

## **Data Protection Policy for Marketing Strategy in Action (SS 2025)**

### **1. Name and address of the responsible controller**

The responsible controller as defined in the EU General Data Protection Regulation (GDPR) and other national data protection laws of the EU member states as well as other data protection-related provisions is:

Westfälische Wilhelms-Universität Münster (WWU) / University of Münster (WWU)  
represented by its Rector, Prof Dr Johannes Wessels,  
Schlossplatz 2, 48149 Münster, Germany  
Tel.: + 49 251 83-0  
Email: [verwaltung@uni-muenster.de](mailto:verwaltung@uni-muenster.de)

### **2. Name and address of the data protection officer**

The data protection officer appointed by the responsible controller is:

Nina Meyer-Pachur  
Schlossplatz 2, 48149 Münster, Germany  
Tel.: + 49 251 83-22446  
Email: [Datenschutz@uni-muenster.de](mailto:Datenschutz@uni-muenster.de)

For any queries you may have concerning the project please contact:  
Lena Kamp, M. Sc.  
Chair of Marketing Management  
Am Stadtgraben 13-15  
48143 Münster  
Tel: +49 251 83-25025  
Email: [l.kamp@uni-muenster.de](mailto:l.kamp@uni-muenster.de)

### **3. Data processing in connection to Marketing Strategy in Action (SS 2025)**

#### **3.1. Scope of data processing**

We process the following data in connection to Marketing Strategy in Action (SS 2025):

- (1) First and last name
- (2) Email address
- (3) Matriculation number
- (4) Whether you are an incoming student or not

#### **3.2. Purpose of processing**

The personal data listed above is processed in order to carry out Marketing Strategy in Action (SS 2025)

The personal data mentioned above will be also be used to buy personalized licenses for the business game from the company "StratX Simulations" (see chapter 3.5).

### 3.3. Duration of storage of personal data

Any personal data collected in connection to Marketing Strategy in Action (SS 2025) is erased five years after completion of the project.

If processing is permitted on the basis of your consent, your personal data is only stored until you revoke your consent, except in cases where processing is governed by a different legal basis.

### 3.4. Legal basis for processing personal data

If we request your consent to process your personal data, Art. 6 (1 a) of the EU General Data Protection Regulation (GDPR) serves as the legal basis for processing this data.

### 3.5. Further recipients of your personal data

The personal information collected in connection to Marketing Strategy in Action (SS 2025) is forwarded to the following recipients at and outside the University of Münster:

Recipients at the University of Münster:

- none

Recipients outside the University of Münster:

- StratX Simulations  
17 avenue de l'Opéra  
75001 Paris  
France  
E-Mail: [licensing@stratx.fr](mailto:licensing@stratx.fr)  
Phone: +33 1 53 46 69 00

## 4. Your rights as a data subject

### 4.1. Right to rectification and erasure of personal data

You have the right to have inaccurate personal data rectified by the controller without undue delay. You have the right to have your personal data erased by the controller without undue delay as soon as the purpose of storage is no longer necessary. In cases where data processing is performed on the basis of your consent, the right to erasure exists if you withdraw your consent and no other legal grounds exist for processing the data.

Your personal data must be erased if you object to the processing in accordance with Art. 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or if your personal data has been unlawfully processed, or if your personal data must be erased in order to comply with a legal requirement mandated by a EU or member state law, to which the University of Münster is subject.

The right to erasure as put forth in the cases stated above does not apply, however, if it would hinder compliance with a legal obligation which requires processing by European Union or member state law, to which the University of Münster is subject, or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the University of Münster, or if extended storage is necessary for the establishment, exercise or defence of legal claims.

### 4.2. Right to withdrawal

If permission to process personal data is granted by your consent, you may withdraw your consent at any time. All processing of personal data performed prior to withdrawal remains lawful irrespective of withdrawal.

#### **4.3. Right to information**

You have the right to obtain confirmation from the University of Münster whether it is processing any personal data related to you. If such is the case, you have a right to information regarding the type of personal data and the purpose for which it is being processed. You also have the right to obtain information on the duration of the planned storage of the data, or on the criteria for determining how long the data is to be stored.

#### **4.4. Right to raise an objection with the supervisory authority**

You also have the right to raise an objection with the supervisory authority. The responsible supervisory authority is: Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen, Postfach 20 04 44, 40102 Düsseldorf, Germany, tel.: +49 211 38424-0, email: [poststelle@ldi.nrw.de](mailto:poststelle@ldi.nrw.de).