

## Einladung zum BMW TechWorks Romania Treffen – Privacy Notice

*27 November 2025, Cluj-Napoca*

This privacy notice explains how we (the “Organizer”) will use your personal data in relation to your attendance at Einladung zum BMW TechWorks Romania Treffen (**the “Event”**), which is organized by BMW TechWorks Romania SRL.

### 1. Who is the controller of the processing of your data?

- **Identity:** BMW TechWorks Romania SRL (the “Organizer”)
- **Postal address:** 9 - 11 Ploiești Street, Cluj-Napoca, Romania, 400157
- **Contact of the Data Protection Office (DPO):** [dataprotection@bmwtechworks.ro](mailto:dataprotection@bmwtechworks.ro)

### 2. What personal data will be processed?

#### a. Data Provided at Registration

- When you register for the Event, you may provide personal data such as your name, business email address, position, and the name of your organization.

#### b. Communications Data

- Records of communications sent to you by the Organizer (or that we receive from you) in relation to the Event (e.g., Event updates, queries, etc.).

#### c. On-site or Virtual Participation Data

- If the Event includes virtual components (e.g., livestream, webinars), additional personal data may be processed (audio and video if you enable your camera/microphone).
- If the Event is in person, we may collect data related to your attendance (e.g., hotel reservations, transfer services, or dietary requirements) to facilitate hospitality arrangements.

#### d. Media Content (Photos and Videos)

- We plan to take photos and video content throughout the Event for post-Event promotional or marketing purposes on social media platforms and other corporate channels.

### 3. What is the purpose of the processing?

#### a. Event Registration and Coordination

- To reserve a place for you at the Event.
- To provide you with information about the Event, including updates, changes, or cancellations.

- To coordinate hospitality arrangements (e.g., hotel reservation, transfer services), if applicable.
- b. **Communication and Logistics**
  - To communicate relevant details on accessibility, transportation, parking, or other logistics associated with the Event.
- c. **Facilitation of Participation**
  - For virtual sessions (if any), to enable your camera and microphone and share necessary contact details with event staff and speakers, if applicable.
- d. **Marketing and Post-Event Promotion**
  - To use images, photographs, and videos of the Event (in which you may appear) for post-Event promotional activities on BMW TechWorks Romania's social media and other marketing channels. Please see Section 9 for more details.

#### 4. What is the legal basis for processing your data?

- The legal basis for the above-mentioned purposes is **Article 6(1)(a) of the GDPR** (your consent), for instance where you provide your data to register and agree to receive Event-related communications.
- Where Event organization requires logistical arrangements (e.g., hotel bookings, transport, etc.), processing may also rely on **Article 6(1)(b) of the GDPR** (performance of a contract or steps taken at your request prior to entering into a contract).
- For marketing and promotional activities (photos, videos, social media posts), we rely on **Article 6(1)(a) of the GDPR** (consent).

#### 5. Who are the recipients of your data?

- **External Service Providers:** We use external service providers for Event management and hospitality arrangements. These providers act as data processors on our behalf.
- **Platform Provider:** Registration is managed through our website, [www.bmwtechworks.ro](http://www.bmwtechworks.ro).
- **International Transfers:** Some recipients may be located outside the European Economic Area (EEA). Where this is the case, we ensure adequate safeguards (e.g., European Commission Standard Contractual Clauses) are in place to protect your data in compliance with GDPR requirements.

#### 6. How long will we keep your data ?

- We will keep your personal data, for as long as needed to fulfill the purposes outlined above, or until you revoke your consent (where applicable).
- In no event will personal data be kept longer than 10 years after the Event concludes, unless a longer period is required or permitted by law.

- Once any applicable retention period expires, we will either securely delete or anonymize your personal data and data.
- If you revoke your consent, we will stop processing your data for the relevant purposes. However, data may remain blocked (i.e., restricted) for the establishment, exercise, or defense of legal claims, or as required by applicable regulations.

## 7. Security Measures

We are committed to keeping your personal data secure. We implement organizational and technical measures to protect against unauthorized or unlawful processing, accidental loss, destruction, or damage of personal data. We also require that our service providers adhere to appropriate data protection and security requirements.

## 8. Your Rights

Under the GDPR, you have the following rights regarding your personal data:

- **Access:** You can ask us to confirm whether your personal data is being processed and to receive a copy of that data.
- **Rectification:** You can request the correction of inaccurate or incomplete personal data.
- **Erasure:** You can ask us to delete your personal data when it is no longer necessary for the purposes for which it was collected, among other reasons.
- **Restriction:** In certain circumstances, you can request the restriction of processing, in which case we will only retain it to handle legal claims.
- **Data Portability:** Where processing is based on consent or contract, you may request to receive your personal data in a structured, commonly used, machine-readable format and to transmit it to another data controller.
- **Objection:** You may object to the processing of your personal if it is based on our legitimate interests, unless we have compelling legitimate grounds overriding your rights.
- **Withdrawal of Consent:** Where processing is based on consent, you can withdraw such consent at any time (this does not affect the lawfulness of processing based on consent before its withdrawal).

To exercise your rights, please contact us in writing, providing proof of your identity, at either of the following:

- **Postal address:** 9 Ploiești Street, Cluj-Napoca, Romania, 400157
- **E-mail:** [dataprotection@bmwtechworks.ro](mailto:dataprotection@bmwtechworks.ro)

Please include *Einladung zum BMW TechWorks Romania Treffen* in the subject line to help us address your request.

You also have the right to lodge a complaint with the competent data protection authority if you believe your rights have been infringed.

## 9. Image and Video Use Authorization

### Image and Video Use Authorization

By selecting the corresponding box, you consent and authorize for you, free of charge and without the right to any economic remuneration, and on a voluntary basis, to BMW TechWorks Romania SRL (hereinafter, referred as "BMW TechWorks") to capture and/or record your and any other personal identification element (hereinafter, the "Image") by means of photography and/or video and/or any other means of capturing and/or fixing images during the Event, either by itself or by means of any third party authorized by BMW TechWorks, and to exploit the Image by any media, and/or forms of use, expressly including reproducing, distributing and publishing the Image through the internal channels of BMW TechWorks, such as the intranet, as well as on external channels such as websites or social media profiles (Instagram, Facebook, Twitter, LinkedIn, TikTok, etc.), online reproduction and/or streaming platforms (e.g. YouTube), meetings, forums, conferences, presentations and publications, as well as through any other media (television, press, etc.).

This authorization is granted on a transferable basis (with the possibility to assign it to third parties), without temporal or territorial limit (for any country in the world).

The photographs and videos authorized by this document will be captured/recorded by BMW TechWorks (or third party authorized by BMW TechWorks), who holds all intellectual property rights.

By selecting the corresponding box, you grant BMW TechWorks the right to reproduce, distribute and publicly communicate the Image for the purposes described in the previous paragraph. This authorization is limited to the purposes of internal and external communication, promotion, and publicity of BMW TechWorks and any related or ancillary activities.

BMW TechWorks undertakes to use the Image within the terms and limits established in this authorization, and with scrupulous respect for your personal rights, including your rights to honour, privacy, and own image.

Furthermore, in compliance with the provisions of the data protection regulations, we inform you that, by selecting the corresponding box, we will process your data under the conditions set above in this document.

Effective as of 19.11.2025