

MEA Privacy Policy (ENG)

Privacy Policy - Mobile Event App

With this privacy policy, plazz registered in the commercial register of plazz ("we") informs you about the collection, processing and use of your personal data when using the mobile application "Mobile Event App" ("App").

People are usually at the center of events. This also applies to our SaaS app solution. Depending on the event type and format, an event organizer can activate / deactivate different features that collect different data, which we describe in detail in the following privacy policy.

A. Responsible entity

The responsible party for the collection, processing and use of your personal data within the meaning of the DSGVO is.

plazz AG
Bahnhofstraße 5a
99084 Erfurt
privacy@plazz.ag

If you wish to object to the collection, processing or use of your data by us in accordance with these data protection provisions, either as a whole or for individual measures, you can address your objection to the above-mentioned responsible body.

You can save and print out this data protection declaration at any time.

B. General information

We attach great importance to data protection. The collection and processing of your personal data (such as your name, e-mail address or mobile number) is carried out in compliance with the applicable data protection regulations, in particular the EU General Data Protection Regulation (DSGVO). We collect and process your personal data in order to offer you the above-mentioned portal. Registered members are stored on the server side and can be displayed in a list of participants. When using the application, your location at the event may be recorded and stored. This data is usually stored anonymously. In individual cases, however, an assignment to your user account (if available) may be made. The data is stored in the backend either in the app's content management system (viewable by organizers) or in the database (not viewable).

The resulting data will only be used for the services used within the app. Data will only be passed on to third parties insofar as this has been agreed with the organizer in the context of the visit to the event.

This statement describes how and for what purpose your data is collected and used and what choices you have in connection with personal data.

By using this app, you consent to the collection, use and transfer of your data in accordance with this privacy statement.

1. Anonymous data collection

You can use individual services of this app without telling us who you are. In this case, we will not collect, process or use any personal data.

2. Mobile Event App - Services with Login

When using services that require a login, a data transfer takes place between the app on your mobile device and the platform's data server (for this, see C).

3. Receipt of messages (push notification)

The app offers the option for individual areas to be informed via push notification (push technology or server push describes a type of communication in which data is transmitted even though the receiving app is running in the background). You can configure this function via the settings of your smartphone and activate/deactivate the notifications there. The delivery of the messages requires the storage of a push token of your mobile device with the platform.

4. User-Account

To log in to the app, you need a user account. If you already have a user account, you can log in with your credentials. If you do not have a user account yet, you can open a user account in the app by registering. The following data is required for registration in the app: e-mail address and a self-selected password. In addition, registration is accompanied by the provision of the first name and surname. The first name and last name must be entered when creating the user account.

Via the business card in the app, you can manage your personal data, activate or deactivate the chat and make your e-mail address visible to other users of the app (see section "Business card").

After the event, the user account will be deleted.

The services as well as the data processing in connection with the individual services are explained in more detail below.

C. The individual services with login

1. Business Card

You have the option to store your profile data in the app. To do this, you can enter and change your profile data in the start menu under the tile "Business card" or in the menu below your user name via "edit". Here you can change your associated password. Furthermore, you can enter your title, first name, last name, company, position and city, as well as use the free text field "About me" for further details. E-mail address, password, first name and last name are mandatory fields, all other information is voluntary and can be used to describe you more precisely. E-mail address and password are required for your login. Likewise, your first name and last name are required for identification purposes. These specified data are transferred to the provider and stored in the content management system. In addition, you have the option to make your e-mail address publicly visible to other users via a selection field and to activate or deactivate the chat function (see II. Chat function). Furthermore, you can call up your QR code via the "My QR code" button (see VIII. QR code scanner). Furthermore, it is possible in your profile settings or your business card on a voluntary basis to upload a profile picture to describe yourself in more detail.

describe yourself in more detail. To do this, click on the picture with your initials and you will then be asked via a dialog whether you want to take a photo or use an existing one from the photo library. Taking a photo will take you to your device's camera outside of the app, if you have allowed access to the camera, which you can use to take a photo. You can then use this by dragging a frame and clicking on "Use Photo". The photo library will take you to your local device gallery, provided you have explicitly allowed the app to access the photo library, through which you can select an appropriate image. Your used image will also be saved in the CMS.

2. Chat function

With the help of the chat function you can contact other event participants and exchange information with them. The prerequisite for this is the activation of the chat in the business card. To do this, you can select your desired chat partner in the menu via the "Participant list" item by calling up their profile and clicking the "Start chat" icon there. A chat window will open where you can enter a message and send it by clicking the "Send" button. Your message will be transmitted to your chat partner and saved in the backend as well as on both end devices (sender and recipient). In the chat, the chat partner will always see the full name, as well as profile picture and link to the participant profile.

3. Agenda

You can reach the agenda via the menu under the item Agenda or via the start page under the icon "Agenda". In the agenda you have the possibility to view your agenda or your appointments during the event. You can use the magnifying glass function to search for specific program items within your agenda. The filter icon allows you to filter the program items according to the categories specified in the backend. Furthermore, you have the option to create your own appointment with title, note as well as date and time in order to save possible appointments or meetings during or between program points at the event in the Mobile Event App. The data entered there will be saved in the backend as well as on your end device. You can view and edit these self-created appointments in the agenda again at any time. Clicking on a program item takes you to the detailed view of the program item. There you have the option to be reminded of this program item 5, 15, 30 or 60 minutes in advance via push notification (if approved). Furthermore, you can create a note for the program item (see IV. Notes) and give a star rating (see V. Feedback).

4. Notes

With the notes function you have the possibility to make notes on agenda items in the app, provided that the function is activated for the agenda item. To do this, you can open an entry in the menu via the "Agenda" item and create a new note for this item in a free text field under "Create note" or change or delete an existing note under "Edit note". Your notes will be saved in the database and collected under the item "Notes" in the menu. In addition, you have the option to have your notes sent to you by e-mail via the "Send" button. This opens a selection of external programs that are located on your end device (e.g. Gmail). You can open your preferred e-mail application here and send your note via it.

5. Feedback through Star-Rating

The feedback area is designed in the app through the star rating. You can make this star rating on the detailed view of a program item of the agenda, provided that a star rating is activated for this program item in the backend.

In the feedback area, opinion polls, in this case a star rating in which a maximum of 5 stars can be assigned to a program item of the event. The use of the feedback function (star rating) is voluntary. The met evaluations are transferred to the provider and stored in the database. You can change your rating for any agenda item at any time. So that your rating can be changed and you can view your set ratings, a randomly generated ID is created when you submit the star rating, via which your ratings are linked to your device. Changes are also transmitted to the provider and stored in the backend. Star ratings can also be anonymous, which means that no personal data is stored.

6. Participants

You can access the Attendees function from the event menu. This function allows you to see the attendees who have created a user account in the app (see I. Business card) and are simultaneously participating in the same event as you. You can contact the participants you find there by mail or by chat, depending on their business card settings. If you contact an attendee by mail, your local smartphone email client will open with a draft. The draft consists of a blank mail with the participant to be contacted in the recipient line and the subject "Contact request". If you contact a participant via chat, then you can write to the participant within the app (see II. Chat function). Furthermore, you have the option to mark this

participant as a favorite to be able to contact him faster. The participant list can be searched just like the agenda via the magnifying glass function. Using the tabs of the participant list you can filter the listed participants by name, company (if stored in the business card) and your favorites. Your favorites are only stored locally on your device.

7. Gallery

You can reach the gallery in the start menu via the tile "Gallery" or in the menu via the item "Gallery". Here, images and impressions of the event are entered via the backend and made available to you in the app. You have the option to save the exhibited images to your device by selecting an image and confirming the download icon. For this, the app needs access to the device memory of your mobile device. In addition, images can be shared via the share icon by means of the opening selection of third-party applications that are located on your end device.

8. QR code Scanner

In the native app you have possibility to use the QR scanner.

You can access the QR code scanner in the menu under the "QR code scanner" item. With the help of the scanner you can scan the personal QR code of another user of the app. The scanner accesses the camera of your end device for this purpose. Access only takes place if you have expressly consented to this. By scanning the code, the person's profile is displayed to you. If desired, you can add the person to your contacts in the local phone directory of your end device or share this contact using the selection of third-party applications that opens and that are located on your end device. The app requires access to the phonebook and third-party apps to do this.

The QR code scanner also allows you to scan QR codes placed at locations for additional information. Similar to the scanning of business cards, this deposited information can be shared by means of the opening selection of third-party applications located on the end device.

9. Language settings

When the app is started for the first time, it tries to load the data in the set language of your end device. If the language is not available in the app's system, the data will be delivered in the fallback language. The first time you click on "Start Now", a popup will be displayed with the option to select a language, with the currently selected language at the top. The change of the language can be saved with the button "Set language". Afterwards the data will be reloaded in the selected language and the start screen will be rebuilt. You have the possibility to change the language again by pressing the language button (country flag and language abbreviation) in the start screen. This will reopen the selection menu. Additionally, the language selection can also be accessed within the app in the menu under the "Settings" item. If only one language is available, the popup will not be displayed (neither automatically nor when the language button is pressed).

10. Twitter-Wall

Not relevant / does not require personal data

11. Lead-Capture

With the Lead Scanner, we enable exhibitors to digitally capture their booth visitors. For this purpose, the staff has a QR code reader in the MEA and can scan visitors and save them with relevant additional information via an input mask. At the end of the event, exhibitors receive the collected lead data per booth and can start their follow-up. For this purpose, it is necessary to store personal data in the backend and to pass it on to third parties (exhibitors).

12. Wall of Ideas

Users also have the opportunity to post their questions and comments on individual presentations or images on the associated Wall of Ideas. In addition to the speaker/moderator, any other user can also view these contributions, rate them positively and respond to them with their own comments. The photo and/or text contributions can be viewed in the CMS and are stored there together with the user's surname, first name, profile picture.

13. Voting (anonymous and non-anonymous)

Event voting can be created for each individual agenda item in order to conduct program-specific surveys. The results of the poll are sent live to the backend, where they are presented in a dynamic bar chart in an appealing way. Only the overall results can be viewed in the CMS, not the individual results. After exporting the results, however, they are linked to the corresponding user ID.

14. Gamification

The gamification module supports the use of the event app in a playful way. The current ranking can be viewed via a high score view. The names of the persons in the highscore list are transmitted to the CMS and are also visible in the app.

15. Matchmaking

Not relevant, as tags are only linked to people in the frontend XVII. Documents
Not relevant / does not require personal data

16. Quiz

Using the quiz functions, participants answer questions on topics selected by the organizer. The answers are stored in the database for later evaluation.

17. Ask question

During a lecture, users can ask the speaker live questions via the MEA. The speaker / moderator can view the questions via the backend, pre-sort them if necessary and respond to them in his presentation. In most cases, the questioners are collected anonymously, depending on the settings of the organizer.

18. Matomo analytics - formerly PIWIK

In this app, usage-data is collected and stored using Matomo (<https://matomo.org>) for optimization purposes and reach measurement. User profiles are created from this data under a pseudonym. The pseudonyms are created from the fingerprint of the device and are hashed hex values (documentation at: https://piwik.org/faq/general/#faq_21418 <https://matomo.org/faq/new-to-piwik/how-do-i-use-matomo-analytics-without-consent-or-cookie-banner>). The data of the data subject collected with Matomo Analytics is not used to personally identify the visitor of this app and is not merged with personal data about the bearer of the pseudonym. The data collection and storage can be objected to at any time with effect for the future. You can set this in the app menu under the "Settings" item using the "Send usage data" button.

D. Your rights

You have a right to information, correction and deletion regarding the processing and use of your personal data at any time. If you have consented to us using your personal data for advertising purposes, you may revoke your consent at any time with effect for the future. You can assert these rights against the provider free of charge via the e-mail address #Contact# or the contact details given in the imprint.

In addition, it is possible to delete the user profile yourself in the app at any time (from version 2.32). To do this, select "Delete profile" under access rights in the profile.

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