



Data protection notice

With this data protection notice we will inform you (hereinafter also referred to as “user” or “person concerned”) in a general way about the data processing at our university. Macromedia GmbH as the agency of the university and Galileo Global Education Germany GmbH as the parent company of Macromedia GmbH collect process and use your personal data in compliance with the guidelines of the General Data Protection Regulation (“GDPR”) as well as the Federal Data Protection Act (“BDSG”).

Those responsible for the data processing are Macromedia GmbH, Sandstraße 9 in 80335 Munich and Galileo Global Education Germany GmbH, Sandstraße 9, 80335 Munich. The data protection officers for Macromedia GmbH and Galileo Global Education Germany GmbH can be reached via e-mail at datenschutz@gge-germany.de.

1. General notes on data processing

1.1 Categories of personal data

We process the following categories of personal data:

- Inventory data (e.g. Names, addresses, functions, place of birth, country of birth, date of birth, organisational affiliation, etc.);
- Contact details (e.g. E-mail, telephone/fax number etc.);
- Content data (e.g. Text entries, image files, videos etc.);
- Usage data (e.g. Access data etc.);
- Meta/communications data (e.g. IP addresses);
- Social insurance data (e.g. Health insurance);
- Study related data (e.g. Certificates, CV, courses, exams).
- Bank details (e.g. IBAN)

1.2 Recipients or categories of recipients of personal data

To the extent that we disclose data during processing to other persons and companies, such as web hosts, processors, or third parties, send it to them or otherwise grant them access to the data, this shall be done on the basis of a legal authorisation (e.g. When a transfer of data to a third party is necessary for the fulfilment of a contract in accordance with Art. 6 para. 1 lit. b GDPR), if the persons concerned have agreed to this, or a legal obligation provides for this.

1.3 Transfers to third countries

To the extent that process data on educational institutions, universities or service providers in a third country (i.e. Outside the European Union (EU) or the European Economic Area (EEA), or this occurs as part of the use of the services of third parties, or disclosure, or transfer, of data to third parties occurs, this shall only occur as part of the fulfilment of our (pre) contractual obligations, based on your consent, due to a legal obligation, or on the basis of our legitimate interests. Subject to legal or contractual permissions we will process data, or allow the data to be processed, in a third country only in the event of the existence of the specific conditions of Art. 44 Et. et. seq. GDPR i.e. the processing shall be conducted based on specific guarantees such as the officially recognised establishment of one of the EU compliant data protection levels or compliance with official recognised special contractual obligations (so-called “standard contractual clauses”).



1.4 Purposes of the processing

Your personal data will be used, or processed, only for the purposes of processing your application, implementation of the contract, billing, performance evaluation, compliance with legal provisions and for consultation, support and statistical purposes.

1.5 Duration of retention of personal data

The criterion for the duration of the storage of personal data is the respective statutory retention period. After the expiry of the deadline the corresponding data is deleted provided it is no longer necessary for achieving the purpose, fulfilment of the contract or contract initiation.

1.6 Rights of the person concerned

You have the right:

- Acc. to Art. 7 para. 3 GDPR, to revoke your one-time-only consent you have granted to us at any time.
- According to Art. 15 GDPR to request information about your personal data processed by us. In particular, you can request to be informed about the processing purposes, the category of personal data, the categories of recipients to whom your data has been disclosed, or will be disclosed, the source of the data, if it was not collected by us, as well as the existence of automated decision-making including profiling and, where appropriate, meaningful information about the details;
- According to Art. 16 GDPR, to immediately request the correction of inaccurate data, or completion of your personal data stored by us;
- According to Art. 17 GDPR, to request the deletion of your personal data held by us, provided it is not required, for example, for the purposes of exercising the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims;
- According to Art. 18 GDPR, to request the restriction of processing of your personal data, to the extent that you dispute the accuracy of the data, the processing is unlawful, but you reject its deletion and we no longer require the data, however you require it for the assertion, exercise or defence of legal claims, or in the event you filed an objection claim against the processing, in accordance with Art. 21 GDPR;
- According to Art. 20 GDPR, to receive the data in a structured, common and machine-readable format, or to request transmission to another responsible party, in the event of the existence of the requirements for your personal data, which you have provided to us, specified therein;
- According to Art. 77 GDPR, to complain to a supervisory authority. As a rule, you can contact the supervisory authority assigned to your usual place of residence or work, or to our place of business.



1.7 Right of objection

If your personal data are processed based on legitimate interests in accordance with Art. 6 para. 1 p. 1 lit. f. GDPR, you have the right to file an objection against the processing of your personal data in accordance with Art. 21 GDPR, provided that there are reasons for this arising from your particular situation.

If you would like to exercise your right of objection it is sufficient to send an e-mail to datenschutz@gge-germany.de.

2. Use of our digital tools

For the purposes of mutual academic success you will use several programs/tools during the course of your studies. We would hereby like to inform you of the various programs and the additional processing of personal data which is processed in the tools. If continued data processing takes place we will inform you of this separately in the tool used. In accordance with technical development we reserve the right to use other tools, whereby we will always keep you up-to-date concerning the corresponding data processing.

Provided you have given us your consent we will use the tools in order to record courses virtually and store them in teams for the duration of a semester.

2.1 Learning management system “Moodle”

Moodle (modular object-oriented dynamic learning environment) is a learning management system which can support teaching and learning processes. It is used at the Macromedia university primarily to support communication and cooperation between students and teachers. In addition you will find all course-related materials (lecture notes, slides etc.) in Moodle.

2.2 Learning management system “Blackboard”

If this program is used as part of your studies your complete name, which you provided at the conclusion of the contract, will be used. This is used to enable you have exchanges with your fellow students. The interests of Macromedia GmbH and Galileo Global Education Germany GmbH in the processing of this data lie in the promotion and maintenance of efficient scientific discourse.

2.3 “Blackboard Collaborate”

With “Blackboard Collaborate” you have the option to attend your tutorials as well as participate in several of your lectures in a virtual classroom within “Blackboard”. This way we ensure that you do not suffer any disadvantage vis-a-vis conventional lectures.

Macromedia GmbH and Galileo Global Education Germany GmbH will store your usage data for this purpose. If individual teaching units are recorded Macromedia GmbH and Galileo Global Education Germany GmbH will collect your contributions anonymously. Only during the teaching unit can your contributions be identified in real time with your real name.



2.4 Microsoft Teams

Microsoft Teams is a program to make teamwork easier. The tool is used in order to invite people to collaborate in a simple way - also while in transit, using chats, meetings and telephone calls in one solution.

We offer Microsoft Teams so that you can conduct individual and group meetings as part of your study contract, hold lectures and digitally offer consultation hours with teaching administration. In addition we use Microsoft Teams in order to be able to conduct oral examinations virtually.

2.5 Chat application

In the course space "Blackboard", "Blackboard Collaborate", "Moodle" and "Microsoft Teams" you have access to a chat application. This is not a chat in the proper sense, instead it is a forum for communication between the students within your course. However, there is also the option to communicate privately within individual fellow students as well as lecturing.

2.6 "AcademyFive (also referred to as AC5)"

"AcademyFive" is our campus management system. Students are recorded and administered in this programme. Exam registration and lesson planning also takes place in AC5.

Community is the central platform for our students in which we provide all the important information and necessary tools for your education. There is an option to view your grades, to register online for exams as well as download all necessary certificates (enrolment certificate, internship certificate, performance records, etc.).

2.8 Office 365

Office 365 always provides the most up-to-date version of Excel, Word, PowerPoint etc. Access your data, e-mail, calendar, Skype for business, etc. online from anywhere and from any device.

2.9 Job Teaser

Job Teaser is the career platform for both students and alumni. Job vacancies are published here by companies and company profiles are presented. The option of registering for internal as well as external career-relevant events exists. You have the option of creating a career profile and sharing the data with companies and Macromedia GmbH.

3. Contacting Alumni

(1) If you have given your consent, we would like to send you invitations to events, keep you informed about developments at the university, and inform you of career-related subjects, using the private email address saved at the beginning of your studies.

The events and information are described in greater detail below:

- Invitation to alumni meetings
- Invitations to career-related activities
- Information regarding the development of the university
- Questionnaires concerning the improvement of our services
- Information on career-related subjects

The conversion to your private email address will take place one month after de-registration.

(2) In order to send you individual information we will use your surname, first name, date of birth, address, email address, telephone number, nationality, your years of study, final degree, (B.A. Or M.A.) as well as year of graduation, degree programme, and campus for sending the newsletter.



(2) If no written consent exists we will use the so-called double-opt-in procedure for registration for our newsletter. This means that after you have registered, we will send you an e-mail to the e-mail address specified in which we ask you to confirm that you wish to receive the newsletter. If you do not confirm your registration within [48 24 hours] your information will be locked and deleted after one month. In addition we will store the IP addresses used and the times of registration and confirmation. The purpose of this procedure is to verify your registration and, if needed, to clarify possible misuse of your personal data.

(3) The only mandatory requirement for sending the newsletter is your e-mail address. Details of additional, separately marked data are voluntary and will be used to address you personally. After your confirmation we will store your e-mail address for the purpose of sending the newsletter. The legal basis is Art. 6 para. 1 p.1 lit. a) GDPR.

(4) Your consent for transmission of the newsletter can be revoked by you at any time and you may unsubscribe from the newsletter. Cancellation can be completed by clicking on the link provided in every newsletter e-mail or by stating your desire in a message sent to the contact specified in the imprint.

(5) We have no influence on the scope and additional use of the data which is collected as a result of the sending of our newsletter to your private e-mail address and request that you inform yourself of this in the respective data protection declaration of your e-mail provider.

3. Mandatory term abroad at partner universities

The completion of your studies also includes participation in a term abroad at one of our partner universities. In this context we transmit study-related data to the partner university at which you register.

When doing so, we transmit the following data: Surname, first name, course of study, campus, e-mail address, TOEFL points, average mark

If you receive financial aid through the Federal Training and Education Assistance Act your data will be provided to the BaFöG (Federal Training and Education Assistance Act) office. This transmission is completed either based on our legal obligation or at your request.

In addition we will also offer you our support in searching for a place to live abroad. If you consent to this we will provide relevant data to housing providers. Additional information concerning data processing can be found in the declaration of consent.