



Information on the processing of personal data according to Art. 7, 13, 49(1) a) GDPR

Processing of data for the purpose of directly addressing interested parties for advertising purposes with parallel provision of exclusive content against registration

1. Scope, Purpose, Controllers and Contact Data

a. Overview

EUROIMMUN Medizinische Labordiagnostika AG, Am Seekamp 31, 23560 Lübeck, Germany (in short: EUROIMMUN) is a manufacturer of various products for laboratory diagnostics in human and veterinary medicine.

On the scope of promotional use: It is an important concern for EUROIMMUN to inform its customers and also interested parties in a well-founded manner about its own new offers and services. Our range of information on medical laboratory diagnostics goes far beyond sending out classic advertising catalogues. At the same time, we are a provider of working groups, advanced training courses and continuing medical education courses, through which we also report on innovations in products and in the industry and offer networking opportunities. Through our information offering, we also provide insights into current developments in the laboratory medicine industry and research. Scientifically based information is an integral part of this offering.

On this website (<https://www.euroimmun.com/Preanalytics-dementia-diagnostics>), exclusive and high-quality content, specifically a comprehensive brochure, is offered. Access to this content is granted to those interested parties who register on this website and consent to the use of their personal and contact data for subsequent promotional use. Subsequently to the successful registration, the user receives an e-mail containing a link to download the brochure. In short: the respective company responsible for advertising would like to use your personal and contact data collected during the registration process for promotional purposes and in return offer you access to exclusive content on this website.

Depending on the country you specify in our contact form for registration, the data will be used either by EUROIMMUN, a subsidiary of EUROIMMUN or an exclusive sales partner of EUROIMMUN for promotional purposes (following referred as "company responsible for advertising"). For further information concerning the respective company responsible for advertising please see here: [Use of Leads](#).

In order to get in contact with you and to provide you with the desired information offered on the selected communication channels, EUROIMMUN and the company responsible for the advertising as a joint controller process various personal data in different stages.

The accompanying handling of this data is described in more detail in this document in accordance with Article

7, 13, 49(1) a) EU General Data Protection Regulation (GDPR).

b. Sweden, Norway, Denmark, Iceland

If you have indicated Sweden, Norway, Denmark or Iceland in the registration form, the following company processes your data in the following sense as the responsible party within the meaning of the EU (GDPR) processes various personal and contact data.

EUROIMMUN is the organisation responsible for advertising for those countries.

c. All other countries

If you have indicated another country in the registration form, the company that advertises in your specified country will use the data in the following sense as the company responsible for advertising. It is outlined under [Use of Leads](#) how you can identify the company that will use the data for advertising purposes in the respective country.

The range of information includes event updates, reports on research and innovations as well as product developments in the field of medical laboratory diagnostics. Scientifically based information is an integral part of this offering.

2. Data categories

The data required for the registration and for the subsequent contact and promotional use are collected initially on this website (<https://www.euroimmun.com/Preanalytics-dementia-diagnostics>) by your input. Depending on the specified communication channels and salutation, the personal and contact data transmitted to us differ:

- Salutation
- Title
- first name
- last name
- address (street, number)
- City
- Postal code
- Country
- E-mail address
- Telephone number,
- Institution/company.

In addition to these data, in the course of registration, the following is recorded: Time of registration, the time of confirmations via the web form registration form and the IP address.

This website is hosted and provided by EUROIMMUN. The data mentioned in the preceding sentence are insofar only processed by EUROIMMUN for the provision of the exclusive content.

The remaining processing of personal data in connection with the technical operation and provision of the website is described in more detail on the website under "[Declaration of privacy](#)".

3. Legal basis, Data subject rights and Data protection officer



The aforementioned promotional contact and the promotional exchange of information via mail, via telephone and/or e-mail is carried out with your consent (Art. 6(1) 1 a) GDPR), which you have provided to us on the website (<https://www.euroimmun.com/Preanalytics-dementia-diagnostics>) via the corresponding opt-in field as part of the registration process.

You can revoke this consent at any time - whether for all or for individual communication channels - without giving reasons. EUROIMMUN (see below) will centrally receive the revocations and transmit them to the respective company authorised to advertise. The revocation of consent does not affect the lawfulness of the processing carried out on the basis of your consent until the revocation (Art. 7(3) 1, 2 GDPR).

If you revoke this consent, we will mark part of your contact data (first name, last name, address, country, e-mail address, telephone number) with a blocking notice. This note serves to ensure that you will not be contacted again in the future in the manner described under 1. The associated processing is based on our legitimate interest to ensure the necessary compliance with the legal claim asserted by you (Art. 6(1) f) GDPR). If you do not wish to be included in this "advertising blocking file", please let us know - in this case, however, you may be contacted by us again as described above.

Your other rights include the right to information (Art. 15 GDPR), to rectification (Art. 16 GDPR), to erasure (Art. 17 GDPR), to restriction of processing (Art. 18 GDPR) and to data portability (Art. 20 GDPR). You also have the right to object to the handling of data in the advertising blocking file (Art. 21 GDPR).

If you have any enquiries or queries regarding data protection or the exercise of your rights, please contact the Data Protection Officer (DPO) at EUROIMMUN, if you have indicated **Sweden, Norway, Denmark** or **Iceland** in the registration form (see above, 1.b). You can reach the DPO by mail (EUROIMMUN Medizinische Labordiagnostika AG, Data Protection Officer, Seekamp 31, 23560 Lübeck, Germany) or by e-mail (datenschutz@euroimmun.de). If you have indicated **another country** the registration form (see above, 1.c) please contact directly the company which is responsible for advertising.

Specifically the revocation of consent or to the right to object can be sent to us in the following ways: Via e-mail (info@euroimmun.de) or the contact form (<https://www.euroimmun.com/contact/>).

In addition to complaining directly as described above, you also have the option of submitting a complaint to the data protection supervisory authority responsible for the respective data processing for advertising purposes.

4. Recipient of the data

Within the organisation of the company responsible for advertising, only those offices which require the processed data to fulfil the purposes listed above and to fulfil the legal obligations incumbent upon them will receive access to the data. This applies accordingly to service providers and vicarious agents (IT, postal and printing service providers) used by the advertising company in this context.

Data will only be transferred to other third parties and other recipients if this is necessary for the above purpose, if there is a legal obligation or if you have previously consented to this transfer.

In all other cases, the disclosure of data to entities outside the company and their agents is subject to the condition that the company responsible for advertising will only disclose the data if the legal requirements for this are met.

5. Storage duration / deletion period

The data mentioned at the beginning will be deleted if you have effectively exercised your right of revocation or your right to object (see 3.). However, if other legal retention obligations (e.g. from the respective local commercial or tax law) or other legal justification reasons (e.g. for the defence of legal claims) require further processing (e.g. after revocation) of your personal data, the deletion will take place upon expiry of the periods applicable for these retention obligations and these justification reasons.

6. Transfer of data to a third country or to an international organisation

Depending on which country you have specified in the registration form (see 1.), a transfer of data to a country outside the EU or EEA may take place. Depending on the country, local laws and legal practices may not be "essentially equivalent" to those in the EU/EEA.

7. Obligation to provide the data

The provision of the mentioned data is necessary for the purpose described above: without the provision of the data, which are marked as mandatory in the registration form, and without the data, which are automatically generated during the provision and application of this website (e.g. IP address), we will not be able to contact you by the described communication channels for the above purpose nor will we be able to provide the exclusive content.

8. Automated decision-making including profiling

Automated decision-making including profiling within the meaning of Article 22 GDPR, does not take place within the scope of the data processing described here.