

**Privacy Information  
for Participants of the Sprayed Concrete Workshop**

At **PCI Bauprodukte AG** (hereinafter "PCI " or "we"), the issue of data protection is a top priority. This of course also includes a high degree of transparency. Therefore, the following provides information on how we process the personal data of our event participants.

**Who is the controller and who is our data protection officer?**

The data controller is:

**PCI Bauprodukte AG**  
Im Schachen 291  
5113 Holderbank  
Switzerland  
Phone Number: +41 58 958 21 21

You may contact our **Data Protection Officer** using the above postal address or via e-mail at [dataprotection@mbcc-group.com](mailto:dataprotection@mbcc-group.com)

You may lodge a complaint with our data protection officer or with a supervisory authority, in particular in the country of your habitual residence, place of work or place of the alleged infringement. Alternatively, you can contact the supervisory authority responsible for us:

Eidgenössischer Datenschutz- und Öffentlichkeitsbeauftragter  
Feldeggweg 1  
CH - 3003 Bern

**1. What personal data do we collect when you register and participate in our events, for what purpose, and what is the legal basis for this?**

1.1. If you register for our event via a registration form and participate in our event, we receive the following information:

- Contact information (first and last name, address, telephone number, mobile number, fax number and e-mail address)
- Event-related information (food preferences, personal comments)
- Professional data (position / function / company)
- Photographs
- Video recordings

The processing of data above serves the following purposes:

- Communication with event participants regarding their attendance,
- Answering event-related inquiries such as location and time,
- Event preparation, execution and wrap-up,
- Safeguarding our justifiable interests, such as reporting and gathering information on internal events, company-related news and documentation
- Public relations
- Interest groups
- Marketing communications with the event participants

1.2. In order for us to support your visa application, we receive and process the following information:

- Credit card details (number, card holder, expiry date)
- Passport details (number, date of issue, expiry date), date and place of birth

The processing of data above serves the following purposes:

- Securing a hotel accommodation and issuance of an invitation letter to support your visa application,
- Event preparation, execution.

1.3. It is necessary to process the above categories of personal data to achieve these purposes.

Your ability to participate in events could be reduced if you do not consent to the processing of certain data or if data is not provided. This expressly does not apply to the processing of photographs and video recordings.

The legal basis for data processing is – unless expressly stated otherwise – Art. 6 para. 1 section **f)** of the GDPR. Our legitimate interests are derived from the data processing purposes mentioned above, in particular organizing and executing the event, answering your requests, planning, carrying out and managing the (contractual) business relationship between ourselves and our customers and business partners, carrying out customer surveys, marketing campaigns, market analyses, raffles, competitions or similar campaigns.

**You have the right to object, at any time, to the processing of your personal data for the purposes of direct marketing (Art. 21 para. 2 GDPR).**

1.4. In exceptional cases, we may request express consent in accordance with Art. 6 para. 1 section **a)** GDPR (e.g. for video and image recordings). Insofar as your photos or videos contain references to your ethnic origin, religion or health (e.g. skin color, head covering, glasses), your consent also refers to these details.

Your consent with regard to video and image recording also refers to the collection, processing and use of your personal data for an unlimited period of time and includes in particular the attribution and connection of the above-mentioned photographs and movies to my name (indicating my name under the photograph, in the moving image or in the accompanying text). This comprises processing of data by PCI, the transfer to and the processing by, or the order processing by, affiliated companies of PCI, as well as by any third party commissioned by PCI, with registered office in Germany or abroad.

## **2. To what recipients do we transmit your data?**

Within our company, access to personal data belonging to event participants is only granted to those persons and bodies requiring access thereto to fulfill the above-mentioned purposes.

PCI is a company belonging to the MBCC Group. Within our group of companies, your data will be transferred to certain companies if they perform data processing tasks on behalf of affiliated companies within the Group in a centralized manner or if doing so is necessary to fulfill the above-mentioned purposes.

We may disclose personal information to courts, regulatory authorities or law firms as permitted and required to comply with applicable laws or to assert, exercise or defend any legal claims.

We also work with service providers to carry out the aforementioned data processing. These service providers shall carry out their activities only as instructed by us and are contractually bound to comply with all applicable data protection requirements.

Recipients of the event participants' personal data may also be located in countries outside the European Economic Area ("third countries") in which applicable laws do not guarantee the same level of data protection as within the European Union. In such cases, we will take appropriate measures to ensure adequate safeguards in order to protect the personal data of event participants.

We will therefore transfer our event participants' personal data exclusively to internal and external recipients in third countries if they have agreed standard EU contractual terms with us or have implemented binding internal data protection regulations (Binding Corporate Rules).

Should we transfer the personal data of the event participants to a third country, we shall inform them of this in advance.

Further information and details on the measures implemented can be obtained from the Data Protection Officer specified above.

### **3. How do we protect your personal data?**

We implement technical and organizational measures to ensure an appropriate level of security to protect your personal data against accidental or unlawful alteration, destruction, loss or unauthorized disclosure. Our security measures will be continuously enhanced in line with technological developments.

### **4. How long is personal data stored?**

If no explicit storage period is specified at the time of collection (e.g. in a declaration of consent), any personal data belonging to event participants will be deleted insofar as they are no longer required to fulfill the purposes described, and provided that statutory storage obligations (e.g. commercial and tax law storage obligations) do not prevent the data from being deleted. In such cases the data will only be processed to a limited extent.

### **5. What rights do you have?**

You have certain rights under the GDPR:

**Right of access:** You have the right to receive information about your personal data processed by us and about certain other pieces of information (such as, for example, what is provided in this privacy information).

**Right to correction:** If your personal data is inaccurate or incomplete, you have the right to have your personal information rectified.

**Right to deletion:** Based on what is known as 'the right to be forgotten', you can request the deletion of your information regarding such personal data where we are under no retention obligation. The right to deletion is not free from exceptions. We have the right to continue using your personal data if such use is necessary for compliance with our legal obligations or for the establishment, exercise or defense of legal claims.

**Right to restrict processing:** This right concerns the restriction of the use or type and manner of use of your data. Please note that this right is limited in certain situations. When we are processing your personal information that we collected from you with your consent you can only request restriction on the basis of: (a) inaccuracy of data; (b) where our processing is unlawful and you don't want your personal information erased; (c) you need it for a legal claim; or (d) if we no longer need to use the data for the purposes for which we hold it. When processing is restricted, we can still store your information, but may not use it further. We keep lists of people who have asked for restriction of the use of their personal information to make sure the restriction is respected in future.

**Right to data portability:** This refers to your right to request that we copy, move or transfer, where technically feasible, your personal information in a structured, commonly used and machine-readable format, for your own purposes.

**Right to object:** You can object to our use of your personal information including where we use it for our legitimate interests, particularly in the case of direct marketing. You may object to the processing of photographs and video recordings at any time without giving a reason.

**Right to withdraw consent:** If you have given your consent to us processing your personal data, you have the right to withdraw your consent at any time. Any such withdrawal of consent does not affect the legality of processing carried out based on the granting of consent until the point of withdrawal.

The exercise of these rights is free of charge for you. However, you are required to prove your identity with two pieces of approved identification. We will use reasonable efforts consistent with our legal duty to supply, correct or delete personal information about you in our filing system.

To make inquiries or exercise any of your rights set out above, please contact us by e-mailing or write to us. We will endeavor to respond within 30 days. You can find our contact details at the top of this Privacy notice.

If we receive formal written complaints, we will contact the person who made the complaint to follow up. If necessary, we will work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints that we cannot resolve directly.

If you are not satisfied with the way any complaint is handled that you make in relation to how your personal information is processed by us, then you may refer your complaint to the relevant data protection supervisory authority (see section at the top).