

Privacy policy

This is the privacy policy (“policy”) for the website iversity.org which is run and provided by iversity Learning Solutions GmbH, c/o Springer-Verlag GmbH, Heidelberger Platz 3, 14197 Berlin.

We will only use the personal data gathered over this website as set out in this policy. Below you will find information on how we use your personal data, for which purposes your personal data is used, with whom it is shared and what control and information rights you may have.

I. Summary of our processing activities

The following summary provides you with a quick overview of the processing activities that are undertaken on our website. You will find more detailed information under the indicated sections below.

- When you visit our website for informational reasons without setting up an account, only limited personal data will be processed to provide you with the website itself (see section III).
- In case you register for one of our services (e.g. discussion forum, notification service) or subscribe to our newsletter, further personal data will be processed in the scope of such services (see sections IV, V and VI).
- Furthermore, your personal data will be used to provide you with interesting advertising for our services and products and for statistical analysis that helps us to improve our website (see section VIII). Additionally, we improve your website experience with third party content (see section IX).
- We have implemented appropriate safeguards to secure your personal data (see section XI) and retain your personal data only as long as necessary (see section XII).
- Under the legislation applicable to you, you may be entitled to exercise certain rights with regard to the processing of your personal data (see section XIII).

II. Definitions

- **Personal data:** means any information relating to a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, or an online identifier.

- **Processing:** means any operation which is performed on personal data, such as collection, recording, organization, structuring, storage, adaptation or any kind of disclosure or other use.

III. Informational use of the website

When you visit our website for informational reasons, i.e. without registering for any of our provided services listed under IV and without providing us with personal data in any other form, we may automatically collect additional information about you which will contain personal data only in limited cases and which is automatically recognized by our server, such as:

- the website from which you have been directed to our offer
- the date and time of your requests
- your device type, screen resolution and browser version
- information on your operating system, including language settings
- information on the offers you have visited on our website

We use such information only to assist us in providing an effective service (e.g. to adapt our website to the needs of your device or to allow you to log in to our website), and to collect broad demographic information for anonymized, aggregated use.

The personal data automatically collected is necessary for us to provide the website, Article 6 sec. 1 sent. 1 lit. b GDPR, and for our legitimate interest to guarantee the website's stability and security, Article 6 sec. 1 sent. 1 lit. f GDPR.

Personal data that is collected automatically is anonymized immediately and properly erased afterwards.

IV. Registration for our services

Our website offers an access to learning content including a broad variety with its interaction. In order to use the aforementioned services you have to set up an account.

With regard to the registration of an account and its subsequent use, we process:

- Information (such as your name and email address) that is provided by registration
Whenever you complete transactions using our website, e.g. purchasing a publication, further data processing processes may take place, of which you will of course be separately informed.

We will process the personal data you provide to:

- Identify you at sign-in
- Provide you with the services and information offered through the website or which you request
- Administer your account
- Communicate with you

For this, the legal basis is Article 6 sec. 1 sent. 1 lit. b GDPR.

The use of your personal data for behavioural advertising and profiling is done for the legitimate interest to improve your experience while using the website, Article 6 sec. 1 sent. 1 lit. f GDPR.

You can object to the use of your personal data for direct marketing at any time. We will then refrain from any processing to the extent it is related to such purposes. You can inform us about your objection by contacting us at datenschutz@iversity.org.

For our services we offer a notification service. If you chose this service while setting up your user account or posting your comment, you will receive a notification email when another user replies to the same topic or article. This service is provided by means of a double-opt-in. Thus, you will receive an email containing a link by which you can confirm that you are the owner of the email address and wish to be notified via our email service. You can end this service by opting out via the link provided in each notification email. This notification service is based on your consent, Article 6 sec. 1 sent. 1 lit. a GDPR.

Your personal data is, in the absence of exceptions within the specific services mentioned below, retained for as long as your user account is used. After deletion of your account, your personal data will be erased immediately. Statutory storage obligations or the need for legal actions that may arise from misconduct within the services or payment problems can lead to a longer retention of your personal data. In this case, we will inform you accordingly.

V. Information about the specific uses that require registration

For the use of the following services you have to set up an account as described under IV. Your customer account retains your personal data for future purchases and other activity. You can delete the personal data as well as the account in your account's settings. This processing is based on Article 6 sec. 1 sent. 1 lit. b.]

1. Use of our discussion forum

Our forum can be accessed and read without registration. Anything you post on the discussion forum will be available to a broader public; you can delete your posts at any point in time. In order to provide content to the forum, you will have to register as described in IV.

You can delete your user account by clicking “Delete” within “Account settings” . In case you decide to delete your user account, all your account data, including all communication will be deleted. Information posted by you into our discussion forum will remain visible, but any link to your person will be deleted. The unique username you selected during signup process will become available to other users upon deletion.

We reserve the right to delete comments that are off-topic, spam, abusive, use excessive foul language, include ad hominem attacks or offend against legal regulations.

2. Notification service

We offer a notification service for interactions with learning content. If you choose to use this service when you create your account or post your comment, you will receive an email notification when another user replies to the same topic or article. The service is carried out using the so-called "double opt-in" procedure. In this process, you will receive an e-mail with a link that you can use to confirm that you are the owner of the e-mail address and wish to be notified via our e-mail service. You can opt out of this by clicking on the link contained in each notification email. This notification service is based on your consent, Article 6 sec. 1 sent. 1 lit. a. GDPR.

VI. Newsletter

With your email address you can subscribe to our newsletter that provides you with the latest news about our products and services if you consent to receiving such newsletters and may also contain topic-specific advertisements. The legal basis for this processing is Article 6 sec. 1 sent. 1 lit. a GDPR. Your email address will be retained as long as you subscribe to our newsletter.

You can unsubscribe from this service by opting out via the link provided in each newsletter.

VII. Automated decision making

We do not use your personal data for automated decision making which produces legal effects concerning you or similarly significantly affects you.

VIII. Analysis

For statistical analyses we use web analytics services to collect information about the use of this site.

1. General tracking information

The tools collect information such as

- Device and browser information (operating system information, Mobile device identifier, mobile operating system, etc.)
- IP address
- Page accessed, URL click stream (the chronological order of our internet sites you visited)
- Geographic location
- Time of visit
- Referring site, application, or service

We use the information we get from the providers only to determine the most useful information you are looking for, and to improve and optimise this website. We do not combine the information collected through the use of the tools with personal data.

Depending on the provider the information generated about your use of the website may be transferred to and processed in third countries, e.g. the United States. For further information about the potential risks of a cross border data transfer please refer to section XII. The tools collect only the IP address assigned to you on the date you visit this site, rather than your name or any other identifying information. The provider will use this information in order to evaluate your use of the website, to compile reports on website activities and to provide other services relating to website and internet use to us.

The legal basis for this processing is Art. 6 sec. 1 sent. 1 lit. f GDPR and represents our legitimate interest to analyse our website's traffic to improve the user's experience and to optimise the website in general.

2. Google Analytics / Google Tag Manager / Big Query

We use Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The cookie set by Google Analytics on your device causes your web browser to transmit corresponding information to Google each time our website is called up. For example, Google Analytics collects data about the website from which a data subject has accessed a website (so-called referrer URL), which subpages of the website have been accessed or how often and for how long a subpage has been viewed. On our behalf Google will use the information generated by the cookie for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet activity in connection with the use of the website and according to your consent preferences.

The processing affects the following data categories:

- IP addresses
- Online identifiers (including cookie identifiers)
- Device identifiers
- Technical characteristics of users (e.g., browser type and version, device type, operating system)
- Measurement of user behavior (e.g., views of individual pages / content, views of content from different areas, session duration / dwell time, bounce rate)
- Use of individual website functionalities (e.g. timetable information, search queries, downloads)
- Referral URL

We use the addition "_gat._anonymizeIp" for web analysis via Google Analytics. By means of this add-on, your IP address is shortened and anonymized by Google before transmission to the USA if our website is accessed from a member state of the European Union or the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.

The legal basis for the data transfer is Art. 28 GDPR in conjunction with the data processing agreement. The transfer of your personal data is subject to your consent according to Article 6 sec. 1 sent. 1 lit. a GDPR. You can consent to the processing of your data by Google Analytics using our Consent Manager, prevent the collection of your data or revoke consent once given. For revocation, call up the cookie settings again at the bottom of our website.

The information processed by Google about your use of this website may be transmitted to a Google server outside the EEA and processed there. The cross-border transfer is safeguarded by the Standard Contractual Clauses 2021.

Your personal data will be anonymized by Google 14 months after your last activity, unless there is a legal obligation to retain it.

You may refuse the use of cookies by selecting the appropriate settings on your browser or by amending your preferences. In addition to that you may prevent the collection of the information generated by the cookie about your use of the website (including you IP address) and the processing of this data by Google if you download and install the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout>. You can access the Google Analytics privacy policy [here](#)

3. Google AdWords

We use Google Adwords to advertise on our site and third party websites to previous visitors of our site. Google Adwords is provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

The advertisements are displayed on the basis of information that is stored in cookies which Google places on your computer. The text files include information, on your visit of our website, in particular product views that is read-out in the course of subsequent visits of this or third party websites for specific product recommendations. The cookie includes a random alias. In case you visit our website within a certain period of time and view our products, Google is able to recognize you by means of the alias. However, the information cannot be attributed to you personally. We or Google will not merge this information with your personal data and will not disclose any of your personal data to any third party.

You can prevent the storing and using of information in a cookie placed by Google by clicking on the following link <http://www.google.de/ads/preferences> and configuring your preferences there.

For more information about Google privacy policies see <https://privacy.google.com/intl/en/> and <https://www.google.com/policies/privacy/?hl=en>.

You can prevent being tracked by choosing the appropriate preference in the privacy options of your browser or disable cookies or delete the cookie.

Alternatively you can deactivate cookies from third parties by opening the website of the network advertising initiative <http://www.networkadvertising.org/choices/>

4. Facebook Pixel / Custom Audience

We use the "Website Custom Audiences" service from the Facebook social network on the website and in our apps. This service is operated by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. You can find more information on "Website Custom Audiences" under the following link:

<https://facebook.com/business/help/449542958510885>

Through this service, Facebook, according to its own information, generates a non-reversible and non-personal checksum (hash value) from your usage data, which Facebook can use for analysis and marketing purposes. For the product "Website Custom Audiences", a cookie, web beacon, pixel or similar technology is addressed on the website by Facebook and possibly stored on your device. Since the service and the data processing that takes place via this service are solely in the area of responsibility of Facebook, we have no influence on the possible processing of personal data. For more information about the purpose and scope of data collection and the further processing and use of the data by Facebook as well as your setting options to protect your privacy, please refer to Facebook's data protection guidelines, which can be found at

https://www.facebook.com/ads/website_custom_audiences/

and

<https://www.facebook.com/privacy/explanation>

If you would like to object to the use of the Facebook Custom Audiences website, you can exercise this objection (opt-out) at the following link:

https://www.facebook.com/ads/website_custom_audiences/

IX. Third party content

This website may contain links to third party websites. We are not responsible for the content and the data collection on respective third party websites; please check the privacy policy of respective websites for information of respective websites' data processing activities.

X. Information sharing to third parties

Your personal data will be disclosed to the contractual partners who make online e-learning courses from our portfolio available to a group of participants defined by them.

Legal basis for the transfer of your personal data is Article 6 sec. 1 sent. 1 lit. b and f GDPR. and represents our legitimate interest to improve your user experience and optimize the quality of our services.

It is carried out to fulfil our legitimate interest in offering learning content from contractual partners and for defined user groups of these contractual partners (e.g. company employees) and thus to expand our range of services.

XI. Security

We have reasonable state of the art security measures in place to protect against the loss, misuse and alteration of personal data under our control. For example, our security and privacy policies are periodically reviewed and enhanced as necessary and only authorised personnel have access to personal data. Whilst we cannot ensure or guarantee that loss, misuse or alteration of information will never occur, we use all reasonable efforts to prevent it.

You should bear in mind that submission of information over the internet is never entirely secure.

We cannot guarantee the security of information you submit via our website whilst it is in transit over the internet and any such submission is at your own risk.

XII. Data retention

We strive to keep our processing activities with respect to your personal data as limited as possible.

In the absence of specific retention periods set out in this policy, your personal data will be retained only for as long as we need it to fulfil the purpose for which we have collected it and, if applicable, as long as required by statutory retention requirements.

XIII. Your rights

Under the legislation applicable to you, you may be entitled to exercise some or all of the following rights:

1. require (i) information as to whether your personal data is retained and (ii) access to and/or duplicates of your personal data retained, including the purposes of the processing, the

categories of personal data concerned, and the data recipients as well as potential retention periods;

2. request rectification, removal or restriction of your personal data, e.g. because (i) it is incomplete or inaccurate, (ii) it is no longer needed for the purposes for which it was collected, or (iii) the consent on which the processing was based has been withdrawn;

3. refuse to provide and – without impact to data processing activities that have taken place before such withdrawal – withdraw your consent to processing of your personal data at any time;

4. object, on grounds relating to your particular situation, that your personal data shall be subject to a processing. In this case, please provide us with information about your particular situation. After the assessment of the facts presented by you we will either stop processing your personal data or present you our compelling legitimate grounds for an ongoing processing;

5. take legal actions in relation to any potential breach of your rights regarding the processing of your personal data, as well as to lodge complaints before the competent data protection regulators;

6. require (i) to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and (ii) to transmit those data to another controller without hindrance from our side; where technically feasible you shall have the right to have the personal data transmitted directly from us to another controller; and/or

7. not to be subject to any automated decision making, including profiling (automatic decisions based on data processing by automatic means, for the purpose of assessing several personal aspects) which produce legal effects on you or affects you with similar significance. You may (i) exercise the rights referred to above or (ii) pose any questions or (iii) make any complaints regarding our data processing by contacting us using the contact details set out below.

XIV. Contacting us

Please submit any questions, concerns or comments you have about this privacy policy or any requests concerning your personal data by email to our Group Data Protection Officer.

You can contact our Group Data Protection Officer via dataprotection@springer.com.

The information you provide when contacting us (support@iversity.org) will be processed to handle your request and will be erased when your request is completed. Alternatively, we will restrict the processing of the respective information in accordance with statutory retention requirements.

XV. Amendments to this policy

We reserve the right to change this policy from time to time by updating our website respectively.

Please visit the website regularly and check our respective current privacy policy. This policy was last updated on August 31st, 2021.