Privacy Policy

for Euro-Mediterranean Arab Association (EMA e.V.)
Status: November 2026
Version: 1.1

§1 Data Controller

The controller responsible for the processing of personal data within the meaning of the General Data Protection Regulation (GDPR) is:
Euro-Mediterran-Arabischer Länderverein (EMA e.V.)
Stresemannstraße 21
10963 Berlin
Germany
Telephone: +49 (0)30 25 35 92 72
E-mail: kontakt@ema-germany.org
Website: www.ema-germany.org

§2 Purpose of Data Processing
EMA e.V. processes personal data solely for the fulfillment of its statutory objectives and for the planning, organization, implementation and follow-up of its activities. These purposes include, in particular:

- Processing event registrations
- Organizing business delegations
- Organizing trade fair visits
- Conducting business matchmaking activities
- Communicating with participants
- Issuing invoices and processing payments
- Managing participant lists
- Event documentation
- Public relations and communication
- Compliance with legal obligations

§3 Categories of Personal Data

Depending on the event, EMA e.V. may process the following personal data:

- Full name
- Company or organization
- Job title or position
- Postal address
- Telephone number
- E-mail address
- Billing information
- Payment information
- Passport details (where required for visa support)
- Nationality
- Event-related information
- Photographs, video and audio recordings taken during events

Only data necessary for the respective purpose will be collected and processed.

§4 Legal Basis for Processing

Personal data is processed on one or more of the following legal grounds:

- Article 6(1)(a) GDPR – Consent
- Article 6(1)(b) GDPR – Performance of a contract or pre-contractual measures
- Article 6(1)(c) GDPR – Compliance with legal obligations
- Article 6(1)(f) GDPR – Legitimate interests pursued by EMA e.V.

§5 Disclosure of Personal Data

Personal data will only be shared where necessary for the organisation and implementation of an event or where required by law.
Recipients may include:

- Hotels
- Airlines
- Transport companies
- Exhibition organizers
- Conference venues
- Government authorities
- Embassies and consulates (where visa support is requested)
- Payment service providers
- IT service providers

Professional advisers where it is legally required
EMA e.V. does not sell or otherwise commercially exploit personal data.

§6 Digital Systems and Service Providers

To organise and manage its activities, EMA e.V. may use digital platforms and service providers, including:

- WordPress
- Elementor
- Jotform
- Stripe
- PayPal
- Microsoft 365
- Google Workspace
- Video conferencing platforms
- Cloud storage services
- CRM systems
- Newsletter platforms

Equivalent systems may be introduced where appropriate, provided that applicable data protection requirements are observed.

§7 Data Retention

Personal data is stored only for as long as necessary to fulfil the relevant purposes or to comply with statutory retention obligations.
After the applicable retention period has expired, personal data will be securely deleted or anonymised in accordance with legal requirements.

§8 Rights of Data Subjects

Under the GDPR, data subjects have the right to:
Obtain information about their personal data

- Request correction of inaccurate data
- Request deletion of personal data
- Request restriction of processing
- Receive their personal data in a portable format where applicable
- Object to certain processing activities
- Withdraw previously given consent at any time with future effect

Individuals also have the right to lodge a complaint with the competent supervisory authority for data protection.

§9 Photography and Video Recording

Photographs, video recordings and audio recordings may be created during events for documentation and communication purposes.
Such recordings may be used in:

- EMA e.V. website
- Social media channels
- Newsletters
- Brochures
- Annual reports
- Press releases
- Promotional materials

Participants who have legitimate reasons to object to the publication of their image should inform EMA e.V. before the event begins.

§10 Website: Cookies, Consent and Embedded Services

When you visit our website, we use technically necessary cookies so that the website works, e.g. for login, forms and language selection. The legal basis is Section 25 (2) No. 2 TDDDG in conjunction with Art. 6 (1) (f) GDPR.

Consent management

On your first visit, a notice asks whether you want to allow additional services. Your choice is stored for 180 days in the cookie “ema_consent” in your browser; no data is transferred to third parties for this. You can change or withdraw your choice at any time via the cookie icon at the bottom left of the website or via this link: Open cookie settings. The legal basis for services loaded only with consent is Section 25 (1) TDDDG in conjunction with Art. 6 (1) (a) GDPR.

Statistics: Google Analytics

Only with your consent (category “Statistics”) do we use Google Analytics by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, to analyse how the website is used. Cookies are set and usage data such as pages visited, device and browser information and approximate location are transmitted to Google. A transfer to the USA is possible; Google is certified under the EU-US Data Privacy Framework. Without your consent, Google Analytics is not loaded.

External media: YouTube and Google Maps

Some pages embed videos from YouTube, and the contact page embeds a map from Google Maps (provider in each case: Google Ireland Limited). This content is loaded only when you click “Load content” or allow the category “External media”. Only then is data such as your IP address transmitted to Google and cookies may be set; a transfer to the USA is possible.

Fonts

The fonts used on the website are loaded from our own server. No connection to servers of Google or other providers is made for this.

§11 Data Security

EMA e.V. implements appropriate technical and organisational measures to protect personal data against unauthorised access, accidental loss, misuse, alteration or disclosure. Security measures are regularly reviewed and updated in line with technological developments and legal requirements.

§12 Amendments to this Privacy Policy

EMA e.V. reserves the right to amend this Privacy Policy where necessary due to changes in legislation, organisational processes or technical developments. The latest version will always be published on the official EMA e.V. website.

§13 Contact

Questions regarding this Privacy Policy or the processing of personal data may be directed to EMA e.V. using the contact details published on the Association’s official website.