

## Cookie Policy

Version: February 2024

This Cookie Policy describes the type of cookies that are used by Forum Event Management GmbH, Kemperplatz 1, 10785 Berlin (“**we**”) on this website and explains how we deal with the information collected by cookies. It also explains how cookies enable our website to function properly and why you may not be able to experience the full functionality of the website if you disable the use of cookies. Our Cookie Policy should be read alongside, and in addition to, our Privacy Notice.

### 1. Cookies used on Website

This website uses cookies to provide a better user experience when a user visits the website and in order to improve the functionalities of the website.

#### What are cookies?

Cookies are text files that contain small amounts of information which are stored on the user’s computer or mobile device when the user visits a website. Cookies can be recognized by the website from which the cookies were downloaded or other websites that use the same cook-ies. This helps websites know if your browsing device has visited them before.

Cookies are mainly used to ensure the proper or efficient functioning of the website and to provide the operator of the website with information. Cookies provide a number of functions. For example, they allow users to move better among different pages, save the user’s settings and generally improve the user’s user experience.

#### What types of cookies are used on this website?

The type of cookies that are used in connection with this website can be divided into three categories: "**strictly necessary cookies**", "**functionality cookies**", "**analytics and performance cookies**", "**marketing cookies**".

The overview below provides further information for each category and also contains information on the purpose of each cookie placed on this website.

**Strictly necessary** cookies are required to provide users with the website content:

**Functional cookies** collect information about your interaction with functionalities provided on our Services and may be used to remember your preferences (such as your language preference), your interests and the presentation of the website (such as the font size). Without these cookies the

Services may not perform properly.

**Analytic & Performance Cookies** help us improve and optimize the experience we provide. They allow us to measure how users interact with the Services and how we use this information to improve the user experience and performance of the Services:

**Marketing cookies** collect information about user behavior to show you relevant ads on third-party websites and apps.

Format	Cookie Classification	Data collected	Retention Period	Cookie Provider	Providers Domain, LP
Google Tag	Analytics & Performance	Runs sitewide connecting GA4 to the website	14 months	Google	<a href="https://www.google.com/">https://www.google.com/</a>
Google Analytics: GA4 Event	Analytics & Performance	When a user clicks to submit a contact form	14 months	Google	<a href="https://www.google.com/">https://www.google.com/</a>
Google Analytics: GA4 Event	Analytics & Performance	When a user clicks to download the event brochure	14 months	Google	<a href="https://www.google.com/">https://www.google.com/</a>
Google Analytics: GA4 Event	Analytics & Performance	When a user clicks on the email address that contains 'event.berlin@forum-event.de'	14 months	Google	<a href="https://www.google.com/">https://www.google.com/</a>
Google Analytics: GA4 Event	Analytics & Performance	When a user clicks on the email address that contains 'mjularic@oxfordproperties.com'	14 months	Google	<a href="https://www.google.com/">https://www.google.com/</a>
Google Analytics: GA4 Event	Analytics & Performance	When a user clicks to download the brochure	14 months	Google	<a href="https://www.google.com/">https://www.google.com/</a>
LinkedIn InsightTag 2.0	Marketing	Runs sitewide connecting LinkedIn to the website	180 days	LinkedIn	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
LinkedIn InsightTag 2.0	Marketing	When a user from LinkedIn clicks to submit a contact form	180 days	LinkedIn	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
LinkedIn InsightTag 2.0	Marketing	When a user from LinkedIn clicks on the email address that contains 'event.berlin@forum-event.de'	180 days	LinkedIn	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
LinkedIn InsightTag 2.0	Marketing	When a user from LinkedIn clicks on the email address that contains 'mjularic@oxfordproperties.com'	180 days	LinkedIn	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
LinkedIn InsightTag 2.0	Marketing	When a user from LinkedIn clicks to download the brochure	180 days	LinkedIn	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
Custom HTML	Marketing	Runs sitewide connecting Meta to the website	180 days	Meta	<a href="https://www.meta.com/">https://www.meta.com/</a>
Custom HTML	Marketing	When a user from Meta clicks to submit a contact form	180 days	Meta	<a href="https://www.meta.com/">https://www.meta.com/</a>
Custom HTML	Marketing	When a user from Meta clicks on the email address that contains 'event.berlin@forum-event.de'	180 days	Meta	<a href="https://www.meta.com/">https://www.meta.com/</a>
Custom HTML	Marketing	When a user from Meta clicks on the email address that contains 'mjularic@oxfordproperties.com'	180 days	Meta	<a href="https://www.meta.com/">https://www.meta.com/</a>

Custom HTML	Marketing	When a user from Meta clicks to download the brochure	180 days	Meta	<a href="https://www.meta.com/">https://www.meta.com/</a>
SameSite Cookie	Strictly Necessary	When a user accepts functional cookies in the Cookie Controller	3 months	SameSite	<a href="https://www.das-center-am-potsdamer-platz.de">.das-center-am-potsdamer-platz.de</a>
SameSite Cookie	Strictly Necessary	When a user accepts analytics cookies in the Cookie Controller	3 months	SameSite	<a href="https://www.das-center-am-potsdamer-platz.de">.das-center-am-potsdamer-platz.de</a>
SameSite Cookie	Strictly Necessary	When a user accepts marketing cookies in the Cookie Controller	3 months	SameSite	<a href="https://www.das-center-am-potsdamer-platz.de">.das-center-am-potsdamer-platz.de</a>
SameSite Cookie	Strictly Necessary	When a user dismisses the Cookie Controller or accepts recommended settings	3 months	SameSite	<a href="https://www.das-center-am-potsdamer-platz.de">.das-center-am-potsdamer-platz.de</a>
Google Analytics: Cookie	Analytics & Performance	When a user accepts analytics cookies in the Cookie Controller and GA4 scripts are active on the site	14 months	Google	<a href="https://www.google.com/">https://www.google.com/</a>
Meta: Cookie	Marketing	When a user accepts marketing cookies in the Cookie Controller and Meta scripts are active on the site	180 days	Meta	<a href="https://www.das-center-am-potsdamer-platz.de">.das-center-am-potsdamer-platz.de</a>
Google Analytics: Cookie	Analytics & Performance	When a user accepts analytics cookies in the Cookie Controller and GA4 scripts are active on the site	14 months	Google	<a href="https://www.google.com/">https://www.google.com/</a>
Vimeo iframe / Cloudflare: Cookie	Functionality	When a user views a video that plays via a Vimeo iframe	30min	Vimeo	<a href="https://www.vimeo.com">.vimeo.com</a>
Vimeo iframe: Cookie	Functionality	When a user views a video that plays via a Vimeo iframe	2 weeks	Vimeo	<a href="https://www.vimeo.com">.vimeo.com</a>
Vimeo iframe: Cookie	Functionality	When a user views a video that plays via a Vimeo iframe	30 days	Vimeo	<a href="https://www.vimeo.com">.vimeo.com</a>
Vimeo iframe: Cookie	Functionality	When a user views a video that plays via a Vimeo iframe	session	Vimeo	<a href="https://www.akamaized.net">.akamaized.net</a>
LinkedIn: Cookie	Marketing	When a user accepts marketing cookies in the Cookie Controller and LinkedIn scripts are active on the site	1 day	LinkedIn	<a href="https://www.linkedin.com">.linkedin.com</a>
LinkedIn: Cookie	Marketing	When a user accepts marketing cookies in the Cookie Controller and LinkedIn scripts are active on the site	24 days?	LinkedIn	<a href="https://www.linkedin.com">.linkedin.com</a>
LinkedIn: Cookie	Marketing	When a user accepts marketing cookies in the Cookie Controller and LinkedIn scripts are active on the site	1 year	LinkedIn	<a href="https://www.linkedin.com">.linkedin.com</a>
LinkedIn: Cookie	Marketing	When a user accepts marketing cookies in the Cookie Controller and LinkedIn scripts are active on the site	1 month	LinkedIn	<a href="https://www.linkedin.com">.linkedin.com</a>
LinkedIn: Cookie	Marketing	When a user accepts marketing cookies in the Cookie Controller and LinkedIn scripts are active on the site	1 month	LinkedIn	<a href="https://www.linkedin.com">.linkedin.com</a>

LinkedIn: Cookie	Marketing	When a user accepts marketing cookies in the Cookie Controller and LinkedIn scripts are active on the site	3 months	LinkedIn	<a href="https://www.linkedin.com">.linkedin.com</a>
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## 2. What data is collected through cookies?

The following data may be collected through the use of cookies:

- IP address
- unique user and session information (anonymously by assigning a randomly generated number to identify unique visitors)
- Date, timestamp
- Time zone difference to Greenwich Mean Time (GMT)
- Specific content (webpage) of the query
- Access status/HTTP status code
- Quantity of data transferred in each case
- Website that is the source of the query and the pages visited in anonymous form
- Browser
- Operating system and its interface
- Online identifiers, including cookie identifiers
- device identifiers
- Language and version of the browser software.

## 3. **Cookie Management Tool**

When you visit our website for the first time, you will be informed via our cookie banner which cookies are absolutely necessary for the operation of the website. You can also use the cookie banner to select which cookies, tracking tools and (re)marketing tools can be used based on your visit to our website.

The implementation of this selection requires the use of a cookie, which is stored on your end device for the duration of one year, unless you delete it beforehand through your browser settings (legal basis is our legitimate interest (Art. 6 para. 1 sentence 1 lit f. GDPR) in proof of the cookie selection you have made).

If you agree via the cookie banner that further cookies, tracking tools and (re)marketing tools may be activated, the processing of your personal data in

this regard is based on your consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

#### **4. Google services**

We use the services of Google LLC, 1600 Amphitheatre Pkwy Mountain View, California 94043, USA ("Google") described below. There is no EU Commission adequacy decision for the USA. We have therefore concluded the standard contractual clauses approved by the EU Commission with Google in accordance with Art. 46 para. 2 lit. c GDPR.

Basic information on the processing of your personal data by Google can be found here: <https://policies.google.com/privacy?hl=en>.

You also have the following setting options with Google:

- You can deactivate personalised advertising from Google: [https://adssettings.google.com/anonymous?hl=en&sig=ACi0TCie\\_PP0WXzD2NDiHGJny9ca0PSQVyMysgnxws0C7Hxy7edd8F9O3gyne7JNE3bplG-pLmt8pU3iFPJYnplHIEL7FSn5hXWg8EhEQAbCywX-v9nEW3M](https://adssettings.google.com/anonymous?hl=en&sig=ACi0TCie_PP0WXzD2NDiHGJny9ca0PSQVyMysgnxws0C7Hxy7edd8F9O3gyne7JNE3bplG-pLmt8pU3iFPJYnplHIEL7FSn5hXWg8EhEQAbCywX-v9nEW3M)
- You can disable personalised advertising on a device-by-device basis: (<https://support.google.com/ads/answer/1660762?hl=en-GB#mob>)
- You can disable personalised advertising by browser: (<http://optout.networkadvertising.org/?c=1>)

##### **3.1. Google Enhanced Conversions**

This technology is based neither on cookies nor on pixels. When you use our website and are redirected by a Google ad, we send a hashed identifier and information about possible purchases to Google. Google will use this information only to understand which ad you clicked, to measure the success of certain ads and to provide us with this information in aggregate form. In particular, Google will not use the data to serve targeted ads to you or to other users, or store or use the data for any other purpose. We transmit this data on the basis of our legitimate interest in controlling our marketing activities.

##### **3.2. Google Tag Manager**

We use the Tag Manager from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Tags are the IDs of data elements. Tracking pixels from the third-party providers named here are loaded on the websites. The Tag Manager tool itself (which implements the

tags) is a cookie-free domain and does not record personal data. The tool ensures that other tags are triggered, which in turn may record data. However, Google Tag Manager does not access this data. Further information is available here: <https://www.google.com/intl/en...> and <https://policies.google.com/pr...> .

### **3.3. LinkedIn Insight-Tag**

We use the Insight Tag provided by LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland). The LinkedIn Insight Tag is a JavaScript code which allows conversion tracking of advertising campaigns and the targeting of specific website groups and demographics. The Insight Tag also enables the use of the various LinkedIn Marketing Solutions which help to increase brand awareness and attract prospective candidates. The LinkedIn Insight Tag collects data relating to visits to our website, including URL, referrer URL, IP address, device and browser characteristics (User Agent) and a timestamp. This data is encrypted, the IP addresses are truncated and the direct IDs of LinkedIn members are removed within seven days in order to pseudonymise the data. The pseudonymised data that remains is then deleted by LinkedIn within 180 days. LinkedIn does not share personal data with the website owner, it only provides reports about the website audience and ad performance. LinkedIn also provides retargeting for website visitors, enabling the website owner to show personalised ads away from his/her website by using this data, but without identifying the member. LinkedIn members can control the use of their personal data for advertising purposes via their account settings. Whenever the integrated “LinkedIn Apply” function is used, LinkedIn may also save its own cookies on your computer.

More information can be found in LinkedIn’s privacy policy, terms of use and cookie policy.

## **5. Vimeo**

We embed videos from our official Vimeo channel. When you press play Vimeo may set cookies to enable the video to play and maintain the security of its service. These cookies do not directly identify anyone.

If you have a Vimeo account and are logged in, Vimeo may set cookies for analytics and advertising purposes and collect data linked to your Vimeo account when you visit a page containing a Vimeo video. For more information, see the [Vimeo cookies policy](#).

## **6. Social Networks**

You can also find us on the social networks of external companies such as LinkedIn, Instagram or Xing. You must be registered and logged into the respective social network to use it. Please note that when using a social network, the respective company's terms of use and data protection conditions, over which we have no control, apply.

Icons from social networks which we have included on our careers site function solely as links, i.e. you can access the respective social network via our website. No data transfer occurs as a result of these icons being displayed.

## **7. How to delete or control cookies**

Users have the right to accept or reject the storage of cookies on their device. Users can exercise this right at any time by changing the settings in their browser according to their wishes. However, after disabling cookies, the user may not be able to use all interactive features of the website.

Most browsers provide instructions for adjusting cookie settings. The cookie settings can usually be found under the "Settings" menu item of the browser.

## **8. Legal Basis**

The legal basis for the use of these cookies is Section 15 (1) of the German Telemedia Act (TMG) and Article 6 (1) lit. b) of the General Data Protection Regulation (GDPR), insofar as they are necessary for the use of our website and the functions you have accessed. Otherwise, we use cookies on the basis of your consent. You can revoke your consent at any time via our Change settings.

## **9. Contact**

If you have any questions or comments regarding this Cookie Policy, please send an e-mail to [Privacy.Germany@oxfordproperties.com](mailto:Privacy.Germany@oxfordproperties.com).