



# DATA PROTECTION INFORMATION ACCORDING TO ART. 13 GDPR (GENERAL DATA PROTECTION REGULATION)

We take data protection and privacy seriously. We process your personal data in accordance with current legal requirements and wish to do so in a transparent manner. For this reason, we would like to briefly explain to you which data we process, for what purposes, and on what lawful basis this is done. You will also find information about contact persons and your rights in connection with data processing.

**Name and contact details of the responsible person:**

Leuphana University Lüneburg  
represented by the President  
Universitätsallee 1  
21335 Lüneburg, Germany

**Contact details of the Data Protection Officer:**

Leuphana University Lüneburg  
Data Protection Officer  
Universitätsallee 1  
21335 Lüneburg, Germany  
Email: [datenschutz@leuphana.de](mailto:datenschutz@leuphana.de)

**PURPOSES AND LAWFUL BASIS OF DATA PROCESSING:**

We use your e-mail address, the time of your registration and your confirmation together with your IP address and optionally your name as part of our newsletter. This data processing serves the purpose of registering and submitting the newsletter of the Centre of Evidence-Based Entrepreneurship Development (CEED) at Leuphana University Lüneburg and is based on your voluntarily declared consent. The legal basis is therefore Art. 6 para. 1 sentence 1 letter a of the General Data Protection Regulation (GDPR).

**Newsletter registration**

For registration to our newsletter, we use the so-called double opt-in procedure. This means that after your registration, we will send you an e-mail to the e-mail address you provided, in which we ask you to confirm that you wish to receive the newsletter. If you do not confirm your registration within 7 days, your information will be blocked and deleted after two months at the latest. To this end, the time of registration and confirmation are stored together with your IP address. This is done for the purpose of proving your registration and to clarify any potential misuse of your personal data.



Only your e-mail address is required. The provision of further, separately tagged data is voluntary and is used in order to be able to address you personally.

#### General Information

Even if you do not make use of your rights listed below, we will only store your data for as long as necessary for the above-mentioned purposes. This does not apply if a longer storage or retention period is required by law, or is necessary for legal enforcement within the statutory limitation periods. If data is stored only for the above-mentioned purposes, access to data is limited to the extent necessary for these purposes.

As a matter of principle, we keep your data confidential and only make it available to those employees who need it for their work. This does not apply if we are legally obliged to pass on the data.

We would like to inform you that the provision of your data is not required by law or contract. If you do not consent to the processing of your data, there will be no adverse consequences for you.

Automated decision-making including profiling as defined in Art. 22 (1) and (4) GDPR does not take place.

#### Your right to revoke your declaration of consent:

You have the right to revoke your consent at any time with effect for the future. This means that the lawfulness of the processing that took place on the basis of the consent until the revocation is not affected. The declaration of revocation can be made informally and does not require any justification. If you revoke your consent, you will not suffer any disadvantages as a result.

You can revoke the revocation at any time by clicking on the link provided in every newsletter email, or by sending an email to [ceed@leuphana.de](mailto:ceed@leuphana.de).

#### Your other rights:

You have the right to request information from us about the processing of data concerning you. In addition to a copy of the data, this right to information also includes the purposes of the data processing, the data recipients and the storage period.

In case incorrect data is processed, you may request us to correct this data without delay. If the legal requirements according to Art. 17 or 18 GDPR are met, you also have the right to immediate deletion or restriction of the processing of the data. Please note that restricted processing of the data may not be possible in some circumstances.



Furthermore, you can make use of your right to data transferability on the conditions of Art. 20 GDPR.

To exercise your above rights, please contact:

Leuphana University Lüneburg  
Prof. Dr. Michael Gielnik  
Institute for Management and Organization  
Centre of Evidence-Based Entrepreneurship  
Development  
Universitätsallee 1  
21335 Lüneburg  
ceed@leuphana.de

If you have any further questions, our data protection officer will be happy to advise you.

If you have any complaints regarding data protection, please contact a data protection authority of your choice.

If you have any complaints regarding data protection, please contact

The State Commissioner for Data Protection Lower Saxony  
Prinzenstrasse 5  
30159 Hannover.  
Email: [poststelle@lfd.niedersachsen.de](mailto:poststelle@lfd.niedersachsen.de)

**Please note:**

Only the German version of this data protection information is legally binding. The English version is provided solely for information purposes.