

PRIVACY STATEMENT

Data Protection Regulations of the KCI Media Group B.V.

As from 18 May 2018

The present data protection regulations make equal reference to both men and women. For the purpose of simplification, only the male form is used.

The KCI Media Group B.V. is a private company with limited liability and the holding company of KCI Publishing B.V., KCI GmbH, KCI Publishing Corporation, KCI Shanghai Ltd and Resolute Research B.V. For the purpose of simplification only 'KCI Media Group' is used where all companies are meant.

For any privacy-related questions or remarks, you can always contact us at privacy@kci-world.com

1. General Information on Data Protection

The Internet portals together with the other media channels and relating services of the KCI Media Group are primarily an information point and a marketplace for the processing of business transactions. Although a great deal of information is also available to anonymous visitors, there is sometimes a need for us to obtain data from you which can be company or even person-related in order to provide you with the desired services. Our systems protect your data in accordance with internationally applicable data protection standards, the data protection directive of the European Union and national data protection regulations. Our goal is to make it possible for you to be certain of responsible and confidential treatment of your data. Encoding procedures are used for the secure transmission of payment data. This means that communication between your browser and our system cannot be read by other participants in the Internet. Personal data is used exclusively for the purposes explicitly stated in these data protection regulations or during later data collection. Our websites may contain links to websites of other providers. As we are not responsible for their information, we recommend that you study the information provided on such sites concerning data protection carefully. Each time content is requested from our Internet site, data (e.g. name of the file requested, date/time, data volume transferred) on this process is stored in a protocol file. In this way, we monitor user conduct throughout the entire website. Nevertheless, the bringing together of this information with data on individual users is only carried out with prior, written consent. The KCI Media Group classifies the entire use statistics on the basis of the user's domain name, the browser type and the MIME type by reading out this information from the browser string (the information contained in the browser of every user). We monitor and list the search terms entered in the search engine by users; nevertheless, this tracing is never carried out in connection with individual users.

1.1 Cookies

We also use so-called session cookies. These enable optimisation of communication times for incoming web inquiries. As a fundamental rule, our website can also be used without cookies, however this can result in restrictions with individual applications. Cookies are not used for the preparation of person-related use profiles. We moreover employ cookies with a runtime of 180 days, in order to collect and use anonymous usage data for purposes of launching advertising adds on the basis of online behavioural targeting. No personal data, particularly no IP-address, is gathered in the scope of this procedure. You are free to delete the cookies anytime either directly within your browser settings (see below) or you may disable them anytime (right of objection).

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you would prefer not to accept cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) to disable existing cookies; or (iii) to set your browser to automatically reject any cookies. However, please be aware that if you disable or reject cookies, some features and services on our Sites may not work properly. In addition, the offers we provide when you visit us may not be as relevant to you or tailored to your interests.

Instructions for blocking or allowing Cookies in Popular Web Browsing Software:

[Internet Explorer](#)

[Firefox](#)

[Google Chrome](#)

[Apple Safari](#)

[AboutCookies.org](#)

Should you have further questions or comments regarding our data protection concept or if you wish to have your data blocked for a specific use, we kindly ask you to contact us by e-mail at the following address: privacy@kci-world.com

2. Data protection with special applications

2.1 Online orders

When you use our online ordering system, we receive from you the data required for processing of the order and performance of the services agreed. Data fields through which the data required for processing of the business transaction is collected, are always marked separately (with an asterisk). If you provide additional, voluntary data, for example on particular specialist interests, we can send you targeted specialist information even before an order. This means that, by entering this data, you yourself decide which data we receive from you on you and your company. The entered data will be stored by us. Changes can however be made by contacting us by e-mail at the following address: privacy@kci-world.com

2.2 Electronic Newsletters

We enable the ordering of electronic newsletters on various subject areas. For this, we record the e-mail addresses of those users who voluntarily register as subscribers. The users can delete themselves from the circulation list by following the instructions including in every dispatch.

2.3 Non-digital orders

For non-digital orders, including but not limited to subscription and advertisement orders by phone or mail, we request from you to provide us with the data required for processing of the order and performance of the services agreed. If you provide additional, voluntary data, for example on particular specialist interests, we can send you targeted specialist information even before an order. This means that, by giving this data, you yourself decide which data we receive from you on you and your company. The given data will be stored by us. Changes can however be made by contacting us by e-mail at the following address: privacy@kci-world.com

2.4 Surveys

We make it possible to participate in interactive surveys so that users can exchange their opinions with other users easily and discover the thoughts of our users on important subjects. Surveys are also used to enable even more precise adaptation of the content and services to our customer base. In this respect, we use a system which marks users following the casting of their vote, thus preventing them from voting more than once on a specific question. There is no correlation between this marking and information on individual users. Exercising our own discretion, we forward the demographic information collected during these surveys to the other users of the portal, but never your person-related data.

2.5 Google Analytics

Our websites use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer to help the website analyse how visitors use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

You can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en>.

2.6 Social Media Plug-ins

2.6.1 Facebook

If you are a member of the social network Facebook, Facebook will be able to track your internet activities automatically. The KCI Media Group has no influence on this. For more information, please refer to the privacy policies of Facebook. Our Internet presence uses social plug-ins ("plug-ins") of the social network facebook.com, operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The plug-ins are labelled with the Facebook logo or the addition "Facebook social plug-in". If you access a KCI Media Group website that includes such plug-ins, your browser connects directly to the Facebook servers by clicking on the button. The content of the plug-in is transmitted to your browser by Facebook, which also embeds information in the website. Through embedding the plug-in, Facebook receives the information that you have accessed the corresponding page of our website. If you are logged into Facebook, Facebook can assign your visit to your Facebook account. If you interact with the plug-ins, e.g. click the "like" button or add a comment, your browser transmits the corresponding information directly to Facebook, where it is stored. Please refer to the data protection information issued by Facebook to learn about the purpose and scope of the data collection and the further processing and use of the data by Facebook. You will also find information about your rights and your settings options to protect your privacy. If you do not wish Facebook to collect data about your visit to our website when using this plugin, please log out of your Facebook account before accessing our site.

2.6.2 Twitter

Our Internet presence uses social plug-ins ("plug-ins") of the social network twitter.com, operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter"). The plug-ins are labelled with a Twitter logo. If you access a KCI Media Group website that includes such plug-ins, your browser connects directly to the Twitter servers when clicking on the button. The content of the plug-in is transmitted to your browser by Twitter, which also embeds information in the website. Through embedding the plug-in, Twitter receives the information that you have accessed the corresponding page of our website. If you are logged into Twitter, Twitter can assign your visit to your Twitter account. If you interact with the plug-ins, e.g. forward a tweet or add your own comment, your browser transmits the corresponding information directly to Twitter, where it is stored. Please refer to the data protection information issued by Twitter to learn about the purpose and scope of the data collection and the further processing and use of the data by Twitter. You will also find information about your rights and your settings options to protect your privacy. If you do not wish Twitter to collect data about your visit to our website when using this plugin, please log out of your Twitter account before accessing our site.

2.6.3 XING

Our Internet presence uses social plug-ins ("plug-ins") of the social network xing.com (XING), operated by XING AG, Gänsemarkt 43, 20354 Hamburg, Germany. The plug-ins are labeled with a XING logo. If you access a KCI Media Group website that includes such plug-ins, your browser connects directly to the XING servers when clicking on the button. The content of the plug-in is transmitted to your browser by XING, which also embeds information in the website. Through embedding the plug-in, XING receives the information that you have accessed the corresponding page of our website. If you are logged into XING, XING can assign your visit to your XING account. If you interact with the plug-ins, e.g. click the "like" button or add a comment, your browser transmits the corresponding information directly to XING, where it is stored. Please refer to the data protection information issued by XING to learn about the purpose and scope of the data collection and the further processing and use of the data by XING. You will also find information about your rights and your options to protect your privacy. If you do not wish XING to collect data about your visit to our website when using this plugin, please log out of your XING account before accessing our site.

2.6.4 Google+

Our Internet presence uses social plug-ins ("plug-ins") of the social network operated by plus.google.com (Google+), Google Inc., 1600 Amphitheatre Parkway, Mountain View, California 94043, USA. The plug-ins are labeled with the Google+ logo or the addition "Google+ social plug-in". If you access a KCI Media Group website that includes such plug-ins, your browser connects directly to the Google servers. The content of the plug-in is transmitted to your browser by Google, which also embeds information in the website. Through embedding the plug-in, Google receives the information that you have accessed the corresponding page of our website. If you are logged into Google+, Google can assign your visit to your Google+ account. If you interact with the plug-ins, e.g. add a comment, your browser transmits the corresponding information directly to Google, where it is stored. Please refer to the data protection information issued by Google to learn about the purpose and scope of the data collection and the further processing and use of the data by Google. You will also find information about your rights and your options to protect your privacy. If you do not wish Google to collect data about your visit to our website when using this plugin, please log out of your Google account before accessing our site.

2.6.5 LinkedIn

Our Internet presence uses social plug-ins ("plug-ins") of the social network operated by linkedin.com (LinkedIn), LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. The plug-ins are labeled with the LinkedIn logo or the addition "LinkedIn social plug-in". If you access a KCI Media Group website that includes such plug-ins, your browser connects directly to the LinkedIn servers when clicking on the link. The content of the plug-in is transmitted to your browser by LinkedIn, which also embeds information in the website. Through embedding the plug-in, LinkedIn receives the information that you have accessed the corresponding page of our website. If you are logged into LinkedIn, LinkedIn can assign your visit to your LinkedIn account. If you interact with the plug-ins, e.g. add a comment, your browser transmits the corresponding information directly to LinkedIn, where it is

stored. Please refer to the data protection information issued by LinkedIn to learn about the purpose and scope of the data collection and the further processing and use of the data by LinkedIn. You will also find information about your rights and your options to protect your privacy. If you do not wish LinkedIn to collect data about your visit to our website when using this plugin, please log out of your LinkedIn account before accessing our site.

2.6.6 YouTube

Various websites at the KCI Media Group contain embedded videos on YouTube.com (YouTube). YouTube is a service offered by Google Inc., 1600 Amphitheatre Parkway, Mountain View, California 94043, USA. If you access a KCI Media Group website that includes such plug-ins, your browser connects directly to the Google servers when clicking on the link. The content of the plug-in is transmitted to your browser by Google, which also embeds information in the website. Through embedding the plug-in, Google receives the information that you have accessed the corresponding page of our website. If you are logged into YouTube, Google can assign your visit to your YouTube account. If you interact with the plug-ins, e.g. add a comment, your browser transmits the corresponding information directly to Google, where it is stored. Please refer to the privacy policy information at Google for details about the purpose and scope of data collection and use by Google as well as your rights and privacy options as a YouTube customer. If you do not wish Google to collect data about your visit to our website when using this plugin, please log out of your YouTube account before accessing our site.

2.6.7 WeChat (Weixin)

If you are a member of the social network WeChat, WeChat will be able to track your internet activities automatically. The KCI Media Group has no influence on this. For more information, please refer to the privacy policies of WeChat. Our Internet presence uses social plug-ins ("plug-ins") of the social network weixin.qq.com operated by Tencent Holdings Ltd, Level 29, Three Pacific Place, 1 Queen's Road East, Wanchai, Hong Kong. The plug-ins are labelled with the WeChat logo or the addition "WeChat social plug-in". If you access a KCI Media Group website that includes such plug-ins, your browser connects directly to the WeChat servers by clicking on the button. The content of the plug-in is transmitted to your browser by WeChat, which also embeds information in the website. Through embedding the plug-in, WeChat receives the information that you have accessed the corresponding page of our website. If you are logged into WeChat, WeChat can assign your visit to your WeChat account. If you interact with the plug-ins, your browser transmits the corresponding information directly to WeChat, where it is stored. Please refer to the data protection information issued by WeChat to learn about the purpose and scope of the data collection and the further processing and use of the data by WeChat. You will also find information about your rights and your settings options to protect your privacy. If you do not wish WeChat to collect data about your visit to our website when using this plugin, please log out of your WeChat account before accessing our site.

2.7 Adserver Technologies

On our websites data may be collected and saved in anonymised form by means of technologies used by such adserver providers as Adform for marketing and optimisation purposes. To this end cookies can also be used but you can change your browser settings in such a way that you receive a message upon receipt of a cookie and/or if the reception of the cookie is to be refused. For the respective settings please refer to Item 1.1. For further information on Adform's Data Protection Rules go to: <http://www.adform.com/site/privacy-policy>. On this site you can also object to your data being collected and saved at any time and with effect for the future and access your cookie data if need be.

3. Public Process Directory

3.1 Name of the responsible body:

KCI Media Group B.V.

3.2 Management:

Thijs Elshof

3.3 Address of the responsible body:

Molenwei 25, 6681 BS Bommel, The Netherlands

3.4 Purpose of the collection, processing or use of data

The purpose of the KCI Media Group company is the promotion of economic activity through the exchange of knowledge and experience for which all available communication channels are mobilised and used. Nowadays our clients use all kinds of media to get information. The KCI Media Group anticipated this trend. We have developed an innovative four-channel concept, a cross-media business model based on Print, Online, Events and Research. This forms the foundation for our communities. Each communication channel has its own characteristics and benefits. This means that we first transform the collected information into news releases, interviews, background articles or reports. Then we decide which media channel is appropriate for which piece of information: Print, Online, Events or Research. Our clients have the choice, they decide which information they need and in which way they would like to receive it. Also at the KCI Media Group, all staff members from all media channels work closely together to ensure the optimal dissemination of information. Data is captured, processed and used for the explicit purposes of the company, specifically for handling the relevant business processes and for assuring and improving the quality of our media channels and related services. These latter purposes include providing our customers

and prospects with information on our actual print, online and research media and our current and past events as well as follow-up projects of the KCI Media Group. Follow-up projects may include other subject-related media projects organized or implemented by the KCI Media Group globally. Your personal data will not be passed on to any third parties for advertising purposes. The data stored on possible visitor badges at our events can be read and therefore also saved and used by third parties. In such cases the data protection terms of the third party shall apply.

3.5 Description of the groups of persons concerned and of the corresponding data or categories

For the fulfilment of the purposes stated under 3.4, the following person-related data is collected, processed and used for

1. Prospects: company data with addresses, contact persons and communication data, information on branch of industry, product data, interests
2. Customers: company data with addresses, contact persons and communication data, information on branch of industry, product data, interests, contract and settlement data

Personnel data on 3. employees, applicants and 4. service companies, suppliers is used within the framework of internal communication, servicing, administration and for settlement purposes.

3.6 Recipients or categories of recipient to whom the data can be forwarded

- Public bodies given the existence of overriding legal regulations
- Companies within the KCI Media Group
- Order-data processors of the KCI Media Group
- Service providers for media services if the person inquires about corresponding services to the KCI Media Group

3.7 Normal periods for the barring/deletion of data

The law contains a wide range of regulations concerning keeping requirements and deadlines. Upon expiry of these deadlines, the corresponding data is deleted as a routine procedure. Excepted from this is data required for the processing of the respective business transaction with the KCI Media Group and in particular for informing customers on actual print, online and research media and current and past events as well as concerning follow-up projects of the KCI Media Group. The data on customers who no longer wish to receive corresponding information is barred. To enable consideration of a corresponding declaration by the customer at all times, the data of the objector must be kept permanently in a barring list.

3.8 Transmission of data abroad

To enable optimum servicing of our customers and business partners on a worldwide basis, we share your data to companies within the KCI Media Group. In all cases in which we arrange the transmission of person-related data to third countries which do not have a sufficient level of data protection regulations, the data is only forwarded if the recipient gives a contractual undertaking to adhere to equal standards of data protection and data security as we ourselves.

4. Right of objection

Naturally, every one of our customers is at liberty to indicate purposes for which his person-related data should not be used. Should you no longer wish your data to be used for a specific purpose, you can object to farther reaching use of your data. We then kindly ask you to contact us at the following address: by e-mail, privacy@kci-world.com or by post, KCI Media Group B.V., Molenwei 25, 6681 BS Bommel, The Netherlands.