



FLASH – Bright Ideas Wanted

Privacy Policy

With this notice, we inform you about the processing of your personal data in connection with the FLASH idea competition by **MAFEX**, the Marburg Center for Entrepreneurship and Innovation of Philipps-Universität Marburg (UMR), Hans-Meerwein-Straße 6, 35043 Marburg, Germany.

1. Controller

The controller responsible for the data processing is Philipps-Universität Marburg, represented by its President, Biegenstraße 10, 35037 Marburg, Germany.

You can reach the UMR's official Data Protection Officer by post at the above address or by email at datenschutz@uni-marburg.de.

2. What Data We Process

We process personal data of the participants in the FLASH idea competition.

Participation requires a valid UMR university account; submissions are made exclusively via the online form. The data processed are first and last name, the email address, the name (title) of the submitted idea and its content (description of the problem, personal connection and proposed solution).

3. Purposes and Legal Bases of the Processing

We process your personal data in accordance with the EU General Data Protection Regulation (GDPR) and the Hessian Data Protection and Freedom of Information Act (HDSIG) for the following purposes:

a) Running the competition.

To confirm submissions, to handle follow-up queries, to evaluate the ideas, to announce the shortlist and to notify the winning idea, we process your data on the basis of Art. 6(1)(e) GDPR in conjunction with the HDSIG. Supporting start-ups and the transfer of knowledge and technology is among the University's tasks carried out in the public interest.

b) Anonymous shortlisting and publication of the winning idea.

During shortlisting, your idea is presented without naming you; the winning idea is published by name and with reference to the submitting person (e.g. on the MAFEX/UMR website, on social media, in press releases and in the newsletter). The basis for this is your consent under Art. 6(1)(a) GDPR, which you give upon participation; the specific publication of the winning idea is agreed with you in advance. You can withdraw this consent at any time with effect for the future, informally by email to flash@uni-marburg.de.

c) Contact via the start-up network.

Unless you object, your data remains in the contact database of the MAFEX start-up network after the competition round has ended. We use it exclusively to contact you in relation to ideas and topics, for example about suitable follow-up offers, events or funding opportunities – never for general advertising or for passing on to third parties. The legal basis is Art. 6(1)(e) GDPR. You can object to this use at any time under Art. 21 GDPR by email to flash@uni-marburg.de, without any disadvantage to you.

4. Recipients of the Data and Infrastructure Used

Access to the submitted ideas and the associated personal and contact data is restricted exclusively to selected MAFEX staff entrusted with the competition. The submission is at no time visible to other bodies within the University – for example, teaching staff of one's own department. No data is passed on to third parties other than the processors named below.

The data collected in connection with the competition is processed on the following infrastructure: the online form and associated files are stored on the Nextcloud instance of Philipps-Universität Marburg (University Computing Centre / Hochschulrechenzentrum). The subsequent maintenance of the contact data takes place in the CRM system 1CRM, which is operated by visual4 GmbH (registered office: Stuttgart) in an ISO 27001-certified data centre in Germany; a data processing agreement is in place with visual4. No processing takes place in third countries.

For the visual rendering of the ideas, AI services of the University Computing Centre (GWDG) may be used. Any processing of personal data is thereby limited to the content of the idea; during the shortlisting phase, the rendering is carried out exclusively in anonymised form.

5. Retention Period

We process and store your personal data for as long as this is necessary for the purposes stated. The data is deleted no later than five (5) years after your submission; MAFEX is responsible for timely deletion. If you object to inclusion in the contact database (see section 3 c), the data concerned is deleted correspondingly earlier.

6. Your Rights

Under the GDPR, you have the following rights:

access (Art. 15), rectification (Art. 16), erasure (Art. 17), restriction of processing (Art. 18), notification (Art. 19), data portability (Art. 20) and the right to object to the processing (Art. 21).

Insofar as the processing is based on your consent, you can withdraw it at any time with effect for the future. The lawfulness of the processing carried out up to the withdrawal remains unaffected.

You also have the right to lodge a complaint with the supervisory authority if you consider that the processing of your data is unlawful. The competent authority is the Hessian Commissioner for Data Protection and Freedom of Information (Der Hessische Beauftragte für Datenschutz und Informationsfreiheit), Postfach 3163, 65021 Wiesbaden, poststelle@datenschutz.hessen.de.

For questions on data protection and the exercise of your rights, please contact flash@uni-marburg.de or the UMR's official Data Protection Officer (datenschutz@uni-marburg.de, by post: Biegenstraße 10, 35037 Marburg).

7. Voluntary Provision and Automated Decision-Making

The provision of your data is voluntary. However, without the information requested in the form, participation in the competition is not possible. No decision based solely on automated processing, including profiling within the meaning of Art. 22 GDPR, takes place; the assessment is carried out manually and personally by the MAFEX jury.