

Privacy Notice

Below, we inform you in accordance with the legal requirements – in particular the EU General Data Protection Regulation ([GDPR](#), available here) – about the processing of personal data by our company.

Table of Contents:

I. General Information

1. Key Terms
2. Scope of Application
3. Data Controller
4. Data Protection Officer

II. Details of Data Processing

1. General Information on Data Processing
2. Accessing Our Services
4. Application and Participation in the Competition
5. Registration and Participation in Our Events
6. Development and Improvement of Our Services and Processes
7. Embedded Content

III. Data Subject Rights

1. Right to Object
2. Right of Access
3. Right to Rectification
4. Right to Erasure (“Right to be Forgotten”)
5. Right to Restriction of Processing
6. Right to Data Portability
7. Right to Withdraw Consent
8. Right to Lodge a Complaint

I. General Information

In this section of the Privacy Policy, you will find information on the scope of this policy, the controller responsible for data processing, its Data Protection Officer, and data

security. We also explain in advance the meaning of key terms used throughout this Privacy Policy.

1. Key Terms

Browser: Computer program used to display websites (e.g., Chrome, Firefox, Safari).

Cookies: Text files that a web server places on the user's computer via the browser being used. The information stored in a cookie may include an identifier (cookie ID) used for recognition, as well as content-related data such as login status or information about visited websites. When the site is visited again, the **browser** automatically sends the stored cookie information back to the web server with each request. Most **browsers** accept **cookies** automatically.

Third Countries: Countries outside the European Union (EU).

GDPR: Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the **processing** of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation), available [here](#).

Personal Data: All information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

Profiling: Any form of automated **processing** of personal data consisting of the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person's work performance, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements.

Services: Our offerings to which this Privacy Policy applies (see Scope).

Tracking: The collection and evaluation of data regarding the behavior of visitors on our **Services**.

Tracking Technologies: **Tracking** may take place both via activity logs (log files) stored on our web servers and through data collected from your end device using **pixels**, **cookies**, and similar **tracking technologies**.

Processing: Any operation or set of operations performed on personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by

transmission, dissemination, or otherwise making available, alignment or combination, restriction, erasure, or destruction.

Pixel: Also referred to as tracking pixels, web beacons, or web bugs. These are small, invisible graphics embedded in HTML emails or websites. When a document is opened, the pixel is loaded from an Internet server, and this access is recorded there. This allows the server operator to determine whether and when an email has been opened or a webpage has been visited. In most cases, this function is implemented by a small program (JavaScript). In this way, certain types of information on your computer system can be identified and transmitted, such as the content of **cookies**, the time and date of the page view, and a description of the page on which the tracking pixel is located.

2. Scope of Application

This Privacy Policy applies to the following services:

- Our online offering “**CONSTRUCTIVE WORLD AWARD**” (website), accessible in particular at www.constructive-world-award.com/,
- whenever this Privacy Policy is referenced from one of our other offerings (e.g., websites, subdomains, mobile applications, web services, or integrations on third-party sites), regardless of how you access or use them.

All of these offerings are collectively referred to as “**Services.**”

3. Data Controller

The controller responsible for data processing – i.e., the party that determines the purposes and means of the **processing** of personal data – in connection with the **Services** is:

BurdaForward GmbH
St.-Martin-Straße 66
81541 Munich
Germany

4. Data Protection Officer

Contacting our Data Protection Officer:

Data Protection Request Form

Alternatively, you can contact us at the address specified in Section I.3 (attn. Data Protection Department) or via:

E-mail: burdaforward@datenschutzanfrage.de

Phone: **+49 89 9250 4500**

II. Details of Data Processing

In this section of the Privacy Policy, we provide detailed information on the processing of personal data within the scope of our Services. For clarity, we have structured this information according to specific functionalities of our Services. When using the Services in the ordinary course, different functionalities – and thus different processing activities – may apply either sequentially or simultaneously.

1. General Information on Data Processing

Unless otherwise specified, the following applies to all processing activities described below:

a) No obligation to provide data & consequences of non-provision

The provision of personal data is neither legally nor contractually required, and you are not obliged to provide such data. During the input process, we will inform you if the provision of personal data is necessary for the respective Service (e.g., by marking fields as “mandatory”). If such data is required and not provided, the relevant Service cannot be rendered. In other cases, the non-provision of data may result in us not being able to provide our Services in the same form and quality.

b) Consent

In various cases, you may have the option to grant us your consent (possibly for certain data only) to further processing in connection with the processing activities described below. In such cases, we will provide separate information regarding all modalities and the scope of consent, as well as the purposes we pursue with these processing activities, at the time of obtaining your declaration of consent. Processing based on your consent is therefore not repeated here (Art. 13(4) GDPR).

c) Transfer of personal data to third countries

If we transfer data to **third countries**, i.e., countries outside the European Union, such transfer takes place exclusively in compliance with the legally regulated admissibility requirements.

If the transfer of data to a **third country** does not serve the performance of our contract with you, we do not have your consent, the transfer is not required for the establishment, exercise, or defense of legal claims, and no other exception under **Art. 49 GDPR** applies, we will only transfer your data to a third country if an adequacy decision pursuant to **Art. 45 GDPR** or appropriate safeguards pursuant to **Art. 46 GDPR** exist.

We meet the requirements for adequate safeguards under **Art. 46(2)(c) GDPR**, as well as for ensuring an adequate level of data protection in the **third country**, by concluding the EU Standard Contractual Clauses issued by the European Commission with the recipient. Copies of the EU Standard Contractual Clauses can be obtained from the website of the European Commission, available [here](#).

d) Hosting by external service providers

Our data processing is largely carried out with the involvement of so-called hosting service providers, who provide us with storage space and processing capacities in their data centers and, in accordance with our instructions, also process personal data on our behalf. For all functionalities described below, it is possible that personal data may be transferred to such hosting service providers. These service providers process data exclusively within the EU, or we have ensured an adequate level of data protection through the conclusion of the EU Standard Contractual Clauses (see section c).

e) Disclosure to public authorities

We disclose personal data to public authorities (including law enforcement agencies) when this is required to fulfill a legal obligation to which we are subject (legal basis: **Art. 6(1)(c) GDPR**) or when it is necessary for the establishment, exercise, or defense of legal claims (legal basis: **Art. 6(1)(f) GDPR**).

f) Retention period

In the section “Retention Period,” we specify how long we use the data for each respective processing purpose. After this period has expired, the data will no longer be processed by us and will be deleted at regular intervals, unless continued **processing** and storage are required by law (in particular, where necessary to comply with a legal obligation or for the establishment, exercise, or defense of legal claims), or unless you have given us consent to a longer retention period.

g) Duration and functionality of cookies

Some of the data processing activities described in the following sections are carried out with the help of **cookies**. The information stored in a cookie can only be accessed over the Internet by the operator of the web server that originally placed the cookie. Third parties cannot access this information in this way.

Cookies differ in their duration and function. Some cookies are active only during a browser session and are deleted afterwards, while others remain functional for longer periods—usually for less than one year. Once a **cookie’s** functional period has expired, it will be deleted by the browser.

You can manage **cookies** using your **browser** settings (typically found under “Options” or “Settings”). This allows you to deactivate the storage of **cookies**, make their use dependent on your consent in specific cases, or restrict them in other ways. You can also delete **cookies** at any time.

h) Designations of data categories

In the following sections, the following summary terms are used to refer to specific types of data:

- **Basic Personal Data:** Title, form of address/gender, first name, last name, date of birth

- **Address Data:** Street, house number, additional address details (if applicable), postal code, city, country
- **Contact Data:** Telephone number(s), fax number(s), email address(es)
- **Access Data:** Date and time of visiting our Service; the page from which the accessing system reached our site; pages accessed during use; session identification data (session ID); as well as the following information from the accessing computer system: Internet Protocol (IP) address used, browser type and version, device type, operating system, and similar technical information

i) Collection of data from public sources

We collect personal data from publicly accessible sources. Publicly accessible sources include, in particular, publicly available websites, all public directories available to the general public (such as telephone or similar directories), and public registers, even if access to them may require login credentials (e.g., commercial registers).

We process all categories of data that are stored in publicly accessible sources. These may include, for example, **basic personal data, address data, contact data, payment data, order data**, as well as any other categories of data such as interests, preferences, affinities, and similar information.

The collection of such data is carried out for the purpose of fulfilling the principle of accuracy pursuant to **Art. 5(1)(d) GDPR**, where applicable for the performance of a contract pursuant to **Art. 6(1)(b) GDPR**, for the establishment, exercise, or enforcement of legal claims and for debt collection pursuant to **Art. 6(1)(b) and (f) GDPR**, and for interest-based direct marketing pursuant to **Art. 6(1)(f) GDPR** in conjunction with Recital **46 GDPR**.

2. Accessing Our Services

The following section describes how your personal data is processed when you access our Services (e.g., loading and viewing the website, opening and navigating within the mobile app). In addition, we use technical or legally required auxiliary tools that do not themselves collect any data (for example, a tag manager), but serve purposes such as website security, the management and operation of other tools, or the management of the consents you have provided (Consent Management Platform).

Please note in particular that the transmission of **access data** to external content providers (see section b) is unavoidable due to the technical functioning of data transmission over the Internet. These third-party providers are themselves responsible for ensuring that their IT systems operate in compliance with data protection regulations. The decision regarding how long data is stored lies with the respective service providers.

a) Purpose of Data Processing and Legal Basis, including Legitimate Interests (where applicable), and Retention Period

Data Category:

Access Data

Purpose of Processing:

Establishing a connection; displaying the content of the Service; detecting attacks on our site through unusual activities; error diagnosis.

Legal Basis:

Art. 6(1)(f) GDPR

Legitimate Interests Pursued:

Proper functioning of the Services; security of data and business processes; prevention of misuse; prevention of damage resulting from interference with information systems.

Retention Period:

4 weeks

b) Recipients of Personal Data

Category of Recipients:

External content providers that supply content (e.g., images, videos, embedded social media posts, advertising banners, fonts, update information, shortened links) required for displaying the Service.

Data Affected:

Access Data

Legal Basis:

Art. 6(1)(f) GDPR

Legitimate Interests Pursued:

Proper functioning of the **Services**; (accelerated) display of content.

Category of Recipients:

IT Security Service Providers

Data Affected:

Access Data

Legal Basis:

Art. 6(1)(f) GDPR

Ensuring the security of our IT systems, in particular the prevention and detection of attacks exploiting security vulnerabilities.

3. Customer Feedback and Contacting Customer Service

We provide various options for you to contact us, including by email, telephone, via contact forms, or through other communication channels. You may use these channels to submit inquiries, provide feedback, express concerns or complaints, or contact our customer service regarding any issues or requests.

Maintaining effective communication with you is important to us in order to process your requests promptly and reliably and to continuously improve the quality of our services.

In the context of such communications, we process personal data that you provide to us, as well as data generated during the course of the communication. This may include, in particular, your name, contact data, and the content of your message.

Where you voluntarily provide us with additional information – for example by uploading files or images, or by entering further information in free text fields – we will process such data where you have given your consent.

a) Purpose of Data Processing and Legal Basis, including Legitimate Interests (where applicable), and Retention Period

Data Category:

Basic personal data; contact data; content of inquiries and complaints; voluntarily provided information or files; technically generated metadata, such as IP addresses or timestamps.

Purpose of Processing:

Handling customer inquiries and user complaints; quality assurance and continuous improvement of our customer service; analysis of recurring issues to optimise our services.

Legal Basis:

- Article 6(1)(b) GDPR (performance of a contract or pre-contractual measures)

- Article 6(1)(f) GDPR (legitimate interests in effective customer communication, customer retention, service optimisation, and the efficient handling of inquiries)
- Article 6(1)(a) GDPR (consent), where you voluntarily provide additional data, in particular via uploads, file attachments, images, or further information not required for processing your request

Retention Period:

Personal data will generally be retained only for as long as necessary to fulfil the respective purposes, unless statutory retention obligations prevent deletion. Customer inquiries and related communications (e.g. via contact forms, email, or telephone) are typically retained for up to three years after completion of the respective matter.

Technically generated metadata, such as IP addresses or timestamps collected in connection with the use of our communication channels, are generally retained for up to 30 days and are subsequently deleted automatically.

Where specific data is subject to statutory retention obligations – for example under commercial or tax law (e.g. Section 257 of the German Commercial Code (HGB) or Section 147 of the German Fiscal Code (AO)) – such data will be retained for the applicable statutory period (six or ten years). After the purpose of processing has ceased, such data will be restricted and retained solely for compliance with the legal obligation.

b) Recipients of Personal Data

Category of Recipients:

External service providers in the areas of customer service, support, or call centre services acting on our behalf

Data Affected:

All data listed under point a) of this section.

Legal Basis:

Art. 28 GDPR

4. Application and Participation in the Competition

In the following, we explain how we process your personal data in connection with your application and participation in the CONSTRUCTIVE WORLD AWARD.

Please note that we will publish the names of award winners and nominees, together with information about their nominated or awarded entries, across various media channels (including print, online, and social media).

For more information, please refer to the terms and [conditions of participation](#).

a) Purpose of Data Processing and Legal Basis, including Legitimate Interests (where applicable), and Retention Period

<p>Data Category: Basic personal data; address and contact details; information about your employer; status as self-employed; signature provided as part of the application form</p> <p>Purpose of Processing: Identification; communication; administration of the participation process Participants’ personal data is processed to properly carry out the participation process and to contact winners.</p> <p>Legal Basis: Art. 6(1)(b) GDPR</p> <p>Retention Period: We process participants’ personal data only to the extent and for as long as necessary to carry out the competition and award process, or where participants have otherwise provided their consent.</p> <hr/>

b) Recipients of Personal Data

<p>Category of Recipients: Selection committee; jury; users of the publicly accessible online voting form who cast their vote for the respective Constructive Hero</p> <p>Data Affected: Basic personal data; address and contact details; information about your employer; submission/entry</p> <p>Legal Basis: Art. 6(1)(b) GDPR</p> <hr/>

5. Registration and Participation in Our Events

In the following, we inform you about how we process your personal data in connection with invitations, registration, and participation in our events. Our events are aimed at journalists, media professionals, representatives from business, politics, companies,

and foundations, as well as innovators. Invitations to our events are sent exclusively in digital form. During the event, photo and video recordings may be made for the purpose of public relations. You will be informed separately about these recordings and the related data processing activities.

a) Purpose of Data Processing and Legal Basis, including Legitimate Interests (where applicable), and Retention Period

<p>Data Category: Basic personal data; email address</p> <p>Purpose of Processing: Sending invitations; organisation of and communication about the event</p> <p>Legal Basis: Art. 6(1)(a), (b), (f) GDPR</p> <p>Legitimate Interests Pursued: Interest of the respective publishers/operators in inviting a relevant audience to their events</p> <p>Retention Period: Subject to any applicable statutory retention obligations, personal data will only be retained for as long as necessary to fulfil the purposes described above.</p> <hr/>
--

b) Recipients of Personal Data

<p>Category of Recipients: Event agency acting on our behalf</p> <p>Data Affected: Basic personal data; email address</p> <p>Legal Basis: Art.28 GDPR</p> <hr/>
--

6. Development and Improvement of Our Services and Processes

To continuously improve our services and develop new offerings, we analyse the usage behaviour of our customers. Rather than creating individual profiles, we focus on analysing aggregated and anonymised data relating to larger groups of customers. We also optimise our systems and internal processes using, where possible, anonymised or pseudonymised data. We process the data required in the context of developing new technologies and improving existing ones in order to enhance our services and set new

standards in the areas of data protection and information security. This includes, in particular, applications in the fields of machine learning, artificial intelligence, and deep learning. Where technically feasible, we use only pseudonymised, anonymised, or aggregated data.

Purpose of Data Processing and Legal Basis, including Legitimate Interests (where applicable), and Retention Period

<p>Data Category: Basic personal data; address data; booking data; payment data; data stored in relevant systems; usage and interaction data from relevant systems; pseudonymised technical identifiers</p> <p>Purpose of Processing: Improvement of existing services and development of new services; improvement and development of internal processes; development of new and enhancement of existing technologies; technological advancement (e.g. through modelling, data analysis, and machine learning)</p> <p>Legal Basis: Art. 6(1)(a) and (f) GDPR</p> <p>Legitimate Interests Pursued: Further development and improvement of our existing services, the development of new services, the preparation of analyses and reports, the improvement and development of internal processes, and the development of new and enhancement of existing technologies</p> <p>Retention Period: Personal data will be deleted as soon as further processing is no longer necessary for achieving the respective purposes and no statutory retention obligations prevent deletion. This will generally be the case upon receipt of your objection or withdrawal of your consent.</p> <hr/>
--

b) Recipients of Personal Data

<p>Category of Recipients: IT security service providers; IT service providers</p> <p>Data Affected: All categories of personal data listed under section a) of this section</p> <p>Legal Basis: Art.28 GDPR</p> <hr/>

7. Embedded Content

This website includes embedded content from external providers (e.g. content from social networks such as YouTube). An overview of the embedded content used can be found in the list below. Such content is operated by third parties. When interacting with embedded content, personal data may be transmitted to the respective provider or social network. This data transfer takes place for the purpose of displaying the content and enabling you to rate, recommend, or share it. By integrating such content, we aim to increase the visibility of our website and provide content that is relevant to our users. We have configured our website so that personal data is only transmitted once you actively interact with the embedded content (e.g. by clicking a like button or playing a video).

Legal Basis: The legal basis for the data transfer is your consent pursuant to Article 6(1)(a) GDPR.

Please note that we have no direct influence on the type and scope of the processing of your personal data by the respective social network. If you interact with the embedded content, your personal data will also be processed by the operator of the social network and may be transferred to and processed in countries outside the European Union, including the United States.

YouTube

We embed videos from the online platform YouTube.com (“YouTube”). The YouTube platform is operated by Google Ireland Limited, Gordon House, 4 Barrow Street, Dublin, D04 E5W5, Ireland (“Google”).

The integration of YouTube is carried out using the so-called “enhanced privacy mode”. Personal data will only be transmitted to YouTube or Google once you have given your consent to the integration of the respective YouTube videos.

a) Purpose of Processing and Legal Basis, including Legitimate Interests (where applicable), and Retention Period

Data Categories:

Device-specific information, in particular your IP address.

If you are logged into your Google account when accessing a video, this information may be associated with your user account.

Purpose of Processing:

Personalised design of our services

The integration of YouTube videos and the related processing of your personal data serve the purpose of providing a user-oriented, engaging, and up-to-date website experience.

Legal Basis:**Art. 6(1)(a) GDPR —**

Your consent given when interacting with the YouTube video.

Retention Period:

Personal data will be deleted as soon as further processing is no longer necessary for achieving the respective purposes and no statutory retention obligations prevent deletion. This will generally be the case upon withdrawal of your consent or objection.

Further Information:

For more information on how Google processes your personal data, please refer to:

<https://policies.google.com/privacy?hl=de&gl=de>

*b) Recipients of Personal Data***Category of Recipient:**

Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

III. Data Subject Rights

1. Right to Object

If we process your personal data for the purpose of direct marketing, you have the right to object at any time, with effect for the future, to the **processing** of your personal data for such marketing purposes; this also applies to **profiling**, insofar as it is related to direct marketing.

You also have the right, on grounds relating to your particular situation, to object at any time, with effect for the future, to the **processing** of your personal data carried out on the basis of **Art. 6(1)(e) or (f) GDPR**; this also applies to **profiling** based on these provisions.

You may exercise your right to object free of charge.

Alternatively, you can contact us using the **contact data** provided under section **I.4**.

2. Right of Access

You have the right to request confirmation from us as to whether personal data concerning you are being processed, and, where this is the case, to obtain access to such personal data as well as to the additional information listed in **Art. 15 GDPR**.

3. Right to Rectification

You have the right to request the immediate rectification of inaccurate personal data concerning you (**Art. 16 GDPR**).

Taking into account the purposes of the **processing**, you also have the right to request the completion of incomplete personal data, including by means of a supplementary statement.

4. Right to Erasure (“Right to be Forgotten”)

You have the right to request the immediate deletion of personal data concerning you where one of the grounds set out in **Art. 17(1) GDPR** applies and the **processing** is not required for any of the purposes specified in **Art. 17(3) GDPR**.

5. Right to Restriction of Processing

You have the right to request the restriction of the **processing** of your personal data where one of the conditions set out in **Art. 18(1)(a)–(d) GDPR** is met.

6. Right to Data Portability

You have the right, under the conditions set out in **Art. 20(1) GDPR**, to receive the personal data concerning you that you have provided to us in a structured, commonly used, and machine-readable format, and the right to transmit those data to another controller without hindrance from us.

When exercising your right to data portability, you also have the right to have the personal data transmitted directly from us to another controller, where technically feasible.

7. Right to Withdraw Consent

Where the **processing** is based on your consent, you have the right to withdraw that consent at any time. The withdrawal does not affect the lawfulness of **processing** carried out on the basis of the consent before its withdrawal.

8. Right to Lodge a Complaint

You have the right to lodge a complaint with the supervisory authority responsible for our company. The supervisory authority responsible for our organisation is:

The Bavarian State Office for Data Protection Supervision (Landesamt für Datenschutzaufsicht)

Promenade 18

91522 Ansbach

<https://www.lda.bayern.de/de/index.html>

Last updated: 27. März 2026