting web browser)
- Web page from where the access took place (if transmitted by the requesting web browser)

The data in this log file is processed as follows:

- The log entries are continuously evaluated automatically in order to be able to recognize attacks on the web servers and react accordingly.
- In individual cases, i.e. in case of reported malfunctions, errors and security incidents, a manual analysis is conducted.
- Log entries older than seven days are anonymized by shortening the IP address.
- The anonymized logs are used to generate access statistics. The software used for this purpose is operated locally by the LRZ.

The LRZ does not merge the IP addresses contained in the log entries with other data sets, so that the LRZ cannot draw conclusions about individual persons.

ACTIVE COMPONENTS

Active components such as JavaScript, Java applets or Active-X controls are used on this website. This function can be switched off using the settings in your Internet browser.

EVALUATION OF USER BEHAVIOUR (WEBTRACKING)

This website uses Piwik, which is a piece of open source software for statistical analysis of visitor access. Piwik uses cookies, which are text files placed on your computer, to help the website analyze how users interact with the site. The information generated by the cookie about your use of this website is stored exclusively on LRZ servers. We use this information to evaluate the use of www.tum.de and to compile reports on website activities. This information is not transferred to third parties. The IP address is anonymized immediately after processing and before it is saved.

You can prevent the installation of cookies by adjusting your browser settings accordingly. However, we would like to point out that in this case you may not be able to use all functions on this website to their full extent.

We recommend that you read Piwik's entire privacy policy:

<http://piwik.org/privacy-policy/>

Disabling PIWIK Tracking (Opt-Out)

If you do not wish Piwik to store and evaluate this data from your visit, you can object to the storage and use of this data at any time with a click of the mouse. In this case, a so-called opt-out cookie will be stored on your browser, which means that Piwik will not collect any session data.

Logout PIWIK

Note: If you delete your cookies, the opt-out cookie will also be deleted and you may have to reactivate it.

COOKIES

In order to extend the range of functions provided by our website and to make it more convenient for you to use, we may also use cookies. With the help of these cookies, data can be stored on your computer when you call up our website. However, you can deactivate the storage of cookies or set your browser so that cookies are only stored for the duration of your connection to the Internet. However, this could restrict the range of functions offered by our website.

Videos on this website are sometimes embedded from YouTube. When playing the videos, the service provider may store cookies on the user's computer. We cannot influence this storage.

GOOGLE CUSTOM SEARCH

The search box on this website ("Google Custom Search") is provided by Google Inc. By using the site, you automatically acknowledge and agree that the Google Privacy Policy (located at www.google.de/privacy.html) applies to your use of the Search Box and that by using the Search Box you are committing to Google's use of your personal information in accordance with the Privacy Policy.

If you choose not to provide this consent, please do not use the search function; data will only be submitted at the exact time the form is submitted.

GOOGLE MAPS

Java-Script code from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter: Google) is loaded onto our site. If you have activated Java-Script in your browser and have not installed a Java-Script blocker, your browser may transmit personal data to Google. We do not know what data Google links to the data received and for what purposes Google uses this data. To prevent the execution of Java-Script code from Google altogether, you can install a Java-Script blocker (e.g. www.noscript.net)

GOOGLE-APIS

Our website uses Google APIs, from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter: Google). This is a program interface is provided by Google. Within the scope of use, data, such as the IP address, can be transmitted to Google. You can prevent the collection and forwarding of personal data (in particular your IP address) to Google and the processing of this data by Google by deactivating the execution of JavaScript in your browser or by installing a tool such as www.noscript.net.

GOOGLE ANALYTICS

This site uses Google Analytics. The web analytics service provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses cookies, which are text files that are stored on the user's computer and which enable an analysis of user activity. computer and which enable an analysis of their use of the website.

The setting of Google Analytics cookies is based on Art. 6 Para. 1 lit. f DSGVO. As the operator of this site, we have a legitimate interest in analysing user behavior in order to optimise our website and, if necessary, advertising.

IP anonymization

We use Google Analytics in conjunction with the IP anonymization function. It ensures that Google shortens your IP address within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before sending it to the USA. There may be exceptional cases in which Google transfers the full IP address to a server

in the USA and shortens it there. On our behalf, Google will use this information to evaluate your use of the website, to create reports on website activities and to provide us with further services related to website and internet use. The IP address transmitted by Google Analytics is not merged with other Google data.

Browser Plugin

The setting of cookies by your web browser can be prevented. However, some functions on our website could be restricted as a result. You can also prevent the collection of data on your website usage, including your IP address and subsequent processing by Google. This is possible by downloading and installing the browser plugin accessible via the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

Objection to data collection

You can prevent Google Analytics from collecting your data by clicking on the link below. An opt-out cookie is set to prevent the collection of your information on future visits to our site: [Disable Google Analytics](#).

Details on how Google Analytics handles user data can be found in the Google privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>.

Order processing

In order to fully comply with the legal data protection requirements, we have concluded a contract with Google for order processing.

Demographic features at Google Analytics

Our website uses the "demographic features" function of Google Analytics. It can be used to generate reports that contain information about the age, gender and interests of the site visitors. This data comes from interest-based advertising by Google and from visitor data from third parties. It is not possible to assign the data to a specific person. You can disable this feature at any time. You can do this through the ad settings in your Google Account or by generally prohibiting Google Analytics from collecting your information as explained in the "Opting out of data collection" section.

Google AdWords and Google Conversion Tracking

Our website uses Google AdWords. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States.

AdWords is an online advertising program. As part of the online advertising program, we work with conversion tracking. After a click on an ad placed by Google, a cookie is set for conversion tracking. Cookies are small text files that your web browser stores on your device.

Google AdWords cookies expire after 30 days and are not used to personally identify users. The cookie enables Google and us to recognize that you have clicked on an ad and been redirected to our website.

Each Google AdWords customer receives a different cookie. The cookies are not trackable through websites of AdWords customers. Conversion cookies are used to generate conversion statistics for AdWords customers who use conversion tracking. AdWords customers learn how many users clicked on their ad and were redirected to pages with conversion tracking tags. However, AdWords customers do not receive any information that allows for personal identification of users. If you choose not to be tracked, you can opt out of using the service. In this case, the conversion cookie must be deactivated in the user settings of the browser. This means that there will be no record in the conversion tracking statistics.

The storage of "conversion cookies" is based on Art. 6 para. 1 lit. f DSGVO. As website operators, we have a legitimate interest in analyzing user behavior in order to optimize our website and our advertising.

Details on Google AdWords and Google Conversion Tracking can be found in the Google data protection regulations: <https://www.google.de/policies/privacy/>.

With a modern web browser, you can monitor, restrict or prevent the installation of cookies. Disabling cookies may result in limited functionality on our website.

CONTACT FORM

We will only use the data collected via our contact form for the processing of inquiries received via the contact form. After processing the enquiry, the collected data will be deleted immediately, unless there is a legal retention period.

ELECTRONIC MAIL (E-MAIL)

Information that you send to us unencrypted by electronic mail (e-mail) may be read by third parties during transmission. As a rule, we cannot verify your identity and do not know who is behind an e-mail address. A legally secure communication by simple e-mail is therefore not guaranteed. We use - as do many e-mail providers - filters against unwanted advertising ("SPAM filters"), which in rare cases also automatically classify normal e-mails as unwanted advertising and delete them. E-mails which contain damaging programs ("viruses") are automatically deleted by us in all cases.

LINKS

Our own content must be distinguished from cross-references ("links") to the websites of other providers, which are marked in this way:

- Internal links: Privacy policy
- External links: Bayerischer Landesbeauftragter für den Datenschutz (Bavarian State Commission for Data Protection)

External links always open in a new window.

Through these links, we merely provide access to the use of external content in accordance with Section 8 of the German Telemedia Act (TMG). We have no influence on whether their operators comply with the data protection regulations. The respective provider of the site is solely liable for illegal, incorrect or incomplete content and in particular for damages resulting from the use or non-use of third-party information.

Links to other websites and social networks

Our website may contain hyperlinks to various third-party websites, such as social networks, in order to provide our users with quick access to up-to-date information and easy-to-use communication. If you follow these hyperlinks and use social networks, data may be transmitted to these third parties.

USE OF FACEBOOK SOCIAL PLUGINS

Our website uses social plugins ("plugins") provided by the social network facebook.com, which is operated by Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The plugins are marked with a Facebook logo or the addition "Facebook Social Plugin".

If you call up a website on our Internet pages that contains such a plugin, your browser establishes a direct connection with the Facebook servers. The content of the plugin is transmitted by Facebook directly to your browser and integrated into the website by it.

By integrating the plugin, Facebook receives the information that you have called up the corresponding page on our website. If you are logged in to Facebook, Facebook can assign the visit to your Facebook account, even if you have not confirmed with the "Like" button. If you interact with the plugins, for example by clicking the "Like" button or making a comment, the corresponding information is transmitted directly from your browser to Facebook and stored there.

Even if you do not have a Facebook account, Facebook may collect personal data, such as your IP address. For the purpose and scope of data collection and the further processing and use of data by Facebook, as well as your rights in this regard and setting options for protecting your privacy, please refer to Facebook's data protection information.

If you do not wish Facebook to collect data about you via our website, you must log out of Facebook before visiting our website. In addition, you can also use add-ons to install appropriate blockers for your browser.

USE OF YOUTUBE PLUGINS (VIDEOS)

Our website contains plugins from www.youtube.com, which is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google").

If you call up pages on our website provided with such a plugin, a connection to the YouTube servers is established and the plugin is displayed on the website by notifying your browser. This tells the YouTube server which of our Internet pages you have visited. If you are logged

in as a member of YouTube, YouTube assigns this information to your personal user accounts for these platforms. When using these plugins, such as clicking/starting a video or sending a comment, this information is assigned, for example, to your YouTube user account, which you can only prevent by logging out before using the plugin. Further information on the collection and use of data by the platform or plugins can be found in the privacy policy of Youtube under the following link: <http://www.google.com/intl/de/policies/privacy/>.

CHANGE TO THE PERSONAL DATA PROTECTION POLICY

We reserve the right to adapt our data protection regulations from time to time so that they always meet the current legal requirements or to implement changes to our services in the data protection declaration. We recommend that you read this privacy policy regularly to ensure that you are kept up to date on the protection of the personal data we collect. By continuing to use the service, you agree to this privacy policy and its updating.

E-MAIL NEWSLETTER

If you register for one of our e-mail information services (hereinafter referred to as "Newsletter"), we will collect your e-mail address and any additional data you may have provided. We use this data exclusively for sending the respective newsletter for the purposes specified when registering for the newsletter. The registration is carried out in a double opt-in procedure and can therefore only be completed when you click on the link provided in the confirmation e-mail, thus confirming your consent to the newsletter being sent. You can revoke your consent to receive a newsletter at any time. You can also unsubscribe using the link at the end of each newsletter. The legal basis for sending the newsletter is Art. 6 para. 1 p. 1 lit. a DS-GVO, § 7 para. 2 UWG.