

# AZO Privacy Policy

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## 1 Privacy Policy

Data controller under the data protection laws is:

Anwendungszentrum GmbH Oberpfaffenhofen  
Claude-Dornier-Straße 1  
Building 401  
82234 Weßling  
Germany

Registration entry:

HRB 150 549

Munich Municipal Court

Sales tax ID number: 117/121/53239

Managing directors authorised to represent the company:

Dipl.-Ing (TU) Thorsten Rudolph (CEO)

Contact:

Telephone +49 (0)8153 29 8 00-10

Telefax +49 (0) 8153 29 8 00-55

Email: [info@azo-space.com](mailto:info@azo-space.com)

This Data Privacy Policy applies for the following websites:

- [www.azo-space.com](http://www.azo-space.com)
- [www.esa-bic.de](http://www.esa-bic.de)
- [www.esa-bic.eu](http://www.esa-bic.eu)
- [www.ste-conference.org](http://www.ste-conference.org)
- [www.nextstage.space](http://www.nextstage.space)
- [www.project-enlighten.eu](http://www.project-enlighten.eu)
- [www.astraios.eu](http://www.astraios.eu)
- [www.space-of-innovation.com](http://www.space-of-innovation.com)
- [www.spaceimpact.eu](http://www.spaceimpact.eu)

## 2 Processing general information

When you visit our website, information of a general nature is automatically processed. This information (server log files) includes the type of web browser, the operating system used, your Internet Service Provider's domain name, and similar information. This is purely information that cannot be associated with your identity. This information is technically required so that the information you have requested is delivered correctly and must be made available whenever the Internet is used. We statistically evaluate anonymous information like this so that we can improve our Internet presence and the technology behind it.

We assume no liability for external links to third party content, despite careful inspection of the content, as we have not arranged for the transmission of this information, have not selected the addressee of the transferred information, and have not selected or amended the transferred.

### 3 Acquisition, Processing and Utilisation of Person-Specific Data

The collection, processing and use of your data take place in compliance with the legal regulations.

We explain below what information we collect during your visit to our website and how this is used:

Every time a user accesses an AZO page or a file, data regarding this process is saved in a log file. This data is saved for internal system related and statistical purposes. Specifically, the following data record is saved for every access:

- Date and time of the call-up
- Name of the page called up
- IP address
- Referrer URL (URL of origin, from which you came to the websites)
- The quantities of data transferred
- The version of the browser used
- Notification of whether the access was successful

Further personal information, such as your name, your address, telephone number or email address, is not recorded, unless you provide this information voluntarily, e.g. as part of a registration requested by you, a survey, a competition, the execution of a contract, or an information request.

Person specific data describes details relating to the actual or personal relationships of a specific or identifiable natural person. Such details include, for example, your name, your telephone number, your address, and all existing data that you disclose to us during pre-registration, registration and downloading available information e.g. brochures or fact sheets. The utilization of your person-specific data for advertising purposes can be objected to at any time.

#### 3.1 Applies only for idea competitions and acceleration programmes

For each submission, we set up an individual account which is password-protected, with direct access your existing data stored. This allows you, amongst other things, to view the already-concluded, still open and recently sent input. The following data will be required to create such a user account, which also will be used to submit innovative business ideas to any of the challenges. The information are mandatory fields:

- Name,
- Company
- Position
- Business sector
- Organisation form
- Postal address
- Country
- Email
- Telephone number

To check whether the registration really came from the owner of the submission, we apply the “double-opt-in” procedure process, whereby we protocol the request for the registration, the sending of a confirmation email and the receipt of the requested reply. If the registration has been successfully completed, you will receive a confirmation link to log in. You will be asked to choose an account password that will allow to temporarily save and process the content for the idea submission on the server until it has your desired format. After you logged in, you must select a challenge for your proposed idea / solution. During the competition, the challenge partners may contact you anonymously. The purpose of this approach is personal assistance to help with the completion of your submission form. Contact data will only be revealed if you actively agree on such a request or after the finalists and winners have been selected.

However, a challenge's expert team will review your idea. All experts assigned for evaluation must agree on a non-disclosure agreement before the ideas are forwarded for evaluation. This non-disclosure agreement is concluded between Anwendungszentrum GmbH Oberpfaffenhofen and each of the experts.

Your submitted idea or solution and your idea status is protected and cannot be accessed by unauthorised third parties. The AZO staff as well as the experts executing the competition are treating all matters highly confidential. The use of the latest technology and encryption procedure ensures that your data are fully protected.

### **3.2 Applies for all kind of registrations**

For an effective registration (e.g. pre-registration, events, kick-offs), we need a valid salutation, pre-& surname, country and email address. To check whether the registration really came from the owner of the email address, we apply the “double-opt-in” procedure process, whereby we protocol the request for the registration, the sending of a confirmation email and the receipt of the requested reply. No further details are collected unless you provide further information voluntarily. The data are used solely for registering to an event and will be forwarded to the executing event partner.

You may revoke at any time your permission to store your personal data and your newsletter subscription. Each newsletter contains a link for this purpose. You can also communicate your wishes via the contacts provided at the end of this document.

## **4 Commentary function / Blog**

When users write a comment in the blog, the time it was written and the name chosen by the website visitor are also stored. This is for our own security, because we may be held liable for any unlawful content on our website, even if it was provided by a user.

## **5 Newsletter**

If you request our newsletter, the details you provide will be used solely for this purpose. Subscribers may also be notified by email of any circumstances that are relevant to the service or needed for registration (such as changes to the newsletter offer or technical details).

For an effective registration, we need a valid email address. To check whether the registration really came from the owner of the email address, we apply the “double-opt-in” procedure process, whereby we protocol the request for the newsletter, the sending of a confirmation email and the receipt of the

requested reply. No further details are collected unless you provide further information voluntarily. The data are used solely for delivering the newsletter and will be forwarded to the executing event partner.

You may revoke at any time your permission to store your personal data and your newsletter subscription. Each newsletter contains a link for this purpose. You can also communicate your wishes via the contacts provided at the end of this document.

## 6 Contact form

If you contact us by email or by using the contact form at [azo-space.com](http://azo-space.com), your details will be stored in order to process your enquiry or for possible further questions.

## 7 Communication via email

Communication via email may entail security loopholes. Transmitted emails in unencrypted form carry the risk that the data may be intercepted and/or manipulated by third parties. If we receive an unencrypted email from you, we will assume that we are also entitled to send an unencrypted reply by email. The transmission of confidential information by way of unencrypted email therefore takes place at your own risk.

## 8 Encryption

To protect your data during transfer, we use state-of-the-art encryption procedures (e.g. SSL) via HTTPS.

## 9 Data for Analysis, Publicity and Recommendation Purposes

(not applicable for ideas databases)

### 9.1 Cookies

Cookies are small files that are stored on your data carrier and hold certain settings and data for exchange with our system via your browser. Generally, there are two different types of cookies: the so-called session cookies, that are deleted as soon as you close your browser; and temporary/permanent cookies, that are stored on your data carriers for a longer period or without limit.

Additionally, we use the open-source software Matomo (formerly Piwik) as a web analytics platform. Matomo uses cookies, i.e. small text files which are stored on your computer and enable you to analyse your internet use. These session cookies are stored on your computer only temporarily; as soon as the web browser is closed, these cookies are deleted. The information gathered by the cookie about your use of our internet services is stored on our server and analysed exclusively in-house. Data which has been acquired is to identify and improve relevant content of our internet services.

As a result, we automatically receive certain data, such as IP address, browser used, operating system of your computer and your connection to the Internet. Cookies cannot be used to run programs or deliver viruses to your computer. This type of storage helps us to design our websites and our offers for you and makes it easier for you to use them in that, for example, certain input from you can be stored so that you are not required to enter this repeatedly.

In no event, will the information we collect be forwarded to third parties, nor do we create a link to personal data without your consent.

By using these internet services, you declare that you agree to the processing of data collected about you as described above and solely for the above-mentioned purpose.

However, you can also view our website without cookies. Matomo endorses the “Do Not Track” method of current web browsers. If you wish to generally prohibit any analysis of your web behaviour, we recommend that you activate this option in your browser.

## 9.2 Tracking pixels from Mautic

Our website employs so-called “tracking pixels” from “Mautic”, an open-source tool for marketing automation. This is an analysis and tracking software for the allocation and storage of usage data (including browser used, last visited page, length of stay, visitor-, link-, form and download tracking, tagging, email campaigns and contact management). The software uses this information to personalize our marketing efforts and better target the interests of each individual user. In addition, the software helps us to better evaluate the success of individual marketing measures.

Mautic is hosted by us on specially operated servers in Germany. The data is only transmitted to: Content Optimizer GmbH, Raadter Str. 85, 45149 Essen

The data collected is:

- Visits and activity on our landing pages
- Number of page views and length of stay of the website visitor
- The click path of the respective visitor, the downloads of files provided via the landing page
- Opening e-mails from newsletters and campaigns

By registering on one of our landing pages furthermore:

- Contact details (such as name, postal or email address)
- Business contact information
- The IP address of the device that uses the website

You can always object the use of Mautic by contacting us.

## 9.3 Use of Mouseflow

This website uses Mouseflow: A website analytics tool that provides session replay, heatmaps, funnels, form analytics, feedback campaigns, and similar features/functionality. Mouseflow may record your clicks, mouse movements, scrolling, form fills (keystrokes) in non-excluded fields, pages visited and content, time on site, browser, operating system, device type (desktop/tablet/phone), screen resolution, visitor type (first time/returning), referrer, anonymized IP address, location (city/country), language, and similar meta data. Mouseflow does not collect any information on pages where it is not installed, nor does it track or collect information outside your web browser. If you'd like to opt-out, you can do so at

<https://mouseflow.com/opt-out>.

If you'd like to obtain a copy of your data, make a correction, or have it erased, please contact us first or, as a secondary option, contact Mouseflow at [privacy@mouseflow.com](mailto:privacy@mouseflow.com).

For more information, see Mouseflow's Privacy Policy at <http://mouseflow.com/privacy/>.

For more information on Mouseflow and GDPR, visit <https://mouseflow.com/gdpr/>.

For more information on Mouseflow and CCPA visit <https://mouseflow.com/ccpa>.

## 9.4 Use of Google Analytics

The AZO websites are using Google Analytics, a web analysis service of Google, Inc. ("Google"). Google Analytics uses so-called "cookies", text files which are saved on your computer and enable analysis of the



use of a website. Information on your use of this website generated by the cookie is transferred to a Google server in the USA and saved there. However, this website uses an extension for Google Analytics, anonymized IP address, and therefore IP addresses are only processed further in truncated form in order to rule out any direct personal reference. Only in exceptional cases is the full IP address transferred to a Google server in the United States and truncated there.

On instructions from the operator of this website, Google uses this information to evaluate your use of the website in order to compile reports on website activities for the website operator, and to provide additional services related to website and Internet use. Google will in no case connect your IP address to other data saved by Google. You can prevent the installation of cookies via the corresponding settings in your browser; however, you may not be able to take full advantage of all functions of this website in this case. You can counteract the saving and collection of data (including your IP address) with a plugin for your browser, here: [Browser Add On to deactivate Google Analytics](#)

Additionally, or as an alternative to the browser add-on, you can deactivate tracking by Google Analytics on our website by clicking this [Link](#). This will install an opt-out cookie on your machine. As long as this cookie remains installed in your browser, Google Analytics cannot receive any further data for this website and this browser.

## 9.5 Use of Google Adwords

This site uses Google AdWords. AdWords is an online advertising program from Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, United States ("Google").

As part of Google AdWords, we use so-called conversion tracking. When you click an ad delivered by Google, a cookie for conversion tracking is stored on your computer. Cookies are small text files that are stored locally in the cache of the user's browser. These cookies expire after 30 days and are not used for personal identification of the user. Should the user visit certain pages of the website and the cookie has not yet expired, Google and the website can tell that the user clicked on the ad and proceeded to that page.

Each Google AdWords advertiser has a different cookie. Thus, cookies cannot be tracked using the website of an Adwords advertiser. The information obtained using the conversion cookie is used to create conversion statistics for the Adwords advertisers who have opted for conversion tracking. The Adwords advertisers can find out the total number of users who have clicked on their ad and were directed to the page with a conversion tracking tag. The advertisers do not, however, obtain any information that can be used to identify users personally. If you do not wish to participate in tracking, you can refuse by simply deactivating the Google conversion tracking cookie via your internet browser settings. In doing so, you will not be included in the conversion tracking statistics.

For more information about Google AdWords and Google conversion tracking, please see Google's privacy policy at: <https://www.google.de/policies/privacy/>

You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis whether to accept or reject a cookie. Alternatively, your browser can be configured to automatically accept cookies under certain conditions or to always reject them, or to automatically delete cookies when closing your browser. The disabling of cookies may limit your ability to use some of the functions of this website.



## 9.6 Use of Twitter components

Furthermore, we use the so-called conversion tracking with Twitter Pixel, a tool of Twitter Inc., USA, on our websites. This will allow us to statistically record the usage of our websites in order to optimise them. In conversion tracking, a Cookie on your device is set by Twitter when you visit one of our websites by clicking on a Twitter ad. Conversion tracking is used to generate statistics rather than identifying yourself. We want to know what Twitter ads or interactions users click and how they come to our websites. For example, if you visit page X and click on one of our ads, you will be taken to our website. This allows us to place advertising better and target specific websites on the Internet. For more information, visit [business.twitter.com/help/campaign-measurement-and-analytics/conversion-tracking-for-websites.html](https://business.twitter.com/help/campaign-measurement-and-analytics/conversion-tracking-for-websites.html). We only use Twitter Pixel with your express consent in accordance with Art. 6 para. 1 a) of the GDPR. You can prevent the storage of Cookies by a corresponding browser setting: <https://help.twitter.com/de/safety-and-security/privacy-controls-for-tailored-ads>. In addition, you can make settings in your personal Twitter account to receive advertising: [twitter.com/settings/personalization](https://twitter.com/settings/personalization). For more information, visit: [twitter.com/en/privacy](https://twitter.com/en/privacy).

## 9.7 Use of Facebook components

Our website employs components provided by facebook.com. Facebook is a service of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA.

Each time our website receives an access request equipped with a Facebook component, the component prompts your browser to download an image of this Facebook component. Through this process, Facebook is informed precisely which page of our website is being visited.

When you access our site while logged into Facebook, Facebook uses information gathered by this component to identify the precise page you are viewing and associates this information to your personal account on Facebook. Whenever you click on the “Like” button, for example, or enter a comment, this information is transmitted to your personal account on Facebook and stored there. In addition, Facebook is informed of your visit to our website. This occurs regardless of whether you click on a component or not.

You can decide whether a web analytics cookie will be stored in your browser, to allow the operator of this website to collect and analyse various statistical data. If you don't agree, please go to the “Imprint” page and click the link “deactivate”. The Facebook deactivation cookie will automatically be placed in your browser. The web tracking on this page is activated.

If you wish to prevent the transfer to and storage of data by Facebook about you and your interaction with our website, you must first log out of Facebook before visiting our website. The data protection policies of Facebook provide additional information, in particular about the collection and use of data by Facebook, your rights in this regard as well as the options available to you for protecting your privacy: <https://de-de.facebook.com/about/privacy/>

In addition, tools are freely available on the market that can be used to block Facebook social plug-ins with add-ons from being added to all commonly used browsers: <http://webgraph.com/resources/facebookblocker/>

You can find an overview of Facebook plugins at <https://developers.facebook.com/docs/plugins/>

## 9.8 Social Plug-ins

On our website we offer you the use of so-called “social media buttons”. To protect your data, we use the “Shariff” solution. Thereby, the buttons on the website are incorporated in graphics that contain a link to the appropriate website of the button provider. Thus, by clicking on the graphic, you are directed to the services of the relevant provider. Only then your data is conveyed to the provider. As long as you do not click on the graphic, there is no exchange between you and the social media button provider. You can find information on the collection and use of your data by the social media in the conditions of use of the relevant providers. More information about Shariff can be found here:

<http://www.heise.de/ct/artikel/Shariff-Social-Media-Buttons-mit-Datenschutz-2467514.html>

On our websites, social media buttons are included of the following companies:

- Facebook Inc. (1601 S. California Ave - Palo Alto - CA 94304 - USA)
- Google Plus/Google Inc. (1600 Amphitheatre Parkway - Mountain View - CA 94043 - USA)
- Instagram Inc. (1601 Willow Rd. - Menlo Park - CA 94025 - USA)
- LinkedIn Corporation (2029 Stierlin Court - Mountain View - CA 94043 - USA)
- Twitter Inc. (795 Folsom St. - Suite 600 - San Francisco - CA 94107 - USA)
- YouTube LLC (901 Cherry Ave., San Bruno, CA 94066, USA)
- XING SE (Dammtorstraße 30, 20354 Hamburg, Deutschland)

In case the button is not included on the specific website, the social media Plug-in does not apply for this website.

## 10 Erasure or Blockage of Data

We adhere to the principles of data avoidance and data economy. Therefore, we store your personal data only for as long as this is necessary to fulfil the purposes discussed here or only for as long as permitted under the various storage deadlines laid down in the law. When the purpose has been fulfilled or the deadline has passed, the data are routinely anonymised in accordance with the rules in force.

## 11 Your rights to information, correction, block, deletion and objection

You have at any the right to receive information about your personal data. You have further the right of correction, block or – excluding the mandated data storage for business transaction – the deletion of your personal data. For this purpose, please contact our data protection officers. You will find the contact details at the very bottom.

You may also request the erasure of the data if there is no legal obligation to archive. If such an obligation exists, we will lock your data on request.

You may make changes or revoke a consent by means of a corresponding notice to us with effect for the future.

## 12 Changes to our Data Protection Regulations

We reserve the right to modify this privacy policy occasionally, in order to meet the legal requirements at any time or to implement changes of our services in this policy. For your anew visit, the new privacy policy will apply.

## 13 Questions to the Data Protection Officer

If you have any questions concerning our privacy policy, please send us an email or contact our data protection officer directly:

Contact details:

Datenschutzkanzlei Lenz GmbH Co. KG  
Sven Lenz  
Bahnhofstraße 50  
D-87435 Kempten  
E-Mail: [info@datenschutzkanzlei-lenz.de](mailto:info@datenschutzkanzlei-lenz.de)