

Privacy Policy

01.10.2026

Das Cluster Industrie, Automotive und Veranstaltungen der Mediengruppe Süddeutscher Verlag umfasst die Unternehmen Hüthig GmbH, Ultima Media Germany GmbH und verlag moderne industrie GmbH. Das Cluster bündelt die Kompetenzen für medien-übergreifende Plattformen (Print, Digital und Veranstaltungen) für seine Zielgruppen, um die beste Information Experience zu liefern.

Wenn Sie die Angebote des Clusters nutzen, verarbeiten die Veranstalter-Unternehmen des Cluster Industrie, Automotive und ggf. der jeweils vor der Veranstaltung ausdrücklich benannte Mitveranstalter Ihre personenbezogenen Daten. Mit diesen Datenschutzhinweisen informieren wir Sie, wie und warum wir Ihre Daten verarbeiten und wie wir gewährleisten, dass sie vertraulich bleiben und geschützt sind.

We take data protection seriously: as a matter of principle, we only process personal data if this is necessary for the provision of a service or offer or if it is provided voluntarily by the user. We also use technical and operational security measures to protect personal data against accidental or intentional manipulation, loss, destruction or access by unauthorised persons. We regularly review and modernise these precautions.

Privacy policy for applications

If you have applied for a job with us, you will find the necessary data protection information [here](#).

Data protection at a glance

What data do we collect?

- Bestandsdaten (z.B. Namen, Adressen)
- Kontaktdaten (z.B. E-Mail, Telefonnummern)
- Inhaltsdaten (z.B. Eingaben in Onlineformularen)
- Vertragsdaten (z.B. Vertragsgegenstand, Laufzeit)
- Nutzungsdaten (z.B. besuchte Webseiten, Interesse an Inhalten, Zugriffszeiten)
- Meta-/Kommunikationsdaten (z.B. Geräte-Informationen, IP-Adressen)

How do we collect the data?

We collect the data that is generated when you access our digital offers automatically. Otherwise, we collect data based on your entries or messages or through the use of cookies or similar technologies.

What do we use the data for?

Bereitstellung digitaler Angebote:

- Cookies und ähnliche Technologien
- technische Bereitstellung und Sicherheit
- Unbedingt erforderliche Technologie
- Anlegen und Nutzen eines Benutzerkontos/Logins
- Einbindung von Inhalten (Video, Audios, Kartendienste, Twitter, Instagram, etc.)

Produktoptimierung:

- Weiterentwicklung der Nutzerfreundlichkeit
- Nutzungsanalyse
- Umfragen

Bestellen von Produkten:

- Bestellen von Produkten

Kommunikation:

- Kontakt: Verwaltung und Beantwortung von Anfragen und Kommunikation

Werbung:

für unsere eigenen Produkte

- Direktwerbung
- Newsletter
- Remarketing
- Unternehmensauftritte in den Sozialen Medien

Do we share data?

If you have given your consent or we are otherwise legally authorized to do so, we will pass on your personal data to service providers (e.g., hosting, marketing, sales partners, payment service providers) for the above-mentioned purposes. In such cases, we comply with the legal requirements

and, in particular, conclude appropriate contracts or agreements with the recipients of your data to protect your data.

We transfer personal data to other companies within our group of companies or grant them access to this data for administrative purposes. This transfer of data is based on our legitimate business and economic interests or takes place if it is necessary to fulfill our contractual obligations or if the consent of the data subjects or legal permission has been obtained.

Do we transfer data to third countries?

In order to use our digital services, it may be necessary to transfer certain personal data to third countries, i.e. countries where the GDPR does not apply. However, we only allow your data to be processed in a third country if the specific requirements of Art. 44 ff. GDPR are met and thus an adequate level of data protection is guaranteed in that country. This means that the third country must either have an adequacy decision by the European Commission or suitable safeguards in accordance with Art. 46 GDPR or one of the conditions of Art. 49 GDPR. **Unless otherwise stated below, we use the currently valid [standard contractual clauses] (<https://eur-lex.europa.eu/legal-content/DE/TXT/HTML/?uri=CELEX:32021D0914&from=DE> “current version of the standard contractual clauses”) for the transfer of personal data to processors in third countries.**

How do we secure the data?

In order to protect your privacy and ensure a level of protection appropriate to the risk, we take technical and organizational measures in accordance with legal requirements, taking into account the state of the art, implementation costs, and the nature, scope, circumstances, and purposes of processing, as well as the varying likelihood and severity of threats to the rights and freedoms of natural persons. These measures ensure the confidentiality, integrity, availability, and resilience of your data. This includes, among other things, the use of recognized encryption methods (SSL or TLS) and pseudonymization.

However, we would like to point out that, due to the structure of the Internet, it is possible that the rules of data protection and the above-mentioned security measures may not be observed by other persons or institutions outside our area of responsibility. In particular, unencrypted data disclosed, e.g., by email, may be read by third parties. We have no technical influence on this.

When do we delete the data?

We delete or anonymize your personal data as soon as it is no longer required for the purposes for which we collected or used it.

However, we may still need to store your data until the expiry of the retention obligations and periods imposed by the legislator or supervisory authorities, which may arise from the German Commercial Code, the German Fiscal Code, and the German Money Laundering Act (usually 6 to 10 years). In addition, we may retain your data until the expiry of the statutory limitation periods (i.e., usually 3 years, but in individual cases up to 30 years) if this is necessary for the assertion, exercise, or defense of legal claims. After that, the relevant data will be deleted.

What rights do you have?

- Information
- Deletion
- Correction
- Objection

You can contact the data protection officer with your request by mail or by email at swmh-datenschutz@atarax.de.

This privacy policy is updated from time to time. The date of the last update can be found at the beginning of this information.

You will find detailed data protection information below.

Wenn Sie unsere digitalen Produkte nutzen

Kundenkonto

Sie können sich jederzeit über unser Login-System registrieren und Ihr persönliches Kundenkonto eröffnen, mit dem Sie Artikel aus unserem Webshop bestellen können. Bei der Anmeldung nutzen wir außerdem Cookies in Ihrem Browser, um Sie zu identifizieren.

Alle Daten, die Sie in Ihrem Konto hinterlegen, werden mit Ihrer Einwilligung (Art.6 Abs. 1 lit. b DS-GVO) in einer Datenbank gespeichert.

Sie können Ihr Konto Sie können Ihre Einwilligung jederzeit widerrufen per Mail an datenschutz@mi-connect.de oder schriftlich an die verlag moderne industrie GmbH, mi connect, Stichwort Datenschutz, Justus-von-Liebig-Str. 1, 86899 Landsberg (bitte geben Sie dabei Ihre Mailadresse und den Namen an, unter denen Sie registriert sind). Ihre Daten werden in diesem Fall nur noch insoweit gespeichert, als dies zur Durchführung des Vertrages notwendig ist und gelöscht, sobald wir zur Speicherung nicht mehr rechtlich verpflichtet sind. Wenn Sie sich später wieder für ein Kundenkonto registrieren wollen, ist dies jederzeit möglich.

Ihre Daten werden an unsere Hosting-Dienstleister weitergegeben.

Logfiles

Beim Aufruf unserer Internetseiten erheben wir Daten über jeden Zugriff auf den Server, auf dem sich dieser Dienst befindet (Logfiles).

Data processing in detail

Verarbeitete Daten	Zweck der Verarbeitung
Verwendetes Betriebssystem	Auswertung nach Geräten um optimierte Darstellung der Webseite sicherzustellen
Informationen über den Browsertyp und die verwendete Version	Auswertung der verwendeten Browser um unsere Webseiten hierfür zu optimieren
Internet-Service-Provider des Nutzers	Auswertung der Internet Service Provider
IP-Adresse	Darstellung der Webseite auf dem jeweiligen Gerät
Datum und Uhrzeit des Aufrufs	Sicherstellung des ordnungsgemäßen Betriebs der Website.
Ggf. Hersteller und Typenbezeichnung des Smartphones, Tablets oder sonstiger Endgeräte	Auswertung der Gerätehersteller und Arten von mobilen Endgeräten für statistische Zwecke

Da diese Daten für uns unbedingt erforderlich sind, um Ihnen unsere digitalen Produkte anzuzeigen bzw. unsere Services zu bieten, sowie um die Stabilität und Sicherheit zu gewährleisten und wir damit insbesondere Schutz vor Missbrauch bieten können, verarbeiten wir Ihre Daten auf Grundlage unseres berechtigten Interesses nach Art. 6 Abs. 1 S. 1 lit. f) DSGVO an der Datenverarbeitung, deren Sicherheit wir mit am Stand der Technik orientierten Schutzmaßnahmen gewährleisten.

Die Daten werden ebenfalls in den Logfiles unseres Systems gespeichert. Eine Speicherung dieser Daten zusammen mit anderen personenbezogenen Daten von Ihnen findet nicht statt.

Die Daten werden nach 30 Tagen gelöscht, die IP-Adressen werden in der Regel nach 7 Tagen gelöscht.

Da die Erfassung der Daten zur Bereitstellung der Website und die Speicherung der Daten in Logfiles für den Betrieb der Internetseite

unbedingt erforderlich ist, haben Sie hier keine Widerspruchsmöglichkeit.

Analyse- und Trackingtools

Wir verwenden Cookies und Tracking-Tools, um Ihnen beim Besuch unserer Websites und dem Nutzen unserer Apps und digitaler Angebote ein optimales Erlebnis bieten zu können. Eine Übersicht der eingesetzten Technologien und Widerrufs- bzw. Widerspruchsmöglichkeiten erhalten Sie, wenn Sie am Fuß der besuchten Website auf Datenschutz-Einstellungen klicken.

Wir nutzen Analyse- und Trackingtools zur

- Gewährleistung der Funktionalität
- zur IT-Sicherheit und Betrugsprävention
- Nutzungsanalyse, um dadurch die Produkte optimieren zu können
- zu Testzwecken (u.a. Vertragsdurchführung bei kostenlosen und bezahlpflichtigen Angeboten)
- Marktforschung, um dadurch Erkenntnisse über Zielgruppen zu gewinnen
- zur Werbung für eigene Produkte
- zur Werbung auf unseren digitalen Services durch Dritte

Types and functions of cookies

Cookies are text files that contain data from visited websites or domains and are stored by a browser on users' devices. A cookie primarily serves to store information about a user during or after their visit to an online offering. The stored information may include, for example, language settings on a website, login status, a shopping cart, or video interactions. The term

“cookies” also includes other technologies that perform the same functions as cookies (e.g., when user information is stored using pseudonymous online identifiers, also known as “user IDs”).

There are the following types of cookies and functions:

- **Temporary cookies (also known as session cookies):** Temporary cookies are deleted at the latest after a user leaves an online offering and closes their browser.
- **Permanent cookies:** Permanent cookies remain stored even after the browser is closed. This allows, for example, the login status to be saved or preferred content to be displayed directly when the user visits a website again. Similarly, the interests of users, which are used for reach measurement or marketing purposes, can be stored in such a cookie.
- **First-party cookies:** First-party cookies are set and used by us to process user information.
- **Third-party cookies:** Third-party cookies are mainly used by advertisers (so-called third parties) or other partners to process user information.
- **Strictly necessary (also: essential or necessary) cookies:** These cookies ensure functions without which these digital offerings could not be used as desired. They may be absolutely necessary for the operation of a website, for example to store logins or other user entries, or for security reasons.
- **Analysis and statistics cookies:** These cookies enable us to analyze the use of our digital offerings, in particular to measure reach—i.e., clicks, visits, and visitor numbers. The aim is to statistically determine the number of visits and visitors and their surfing behavior (duration, origin) and thus obtain market-wide comparable values. The information collected is evaluated in aggregate form in order to derive improvements and optimizations for our products.
- **Marketing and personalization cookies:** Cookies are also used to store a user's interests or behavior (e.g., viewing certain content, using functions, etc.) in a user profile. Such profiles are used, for example, to display content to users that corresponds to their potential interests. This process is also referred to as “tracking,” i.e., tracking the potential interests of users. If we use cookies or tracking technologies, we will provide separate information about this in our privacy policy or when obtaining consent.

Cookies und ihre Rechtsgrundlage

Wenn für Verarbeitungen Cookies, Geräte-Kennungen oder andere personenbezogene Daten auf Ihrem Endgerät gespeichert oder abgerufen werden, geschieht dies gemäß der in Art. 6 der europäischen Datenschutz-Grundverordnung (DSGVO) genannten Rechtsgrundlagen.

Um den von Ihnen ausdrücklich gewünschten Telemediendienst zur Verfügung stellen zu können, berücksichtigen wir zudem die Regelungen in § 25 TDDDG und insbesondere zur unbedingten Erforderlichkeit nach § 25 Abs. 2 Nr. 2 TDDDG.

Um die **Funktionalität** unserer digitalen Angebote zu gewährleisten, verarbeiten wir Ihre Daten auf Grundlage unseres berechtigten Interesses (Art. 6 Abs. 1 S.1 lit. f) DSGVO), indem wir

- Speichern von oder Zugriff auf Informationen auf einem Endgerät
- Gewährleistung der Sicherheit, Verhinderung und Aufdeckung von Betrug und Fehlerbehebung
- Bereitstellung und Anzeige von Werbung und Inhalten
- automatisch gesendete Geräteeigenschaften für die Identifikation empfangen und verwenden

Zur **Produktoptimierung** verarbeiten wir Ihre Daten auf Grundlage unseres berechtigten Interesses (Art. 6 Abs. 1 S.1 lit. f) DSGVO), indem wir

- Messung der Performance von Inhalten
- Analyse von Zielgruppen durch Statistiken oder Kombinationen von Daten aus verschiedenen Quellen
- Entwicklung und Verbesserung der Angebote

Zur **Personalisierung** verarbeiten wir Ihre Daten mit Ihrer Einwilligung (Art. 6 Abs. 1 S.1 lit. a) DSGVO), indem wir

- Erstellung von Profilen für personalisierte Werbung
- Verwendung von Profilen zur Auswahl personalisierter Werbung
- Erstellung von Profilen zur Personalisierung von Inhalten
- Verwendung von Profilen zur Auswahl personalisierter Inhalte
- personalisierte Inhalte auswählen und mit Offline-Datenquellen zusammenführen
- verschiedene Geräte verknüpfen

Um uns mit **Werbung** finanzieren zu können, verarbeiten wir Ihre Daten mit Ihrer Einwilligung (Art. 6 Abs. 1 S.1 lit. a) DSGVO), indem wir

- einfache Anzeigen auswählen
- personalisierte Anzeigen auswählen
- Messung der Werbeleistung
- Verwendung reduzierter Daten zur Auswahl von Inhalten
- Abgleichung und Kombination von Daten aus unterschiedlichen Datenquellen
- Verknüpfung verschiedener Endgeräte
- Identifikation von Endgeräten anhand automatisch übermittelter Informationen

Details zu den Datenverarbeitungen für die genannten Zwecke erfahren Sie [hier](#).

Eingesetzte Dienste und Cookies

Auf bestimmte Cookies und ähnliche Tracking-Dienste können wir nicht verzichten, da sie für unser Geschäftsmodell unabdingbar sind. Neben Daten, die wir zur Bereitstellung und Gewährleistung der Funktionalität und Sicherheit benötigen, gehören dazu auch verlässliche Reichweitenmessungen, um die Nutzung digitaler Werbeträger nach einheitlichen Kriterien zu messen oder abrechnen zu können, unser ConsentManagement sowie Analysen, auf denen unser Paid-Content-Angebot basiert, da wir nicht alle Inhalte kostenfrei zur Verfügung stellen können.

Cloudflare

Wir nutzen den Service „Cloudflare“. Anbieter ist die Cloudflare Inc., 101 Townsend St., San Francisco, CA 94107, USA (im Folgenden „Cloudflare“). Cloudflare bietet ein weltweit verteiltes Content Delivery Network mit DNS an. Dabei wird technisch der Informationstransfer zwischen Ihrem Browser und unserer Website über das Netzwerk von Cloudflare geleitet. Das versetzt Cloudflare in die Lage, den Datenverkehr zwischen Ihrem Browser und unserer Website zu analysieren und als Filter zwischen unseren Servern und potenziell böartigem Datenverkehr aus dem Internet zu dienen. Hierbei kann Cloudflare auch Cookies oder

sonstige Technologien zur Wiedererkennung von Internetnutzern einsetzen, die jedoch allein zum hier beschriebenen Zweck verwendet werden. Der Einsatz von Cloudflare beruht auf unserem berechtigten Interesse an einer möglichst fehlerfreien und sicheren Bereitstellung unseres Webangebotes (Art. 6 Abs. 1 lit. f DSGVO). Die Datenübertragung in die USA wird auf die Standardvertragsklauseln der EU-Kommission gestützt. Details finden Sie hier: <https://www.cloudflare.com/privacypolicy/>. Weitere Informationen zum Thema Sicherheit und Datenschutz bei Cloudflare finden Sie hier: <https://www.cloudflare.com/privacypolicy/>.

Google reCaptcha

We use Google reCaptcha to determine whether a human or a computer is making a particular entry, for example when logging in or filling out contact or newsletter forms. Google (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) uses the following data to check whether you are a human or a computer: IP address of the device used, the website you are visiting and on which the captcha is integrated, the date and duration of the visit, the identification data of the browser and operating system type used, the Google account if you are logged in to Google, and mouse movements on the reCaptcha areas. Based on this data, reCaptcha analyzes your actions on the website and evaluates them with a score between 0 and 1. The lower this value is, the more likely reCaptcha estimates that the respective user is a bot and therefore not a human.

The legal basis for the data processing described is your consent in accordance with Art. 6 (1) (a) GDPR. We use reCaptcha solely to ensure the security of our websites, to protect ourselves from automated entries (such as bot attacks), and to ensure exclusively private, non-commercial use by human users.

You can find an option to revoke your consent in our privacy settings.

Google Tag Manager

Der Dienst Google Tag Manager ist ein Organisationstool und ermöglicht es uns, Dienste zu steuern. Das Tool nutzt lediglich die IP-Adresse, um die Verbindung zum Server herzustellen und technisch funktionieren zu können. Ansonsten werden mit dem Tool selbst keine personenbezogenen Daten verarbeitet. Der Tag Manager sorgt dafür, dass andere Dienste nur

dann ausgeführt werden, wenn die im Tag Manager festgelegten Bedingungen (Tags) dafür erfüllt sind. So stellen wir sicher, dass beispielsweise einwilligungspflichtige Tools erst nach Ihrer Einwilligung geladen werden. Der Tag Manager greift nicht auf die durch die Tools verarbeiteten Daten zu.

Rechtsgrundlage für die vorgenannten Datenverarbeitungsvorgänge ist unser berechtigtes Interesse gemäß Art. 6 Abs. 1 S. 1 lit. f) DSGVO.

Consent management

Um Ihre datenschutzrechtliche Einwilligung einholen und speichern zu können, verwenden wir die Consent Management Plattform von Sourcepoint (Sourcepoint Technologies, Inc., 228 Park Avenue South, #87903, New York, NY 10003-1502, United States). Diese setzt unbedingt erforderliche Cookies, um den Consent-Status abfragen und damit entsprechende Inhalte ausspielen zu können.

Die Cookies werden gespeichert und spätestens nach 13 Monaten gelöscht.

Rechtsgrundlage für die vorgenannten Datenverarbeitungsvorgänge ist unser berechtigtes Interesse gemäß Art. 6 Abs. 1 S. 1 lit. f) DSGVO.

Shopify

Wir nutzen das Shopsystem des Dienstleisters Shopify International Limited, Victoria Buildings, 2. Etage, 1-2 Haddington Road, Dublin 4, D04 XN32, Irland („Shopify“), zum Zwecke des Hostings und der Darstellung des Online-Shops auf Basis einer Verarbeitung in unserem Auftrag. Sämtliche auf unserer Website erhobenen Daten werden auf den Servern von Shopify verarbeitet. Im Rahmen der vorgenannten Leistungen von Shopify können Daten auch im Rahmen einer weiteren Verarbeitung im Auftrag an die Shopify Inc., 150 Elgin St, Ottawa, ON K2P 1L4, Kanada, Shopify Data Processing (USA) Inc., Shopify Payments (USA) Inc. oder Shopify (USA) Inc. übermittelt werden. Für den Fall der Übermittlung von Daten an die Shopify Inc. in Kanada ist durch Angemessenheitsbeschluss der Europäischen Kommission das angemessene Datenschutzniveau gewährleistet. Weitere Hinweise zum Datenschutz von Shopify erhalten Sie unter der nachstehenden Internetseite: <https://www.shopify.de/legal/datenschutz>

Google Analytics

Google Analytics

We use Google Analytics (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) to measure and analyze the use of our online offering on the basis of a pseudonymous user identification number. This identification number does not contain any unique data such as names or email addresses. It serves to assign analytics information to a device in order to determine which content users have accessed within one or more usage processes, which search terms they have used, whether they have accessed this content again, or how they have interacted with our online offering. The time and duration of use are also stored, as well as the sources of users who refer to our online offering and technical aspects of their end devices and browsers. In the process, pseudonymous profiles of users are created with information from the use of different devices, and cookies may be used.

Google Analytics does not log or store individual IP addresses for EU users. However, Analytics provides approximate geographic location data by deriving the following metadata from IP addresses: city (and the derived latitude and longitude of the city), continent, country, region, subcontinent (and ID-based counterparts). For EU traffic, IP address data is used exclusively for this derivation of geolocation data before it is immediately deleted. It is not logged, is not accessible, and is not used for any further purposes. When Google Analytics collects measurement data, all IP queries are carried out on EU-based servers before the traffic is forwarded to Analytics servers for processing. The retention period for the data is 14 months (this concerns data at user and event level). Aggregated data is anonymized and is not deleted.

Google is our processor, with whom we have concluded the agreements required for this purpose. We have also taken measures to ensure appropriate and adequate safeguards for the protection of personal data in the context of transfers to third countries by concluding EU standard contractual clauses and, where necessary, implementing additional measures to protect the rights of data subjects.

The legal basis for data processing is your consent in accordance with Art. 6 para. 1 lit. a) GDPR.

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When you request quotes

Ordering products

Wenn Sie eines unserer Angebote bestellen, benötigen wir bei Vertragsschluss Ihre Adress-, Kontakt- und Kommunikationsdaten sowie Ihre Bank- und gegebenenfalls Kreditkartendaten.

Die Verarbeitung der von Ihnen angegebenen persönlichen Daten ist zur ordnungsgemäßen Abwicklung des Vertragsverhältnisses erforderlich. Sie beruht auf Art. 6 Abs. 1 Buchstabe b DSGVO.

Die Daten werden gelöscht, sobald sie für die vorgenannten Zwecke nicht mehr erforderlich sind. Wir speichern Ihre personenbezogenen Daten jedoch, solange wir gesetzlich dazu verpflichtet sind, beispielsweise aufgrund von Aufbewahrungspflichten oder Verjährungsfristen noch nicht abgelaufener potenzieller Rechtsansprüche.

When we advertise our products

Direct marketing

We also use your contact data beyond contract-related use for advertising purposes. This is only done if you have expressly consented (Art. 6 para. 1 lit. a) GDPR) or on the basis of our legitimate interest in a personalised customer approach or direct advertising (Art. 6 para. 1 lit. f) GDPR), for

example for information about the same and similar products of our company (Section 7 para. 3 UWG).

If you no longer wish to receive advertising, you can withdraw your consent or object to advertising at any time.

The data processed by us will be deleted as soon as they are no longer required for their intended purpose, you have objected to the advertising and the deletion does not conflict with any statutory retention requirements.

- by clicking on the unsubscribe link at the end of the email
- by email to datenschutz@mi-connect.de
- in writing to verlag moderne industrie GmbH, Leserservice, Justus-von-Liebig-Str. 1, 86899 Landsberg (please provide the email address or telephone number and the name used for registration).

Newsletter

You receive newsletters from us only if you have explicitly subscribed to them by providing your name and email address. The email address provided is verified by means of a confirmation email (“double opt-in procedure”). We process these personal data on the basis of your consent pursuant to Article 6 (1) (a) GDPR.

If you have given your consent, we analyse your clicks in newsletters using so-called tracking pixels, i.e. invisible image files. These are assigned to your email address and linked to a unique ID in order to clearly attribute clicks in the newsletter to you. The usage profile is intended to help tailor the newsletter offering to your interests. We record when you read newsletters and which links you click, and we use this to infer an interest profile.

You can unsubscribe from any newsletter at any time and withdraw your consent to its dispatch and analysis – however, you will then no longer receive the newsletter. For this purpose, an appropriate link is included in every newsletter.

Your data are deleted after you unsubscribe from the newsletter at the end of the year in which you cancelled your subscription.

Newsletter - Data processing in detail

Data	Purpose of processing	Legal basis for processing	Storage period
E-mail address	Sending the newsletter	Consent	until cancellation
IP address for opt-in	Proof of double opt-in	Consent	until cancellation
Time of DOI verification	Proof of double opt-in In	Consent	until revocation
Salutation*	Direct address	Consent	until revocation
First name*	Direct address	Consent	until revocation
Last name*	Direct address	Consent	until revocation
Usage data	Further development and improvement of the service	Consent	until revocation
End devices	Correct delivery of the newsletter	Consent	until revocation

*Voluntary information

Your data are passed on to our service providers for newsletter management, who are contractually obliged by us not to use the data for their own purposes and not to disclose them to any third parties.

Marketing for own products

In order to show you advertisements for our own products, we use services provided by advertising partners or collaborate with advertising partners and ad networks (remarketing). These partners use cookies, pixels, or similar technical means to display and analyze advertisements.

Ads may be tailored to the individual user by, for example, using browser information regarding usage (such as pages visited, times of visit, and duration of visit). User-specific ads are also possible. In addition, analyses regarding reach or for billing purposes may be conducted in pseudonymized form. We have outlined the details regarding the services used, our partners, and the various options for opting out below.

This advertising is carried out with your consent (Art. 6(1)(a) GDPR).

Adjust

We use the usage evaluation and analytics technology Adjust.io from adjust GmbH, Saarbrücker Str. 36, 10405 Berlin. We collect data on interaction with our advertising media, installation data and event data relating to the website and use these for anonymised analyses. With this information, we measure the success of our marketing campaigns and use it for our own market research and optimisation.

The data are processed on the basis of your consent pursuant to Article 6 (1) sentence 1 (a) GDPR.

Your data are stored from the time of consent for a maximum of 25 months thereafter.

The Adjust service has been audited and certified with the ePrivacyseal (European Seal for your Privacy).

You can prevent the future collection and storage of data at any time by withdrawing your consent in the data protection settings in the footer of the website you are visiting.

Meta Platforms Conversion API

Within our online services, and on the basis of your consent pursuant to Article 6 (1) sentence 1 (a) GDPR for the purposes of analytics, optimisation, and the economic operation of our online services, we use the so-called “Meta Platforms Conversion API” of the social network Meta Platforms and Instagram, which is operated by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

We have taken measures to ensure appropriate and adequate safeguards for the protection of personal data, and have therefore concluded EU standard

contractual clauses with Meta Platforms and, where necessary, observe additional measures to protect data subjects' rights.

The "Meta Platforms Conversion API" is an interface to which conversion information can be sent server-side. By transferring data via the API, we want to ensure that our Meta Platforms and Instagram ads correspond to users' potential interests and do not appear intrusive. Furthermore, we can track the effectiveness of our Meta Platforms and Instagram advertising for internal performance measurement by seeing whether users were redirected to our website after clicking on a Meta Platforms or Instagram ad and possibly carried out an action (a so-called "conversion").

User data are generated, read, or sent at the following points:

User clicks on an SZ ad on Meta Platforms or Instagram

- Meta Platforms / Instagram registers the click
- The target URL (e.g. angebote.sueddeutsche.de) is supplemented with a click ID "fbclid" (a unique identifier via which Meta Platforms / Instagram can match information on the user, ad, campaign, etc.)

User reaches the target page (angebote.sueddeutsche.de/?fbclid=examplevalue123)

If consent has been given: the fbclid information is read from the URL and stored in a cookie ("szpay_fbclid", lifetime: 7 days).

If a user performs a specific action on the target page (e.g. completion of a subscription purchase), it is checked whether the fbclid cookie is present. Only if the cookie is present will the information be passed on to Meta Platforms.

We store the click ID for 7 days; after that we only see the total number of actions.

In addition to the information on the completed purchase, the following information is transmitted to Meta Platforms:

- promotion (e.g. SZ Plus Basic subscription, etc.) or product
- price of the promotion

The processing of the data by Meta Platforms takes place within the framework of Meta Platforms' Data Policy. General information on the display of Meta Platforms ads can be found in Meta Platforms' Data Policy:

<https://de-de.facebook.com/policy.php>.

Specific information and details about the “Meta Platforms Conversion API” and how it works can be found in Meta Platforms’ Help Centre:

<https://www.facebook.com/business/help/2041148702652965?id=818859032317965>.

Google Ads advertising and remarketing

To draw attention to our offers, we run ads on the Google Search Network and display banners on the Google Display Network (banners on third-party websites), and we use Google Ads and Analytics remarketing. We can combine ads with search terms or use custom ads to promote products and services that you have viewed on our site. With Ads remarketing lists, we can optimize search and display campaigns if you have previously visited our site.

For this interest-based advertising, Google analyzes your user behavior using cookies that are set when you click on ads or visit our websites. We and Google then receive information indicating that you clicked on an ad and were redirected to our site. Based on these analyses, we can identify which of the advertising measures we use are particularly effective and can optimize them accordingly.

The statistics provided to us by Google include the number of users who clicked on one of our ads and show which of our web pages you were redirected to. In addition, we can target you more effectively if you have already visited our website. We can also track which search terms resulted in particularly frequent ad clicks and which ads lead to actions such as purchasing a subscription.

Due to the marketing tools used, your browser automatically establishes a direct connection to Google’s server. We have no control over the scope and further use of the data collected by Google through the use of this tool and therefore provide you with the following information to the best of our knowledge: Through the integration of Google Ads, Google receives information that you have accessed the relevant section of our website or clicked on one of our ads. If you are registered with a Google service, Google may associate your visit with your account. Even if you are not registered with Google or are not logged in, it is possible that the provider may obtain and store your IP address.

You can find more information on this in the notes on website statistics and in [Google's](<https://policies.google.com/technologies/ads?hl=de> "Google Ads Privacy Policy") privacy policy.

You can prevent this practice by disabling cookies in your browser settings, opting out of specific types of ads in Google's ad settings, disabling interest-based ads on Google, or disabling cookies from ad providers using the relevant opt-out tool provided by the Network Advertising Initiative. We and Google will then only receive statistical information about how many users visited a page and when. This can only be prevented by using appropriate browser extensions.

The legal basis for the aforementioned data processing is Article 6(1)(a) of the GDPR.

Personalised product recommendations

We analyse the use of our website in order to provide you with personalised product recommendations and use the Web Extend technology of our service provider Emarsys (emarsys eMarketing Systems GmbH, Märzstrasse 1, 1150 Vienna) for this purpose. The data that we collect on the basis of your interactions on our websites, as well as historical and offline sales data, are synchronised with our Emarsys contact database. This enables us to see which email advertising has led to a purchase and to display revenue data, as well as to provide personalised product recommendations in real time on websites and in emails and to create customer lifecycle scoring.

If you have given us your consent for personalised online advertising, we create affinity models for products and generic recommendations (for example, the most viewed or best-selling products) using a cookie (scarab.visitor). As soon as you have registered and logged in, we can associate your usage behaviour with you as a registered user and enrich your contact data profile. For this purpose, we use either the hashed email address or an external ID. The same explicit identification takes place when you click on a link in an email sent to you. Using these identifications, we assign you to your existing contact in our database. This allows us to log each of your interactions with the website and synchronise them with the contact database, regardless of whether you are logged in or not.

If you are explicitly identified on multiple devices (you log in on a desktop and later click on an email link on a mobile device), the visitor cookies of both devices are linked to the same explicit identifier, and all future visits by the user on both devices are successfully identified and logged by the data collection scripts.

Your data are processed on the basis of your consent pursuant to Article 6 (1) (a) GDPR. Cookies set on the basis of consent are deleted no later than one year afterwards.

You can withdraw your consent at any time in the data protection settings in the footer of the website by generally refusing the creation and use of a personalised advertising profile or by revoking the use of Emarsys eMarketing Systems AG.

Competitions

For participation in prize draws, it may be necessary for you to

- register with us,
- provide your contact details,
- accept the terms and conditions of participation, and
- read the data protection notice.

For registration, we process, among other things, your email address and a password.

In the case of the awarding of (non-cash) prizes, additional personal data are required from the winners in particular after the end of the prize draw, such as their address, so that they can be notified in the event of a win and the prize can be delivered.

The collection and processing of personal data serve the purpose of carrying out the respective prize draw and quizzes and, where applicable, sending out prizes. The data are processed on the basis of your consent (Article 6 (1) sentence 1 (a) GDPR) and, for prize draws, pursuant to Article 6 (1) sentence 1 (b) GDPR. All data are stored for the purpose and duration of the prize draw and deleted after the end of the campaign, provided there are no statutory retention obligations.

Where applicable, your data are passed on to our prize draw service providers and sponsors in accordance with the terms and conditions of participation to which you have agreed, and are deleted as soon as they are no longer required.

Further details in connection with the respective prize draw can be found in the terms and conditions of participation.

You have the right to withdraw any consent you have given by contacting datenschutz@mi-connect.de.

Company presence in the social media

We maintain presences on “social media”. Where we have control over the processing of your data, we ensure that the applicable data protection provisions are complied with. Below you will find the most important information on data protection law with regard to our corporate profiles.

The controllers responsible for the corporate profiles within the meaning of the EU General Data Protection Regulation (GDPR) and other data protection regulations are, in addition to us:

- **Meta Platforms** (Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland); further information on data protection can be found [here](#).
- **X** (Twitter International Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland); further information on data protection can be found [here](#).
- **LinkedIn** (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland); further information on data protection can be found [here](#).
- **Xing** (New Work SE, Am Strandkai 1, 20457 Hamburg); further information on data protection can be found [here](#).

The processing of your personal data by us is based on our legitimate interests in effective information and communication pursuant to Article 6 (1) sentence 1 (f) GDPR.

As we do not have full access to your personal data, you should contact the providers of the social media platforms directly in order to exercise your

data subject rights, since they each have access to the personal data of their users and can take appropriate measures and provide information.

If you nevertheless require assistance, we will of course do our best to support you.

- **Meta-Plattformen** Optout
- **X** Optout
- **LinkedIn** Optout
- **Xing** Optout
- **Youtube/Google** Opt-out

When you contact us

Contacting us

When you contact us, we only collect personal data (e.g. name, e-mail address, telephone number) if you provide it to us voluntarily. This information is expressly provided on a voluntary basis. The purpose of processing your data is to process and respond to your enquiry. This is also our legitimate interest in data processing in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR.

In the case of a telephone enquiry, your data will also be processed by telephone applications and in some cases also via a voice dialogue system in order to support us in the distribution and processing of enquiries.

We will delete your data that we have received in the course of contacting you as soon as your request has been fully processed and no further communication with you is required or requested by you.

What else you should know

Controller

verlag moderne industrie GmbH

Justus-von-Liebig-Str. 1
D-86899 Landsberg

Data Protection Officer

atarax group of companies

Luitpold-Maier-Str. 7
D-91074 Herzogenaurach
Germany
Phone: 09132 79800
Email: swmh-datenschutz@atarax.de.

Contact for your data protection inquiry

Here you can submit your questions about data protection.

datenschutz@mi-connect.de

Joint controllers

We are joint controllers in the following cases.

Joint controllership in the industrial media network

The companies

- Hühlig Medien GmbH, Im Weiher 10, D-69121 Heidelberg, Germany
- Ultima Media Germany GmbH, Hultschiner Str. 8, D-81677 Munich, Germany, and
- verlag moderne industrie GmbH, mi connect, Justus-von-Liebig-Straße 1, D-86899 Landsberg, Germany

are jointly responsible for processing the following personal data

- Name
- Business or private contact details
- Position in the company
- Area of responsibility within the company
- Contact history.

for the following processing purposes

- Logins
- Webinars
- White papers
- Marketing and supporting companies with successful brand strategies,
- Advertising campaigns and
- Product marketing through access to high-caliber target groups in high-quality environments and successful, efficient communication.

Legal basis:

- Direct marketing by email, telephone, and post - The legal basis for this data processing is Art. 6 (1) (f) and Art. 6 (1) (a) GDPR. The legitimate interest in data processing lies in presenting the company, its products, and services for your information.
- Profiling for interest-based direct advertising - The legal basis for this data processing is Art. 6 (1) (a) GDPR.
- Creating a user account - The legal basis for this data processing is Art. 6 (1) (b) GDPR or Art. 6 (1) (a) GDPR.
- Webinars and white papers - The legal basis for this data processing is Art. 6 (1) (b) GDPR.
- Events - The legal basis for this data processing is Art. 6 (1) (b) GDPR.

We fulfill our data protection obligations as follows:

- The information required under Articles 13 and 14 GDPR is available in the respective privacy notices.
- The parties shall immediately inform each other of any legal positions asserted by data subjects. They shall provide each other with all information necessary to respond to requests for information.
- Data protection rights can be asserted against all controllers. Data subjects will generally receive information from the body to which their rights have been asserted.

Those responsible store the above-mentioned data until the purposes for which it was collected or otherwise processed no longer apply, or until objection or revocation, provided that no statutory retention periods prevent this. The objection is stored for a period of 3 years for evidence preservation purposes.

Joint controlling with Meta Platforms

When you visit our Meta Platforms fan page, we are jointly responsible with Meta Platforms for the processing of your personal data. Below we inform you about the associated data processing on our fan page, which does not affect Meta Platforms' terms of use:

Contact details of the controllers and joint controllership pursuant to Art. 26 GDPR

Joint controllers:

the entity responsible for this website (see the information about us mentioned at the beginning)

and

Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, D2 Dublin, Ireland

According to the European Court of Justice (ECJ), we are jointly responsible with Meta Platforms for the processing of your personal data.

Appearance on the Meta Platforms fan page

Scope of data collection and storage

Data	Purpose	Legal basis
User interactions (posts, likes, etc.)	User communication via social media	Art. 6 para. 1 a GDPR

Data	Purpose	Legal basis
Meta Platforms cookies	Target group advertising	Art. 6 para. 1 a GDPR
Demographic data (based on age, place of residence, language or gender information)	Target group advertising	Art. 6 para. 1 a GDPR
Statistical data on user interactions in aggregated form, i.e. without personal reference (e.g. page activities, page views, page previews, likes, recommendations, posts, videos, page subscriptions incl. origin, time of day)	Target group advertising	Art. 6 para. 1 a GDPR

The promotional use of your personal data is particularly important for Meta Platforms. We use the statistics function to find out more about the visitors to our fan page. Using this function enables us to customise our content to the respective target group. In this way, we also utilise demographic information on the age and origin of users, for example, although we are unable to make any personal reference here. In order to provide the social media service in the form of our Meta Platforms fan page and to use the Insight function, Meta Platforms generally stores cookies on the user's end device. These include session cookies, which are deleted when the browser is closed, and persistent cookies, which remain on the end device until they expire or are deleted by the user. As a user, you can use your browser settings to decide for yourself whether and which cookies you wish to allow, block or delete. You can find instructions for your browser here: [Internet Explorer](#), [Firefox](#), [Google Chrome](#), [Google Chrome mobile](#), [Microsoft Edge](#), [Safari](#), [Safari mobile](#) (links). Alternatively, you can also install so-called ad blockers, such as [Ghostery](#).

According to Meta Platforms, the cookies used by Meta Platforms are used for authentication, security, website and product integrity, advertising and measurement, website functions and services, performance, analysis and

research. Details of the cookies used by Meta Platforms (e.g. names of cookies, duration of function, content collected and purpose) can be viewed [here](#) by following the links provided there. There you will also find the option of deactivating the cookies used by Meta Platforms. You can also change the settings for your advertising preferences there.

You can also object to the collection and storage of data through the use of the above-mentioned cookies by Meta Platforms at any time with effect for the future via [this opt-out link](#).

You can use the aforementioned link to manage your preferences regarding usage-based online advertising. If you object to usage-based online advertising with a specific provider using the preference manager, this only applies to the specific business data collection via the web browser you are currently using. Preference management is cookie-based. If you delete all browser cookies, the preferences you have set with the preference manager will also be removed.

Note on Meta Platforms Insights

We use the Meta Platforms Insights function for statistical analysis purposes. In this context, we receive anonymised data on the users of our Meta Platforms fan page. However, we use the filters provided by Facebook Meta Platforms to specify the categories of data according to which Meta Platforms provides anonymised statistics. Meta Platforms provides us with the following criteria or categories for analysing the activities of the website in anonymised form, provided that the corresponding information has been provided by the user or is collected by Meta Platforms:

- Age range
- Gender
- Place of residence (city and country)
- language
- Mobile or stationary page views (YouTube additionally individual device types)
- Interactions in the context of posts (e.g. reactions, comments, shares, clicks, views, video usage time)
- Time of use

This anonymised data is used to analyse user behaviour for statistical purposes so that we can better tailor our offers to the needs and interests of our audience.

We see our legitimate interest (Art. 6 para. 1 f GDPR) for data processing in the presentation of our company and our products and services for your information.

Disclosure and use of personal data

If you interact with Meta Platforms, Meta Platforms will of course also have access to your data.

Joint controlling with YouTube

We use the technical platform and services of YouTube, a Google company, with its principal place of business at Gordon House, Barrow Street, Dublin 4, Ireland. This means that if you are habitually resident in the European Economic Area or Switzerland, unless otherwise specified in any additional terms, you will be provided with the services of Google Ireland Limited ("Google"), a company incorporated and operated under the laws of Ireland.

In accordance with the [Google Privacy Policy](#), we assume that personal data, including its processing, will also be transferred to servers of Google LLC in the USA.

In its judgement in case C-210/16, the CJEU ruled that platform operators (in this case YouTube) and the operator of a channel located on the platform are jointly responsible for the data processing carried out via the respective channel. In this respect, platform operators and channel operators are to be regarded as joint controllers pursuant to Art. 26 GDPR.

Data processed by us

Your personal data is processed for the purpose of market observation and user communication, in particular by initiating and obtaining user feedback. We process the following access data for the aforementioned purposes:

Access source, region, age, gender, subscription status regarding YouTube channel, subscription source, playlist, device type, YouTube product, live/on demand, playback location, operating system, subtitles, language for video information, translations used, element type, info card type, info card, where was shared.

The above data processing can be legitimised in accordance with Art. 6 para. 1 lit. f GDPR and our "legitimate interest". We have pointed out the right to object in accordance with Art. 21 GDPR (see below). Our legitimate interest

lies in playing video content on YouTube with the widest possible reach. With the help of the data collected, the topics, design, length and playback time of the videos can be better tailored to user behaviour.

If you contact us directly as a YouTube user, for example via enquiries, comments and feedback, this contact and the communication of your details is expressly on a voluntary basis and with your consent (Art. 6 para. 1 sentence 1 lit. a) GDPR). We may forward your comments or reply to them or write comments that refer to your account. The data you freely publish and disseminate on our YouTube channel is thus included by us in our offering and made accessible to our followers and other users. In addition, we process the data that you voluntarily provide to us as part of a personal message, if necessary for the purpose of replying to the message.

Data processed by YouTube

Information about what data is processed by YouTube and for what purposes this data is used can be found in the [YouTube Privacy Policy](#). By using YouTube, your personal data will be collected, transferred, stored, disclosed and used by YouTube and transferred to, stored and used in the United States and any other country in which YouTube does business, regardless of your place of residence.

On the one hand, YouTube processes your voluntarily entered personal data such as your name and user name, email address, telephone number or the contacts in your address book when you upload or synchronise it. On the other hand, YouTube also analyses the content you share to determine which topics you are interested in, stores and processes confidential messages that you send directly to other users and can determine your location using GPS data, information on wireless networks or your IP address in order to send you advertising or other content. YouTube may use analysis tools such as Google Analytics for evaluation purposes. If tools of this type are used by YouTube for our channel, this is not done on our behalf. The data obtained during the analysis is also not made available to us. We can only view the information on access activities listed under point 1. This so-called "log data" can be the IP address, the browser type, the operating system, information about the previously accessed website and the pages you have accessed, your location, your mobile phone provider, the end device you are using (including device ID and application ID), the search terms you have used and cookie information.

You have the option of restricting the processing of your data in the settings of your YouTube account as well as information on these options at <https://support.google.com/accounts?hl=de#topic=3382296>. In addition, you can restrict YouTube's access to contact and calendar data, photos, location data, etc. on mobile devices (smartphones, tablet computers) in the settings options there. However, this depends on the operating system used.

You also have the option of requesting information via the YouTube privacy policy or the YouTube terms of use or via YouTube's community guidelines and security at:

<https://www.youtube.de/t/privacy>

<https://www.youtube.com/t/terms>

https://www.youtube.de/t/community_guidelines

Further information on YouTube's data protection can be found at

<https://www.youtube.com/?gl=DE&hl=de>

Your rights

- In accordance with Art. 15 GDPR, you have the right to request **information** about your personal data processed by us. In this context, you also have the right to receive a copy of your personal data processed by us in accordance with Art. 15 para. 3-4 GDPR.
- In accordance with Art. 16 GDPR, you can immediately request the **correction** of incorrect or the completion of your personal data stored by us.
- In accordance with Art. 17 GDPR, you can request the erasure of your personal data stored by us.
- In accordance with Art. 18 GDPR, you can request the **restriction of the processing** of your personal data.
- In accordance with Art. 20 GDPR, you can request to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format and you can request the **transfer** to another controller.
- In accordance with Art. 7 para. 3 GDPR, you can **revoke** your consent once given to us at any time. This means that the processing carried out on the basis of the consent prior to the revocation was lawful and has the consequence that we may no longer continue the data processing based on this consent in the future.

Right to object

If your personal data is processed on the basis of legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR or Art. 6 para. 1 sentence 1 lit. e) GDPR, you have the right to object to the processing of your personal data in accordance with Art. 21 GDPR. In the event of such an objection, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

In the case of direct marketing, you have the right to object at any time to the processing of personal data concerning you. If you object to processing for direct marketing purposes, the personal data will no longer be processed for these purposes.

Right to lodge a complaint with the supervisory authority

You have the right to lodge a complaint with a data protection supervisory authority against the processing of your personal data if you feel that your rights under the GDPR have been violated. As a rule, you can contact the supervisory authority of your usual place of residence, your workplace or our company headquarters.

Data protection information in the GTC

With this privacy policy, we fulfil the information obligations under the GDPR. Our General Terms and Conditions also contain data protection information. These explain in detail how your personal data, which we require to fulfil contracts and for the purpose of identity and credit checks, is processed.

Links to other websites

We link to websites of other providers or have integrated elements from them into our website. This data protection information does not apply to them - we have no influence on these sites and cannot check that others comply with the applicable data protection regulations.

Changes to the privacy policy

We reserve the right to change or adapt this privacy policy at any time in compliance with the applicable data protection regulations.