

## Privacy Statement for the SSH Review of the ASH Meeting

Date: October 2024

Your privacy is important to us. For that reason, we only process personal data in compliance with the applicable data protection legislation, including the Swiss Data Protection Act of 19 June 1992 and, insofar as relevant, the EU General Data Protection Regulation (GDPR).

We reserve the right to revise this Privacy Statement from time to time. The latest version shall apply as effective every time the website is reloaded or re-accessed.

### Which personal data do we collect and process?

The following types and categories of data may be collected, processed and used by the SSH Review of the ASH Meeting:

- Personal master data (e.g. last name, first name, address, date of birth)
- Communication data (e.g. phone, e-mail)
- Contract master data (e.g. contractual relationship, product/contractual interest)
- Contract billing and payment data (e.g. salary, travel costs, etc.)
- IT usage data (e.g. user IDs, passwords and roles)
- Bank data (e.g. account relationship and credit card number)

Personal data are data that could be used to identify you or that we could assign to you in some other way. We process personal data that are voluntarily provided to us, specifically when you communicate with us via e-mail, by phone, at conferences, seminars or events, or using other channels. The personal data we process include your name, mailing address, e-mail address, telephone number and business address as well as such data pertaining to your employees and representatives, as appropriate.

### Which data of yours do we use and for what purpose, in general?

We use your personal data to manage our customer relationship with you, to communicate with you and to maintain our contacts.

We do not sell your personal data and do not forward them to unauthorised third parties without your consent. Meister ConCept GmbH in its role as conference organiser shall be authorised within the scope of organising the SSH Review of the ASH Meeting to forward personal master data to the event organiser as well as to industry partners of the conference or event. The SSH Review of the ASH Meeting shall also be authorised to enlist the services of service providers in order to process data, to manage the website or for another purpose, as well as to provide the products and services required by you. The service providers, event organisers and industry partners involved shall be obliged to guarantee the same level of security and data protection as the SSH Review of the ASH Meeting. Your data may also be forwarded if the SSH Review of the ASH Meeting is required to do so by law, by a government authority or by court order.

### **How do we use your data in connection with the newsletter?**

For our newsletter, we keep a record of the following personal data: title, first name and last name, language, country, company and e-mail address. We use the MailXpert in order to send the newsletter, which we host in our proprietary data centre. In our MailXpert, your newsletter data are linked to your contact data from project enquiries and existing relationships. You may revoke your consent at any time if you decide you no longer wish to receive the newsletter from us.

### **How do we protect your data?**

We implement technical and organisational measures to protect your personal data against loss and unauthorised access. We regularly review our security guidelines and processes to make sure our systems are secure.

### **How long do we keep your data for?**

We keep your personal data for as long as necessary to fulfil the purposes for which they were collected or for as long as stipulated by statutory retention requirements.

### **How do we use cookies?**

When you visit the website of the SSH Review of the ASH Meeting, we collect statistical user data concerning which parts of the website are

frequently visited by you and by all other users. In this process we record data about the browser used, operating system, web logs and other connection data.

It is sometimes necessary to employ so-called technical cookies when displaying adverts. No personalised data will be stored. Cookies are small files, which are saved on your computer or mobile device when you use one of our websites. If we use cookies, these serve to ensure the correct functioning of our websites. We also use cookies to adjust our web content to customer preferences and to make the experience of visiting our website as comfortable for you as possible. The data collected in this way do not contain any identifying features or have been sufficiently de-identified so they cannot be traced back to your person.

Most Internet browsers accept cookies automatically. You can, however, instruct your browser not to accept cookies or to ask you before accepting a cookie for a website visited by you. You can also delete cookies on your computer or mobile device by using the corresponding function in your browser. If you opt not to accept our cookies it is possible that you will be unable to view certain information on our website or will be unable to use specific functions intended to improve your experience.

## **What do we use web analysis tools for?**

To continually improve and optimise our Internet offering, we use Google Analytics as a web analysis tool. This provides us with statistics and charts that give us an insight into how our websites are used. These data on website usage are transmitted by Google Analytics to servers abroad using a shortened IP address that prevents individual devices from being identified. The IP address transmitted by Google Analytics from your web browser will not be processed any further or linked with any other third-party system. Such data will only be transmitted to third parties to the extent permitted by law or within the scope of commissioned data processing.

If you do not agree to the provider collecting data about you by means of cookies, you can select the function “block cookies from third-party providers”. The browser will then not send any cookies to the server in the case of embedded content from other providers. Disabling this setting may affect the correct functioning of other elements of our website.



Swiss Society of Hematology  
Review of the ASH Meeting

### **What rights do you have in connection with your personal data?**

You have the right at any time to receive information about the personal data saved about you as well as to correct it, supplement it, object to its processing or request its deletion.

### **How can you contact us?**

If you have questions concerning how your personal data are processed or would like to assert your rights as a data subject, please contact Ms. Karin Schaer at [ssh-ashmeeting@meister-concept.ch](mailto:ssh-ashmeeting@meister-concept.ch).