Privacy Policy

01.10.2026

When you use a service provided by Hüthig Medien GmbH, Hüthig Medien GmbH processes your personal data. With this privacy notice, we inform you how and why we process your data and how we ensure that it remains confidential and protected.

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?

- Inventory data (e.g., names, addresses)
- Contact details (e.g., email, phone numbers)
- Content data (e.g., entries in online forms)
- Payment data (e.g., bank details, invoices, payment history)
- Contract data (e.g., subject matter of the contract, term)
- Usage data (e.g., websites visited, interest in content, access times)
- Meta/communication data (e.g., device information, IP addresses, ID)

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?

Provision of the contents

- Cookies and similar technologies
- Technical provision and security
- Absolutely necessary technology
- Integration of external multimedia content (video, audio, map services, Twitter, Instagram, etc.)
- Registration and login
- Push messages

Product optimisation

- Further development of user-friendliness
- Usage analysis

- Surveys

Contract processing

- Booking events
- Online events

Communication

- Contact

Advertising for our own products

- Direct advertising
- Newsletter
- Marketing for our own products
- Personalised product recommendations
- Company presence on social media

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.

How we make our content available to you

Cookies and similar technologies

If cookies, device identifiers, or other personal data are stored or accessed on your device for processing purposes, this is done on one of the legal bases of Art. 6 GDPR.

In order to be able to provide the telemedia service you have expressly requested, we also take into account the provisions of Section 25 of the German Telecommunications Digital Services Data Protection Act (TDDDG), in particular the requirement under Section 25 (2) No. 2 TDDDG.

You can find an overview of the technologies used under Privacy settings.

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.

Technical provision and security

When our offer is used, we automatically employ essential technologies and process the following information:

- Information about the accessing device and the software used
- Date and time of access
- Websites from which the user accesses our website or which the user visits via our website
- IP address

The collection of these logs and their temporary storage and processing are necessary to ensure system security and integrity (in particular to ward off and defend against attempts at attack or damage) and are carried out in accordance with our legitimate interest (§ 25 (2) No. 2 TDDDG, Art. 6 (1) f GDPR).

The storage period for this log data is usually seven days; for reliable detection of AI bots, it is 30 days. From this point on, this specific server log data is anonymized based on our legitimate interest in statistical evaluation to assess AI bots and their impact on our content (Art. 6 (1) f GDPR).

Essential technology

The following tools and cookies are strictly necessary technologies, i.e., essential for providing our services as requested by the user.

The legal basis for the data processing described below is our legitimate interest pursuant to Art. 6 (1) (f) GDPR.

Paid content model

We have introduced a registration model for our online content, which means that the content on our websites and apps is only available to registered users. Our paid content model allows users to access selected content or a certain number of articles without first taking out a subscription (known as a metering model). After this, access to content is restricted and only granted in exchange for the provision of data. In addition, access to individual, exclusive “Plus” articles is only granted to subscribers.

Cookies are essential for this function, as otherwise readers would not be able to access all journalistic content.

If you have logged in via the Login, these reading permissions are linked to the personal data in your user account.

Piano Composer

Name	Purpose	Duration	Type
xbc	Control of the paid content model	2 years	Cookie
_tbc	Identification of the user's browser; contains encrypted browserId, userId, isNew flag	2 years	Cookie
_tac	Access token containing an encrypted	90 days	Cookie

Name	Purpose	Duration	Type
	payload with the current permissions; updated when a user's access status changes (login, conversion, expired access permissions, deletion of the cookie)		
_tae	Expiration timestamp for _tac; indicates when the _tac cookie was last updated.	2 years	Cookie
_tp-customVariables	During a payment: Redirection to and from a 3D Secure bank page	2 days	local storage
_tp-customVariables-expiration	During a payment: Redirection to and from a 3D Secure bank page	2 days	local storage

Google Tag Manager

The Google Tag Manager service is an organizational tool that enables us to control services. The tool only uses the IP address to establish a connection to the server and to function technically. Otherwise, no personal data is

processed by the tool itself. Tag Manager ensures that other services are only executed if the conditions (tags) specified in Tag Manager are met. This allows us to ensure, for example, that tools requiring consent are only loaded after you have given your consent. Tag Manager does not access the data processed by the tools.

Datawrapper

We use Datawrapper (Datawrapper GmbH, Raumerstraße 39, 10437 Berlin) to create interactive charts from statistics. We do not store any personal data and do not perform any tracking. The transfer of the IP address, which is used solely for the provision of the service, and a cookie are essential for embedding and display. This data is only required for the technical implementation of the embedding and is deleted from all systems after a maximum of 24 hours.

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.

Mouseflow

We use Mouseflow, a web analytics tool from Mouseflow ApS, Flaesketorvet 68, 1711 Copenhagen, Denmark, to record randomly selected individual visits (only with anonymized IP addresses). The data processing serves the purpose of analyzing this website and its visitors. This creates a log of mouse movements and clicks with the intention of randomly playing back individual website visits and deriving potential improvements for the website from this. The information is not personal and is not passed on. Processing is based on Art. 6 (1) (f) GDPR from the legitimate interest in direct customer communication and in the needs-based design of the website.

If you do not want to be recorded, you can deactivate this on all websites that use Mouseflow by clicking on the following link: www.mouseflow.de/opt-out/.

Consent management

To obtain, manage, and adjust your consent decisions, and to be able to document processing activities based on other legal grounds, we use the consent management platform provided by Usercentrics GmbH (Sendlinger Straße 7, 80331 Munich, Germany). This platform sets strictly necessary trackers in the browser's local storage in order to query the consent status and thus display the appropriate content.

- uc_user_interaction: Stores whether a decision regarding cookie preferences has already been made, i.e. whether there has been an interaction with the consent banner. This prevents the banner from being displayed again unnecessarily.
- uc_settings: Stores the configuration of the active CMP, including the controller's ID, the settings ID of the consent configuration, the language of the interface, the list of services included in the consent notice, and the version number of the CMP settings. This ensures that banners and policies are displayed correctly and consistently in the selected language.
- uc_ui_version: Stores the version ID of the active CMP in order to ensure consistent delivery of the CMP version, for example in banner variant tests.

The data are stored for a maximum of 13 months.

Registration

We want to offer you our content and services as conveniently as possible and provide you with a website that is tailored to you and your personal wishes and expectations. We therefore offer you the option of creating a free customer profile, which allows you to take advantage of a variety of personalized services (Art. 6 (1) (b) GDPR).

Your data will be deleted when you delete your user account or after two years of inactivity.

“Stay logged in” function

We use cookies based on our legitimate interest in providing a user-friendly service (Art. 6 (1) (f) GDPR) so that you do not have to log in again when you return to the website or app and so that we can automatically recognize you. The function is deleted after 30 days of inactivity. Once the “Stay logged in” function has expired, you will be asked to log in again.

Embeds

We use embeds, i.e., embedded content, to offer you interesting content. The respective embedding is carried out using a technical process known as framing. Framing involves simply inserting a provided HTML link into the code of a website to create a display frame on our pages, enabling the content stored on the servers of the third-party platform to be played.

This third-party content is displayed to you with your consent (Art. 6 (1) (a) GDPR).

Some of this content comes from social networks or other companies, including those in the USA. By integrating their content, cookies and similar technologies may be used by them and data may be transferred to them, including to the USA (e.g., your IP address, browser information, cookie ID, pixel ID, page accessed, date and time of access). Details on the integrated content of the individual networks or these companies, which is stored on their servers and for the provision of which your IP address is transmitted to these companies, as well as on the data processing carried out by these

companies, which may also include advertising purposes, can be found in the following lines.

- **Vimeo** Vimeo Inc., 555 West 18th Street, New York 10011, USA; further information on data protection can be found here.
- **YouTube** Further information on data protection can be found here.
- **Google Maps** For more information on data protection, please visit here.

Push notifications

You can sign up to receive our push notifications. We use the CleverPush service, operated by CleverPush UG (limited liability), Nagelsweg 22, 20097 Hamburg ("CleverPush"), to send our push notifications.

To sign up, you must confirm your browser's request to receive notifications. This process is documented and stored. This includes storing the time of registration and your browser ID or device ID. The collection of this data is necessary so that we can trace the processes in the event of misuse and therefore serves our legal protection.

In order to be able to display the push notifications to you, we process your browser ID and, in the case of mobile access, your device ID with your consent in accordance with Art. 6 (1) (a) GDPR.

We also evaluate the push notifications statistically to determine whether and when our push notifications were displayed and clicked on by you.

You can revoke your consent to the storage and use of your personal data for the purpose of receiving our push notifications and the statistical collection described above at any time with future effect. To revoke your consent, you can change the settings for receiving push notifications in your browser. If you use our push notifications on a desktop PC with the Windows operating system, you can also unsubscribe from our push notifications by right-clicking on the respective push notification in the settings that appear there. The unsubscription process is explained in detail at the following link: https://cleverpush.com/faq.

Your data will be deleted as soon as it is no longer required for the purpose for which it was collected. Your data will therefore be stored for as long as your subscription to our push notifications is active.

Contentpass

On our website, we offer you a service that provides ad-free and tracking-free access. This service is called contentpass and is provided by Content Pass GmbH, Wolfswerder 58, 14532 Kleinmachnow, Germany. When you sign up for the service, contentpass becomes your contractual partner. Further information about this service can be found at contentpass.net.

In order to display and offer this service on our website, contentpass processes your IP address on our behalf when you first visit our website. contentpass is responsible for registration and contract processing for contentpass and the associated data processing in accordance with the GDPR. We are solely responsible for processing your IP address. Processing is necessary for technical reasons in order to display and offer you the contentpass service. For further information regarding data processing at contentpass, please read the privacy policy there.

The basis for processing your IP address as part of our order processing with contentpass is our legitimate interest in offering you the opportunity to access our website free of advertising and tracking, and your legitimate interest in using our website with virtually no advertising or tracking. Art. 6 (1) (f) GDPR in conjunction with Section 25 (2) No. 2 TDDDG. In addition, we hereby fulfill the legal obligation to obtain legally compliant consent for data processing requiring consent Art. 6 (1) lit. c) GDPR in conjunction with Section 25 (2) No. 2 TDDDG.

Podcasts

We use the podcast hosting service **Podigee** provided by Podigee GmbH, Schlesische Straße 20, 10997 Berlin, Germany, to play podcasts. The podcasts are loaded by Podigee or transmitted via Podigee. Podigee processes IP addresses and device information on our behalf to enable podcast downloads/playback and to determine statistical data, such as the number of hits. This data is anonymized or pseudonymized before being stored in

the Podigee database, unless it is necessary for the provision of the podcasts. The Podigee player and the social media links used are purely links and do not set cookies or communicate with external services without user interaction.

The playback of podcasts and the associated counting of how often the podcast has been played is based on our legitimate interest pursuant to Art. 6 (1) (f) GDPR in the secure and efficient provision of these services.

We have contractually obliged Podigee not to use your data for its own purposes or to pass it on to others, and we regularly check compliance with data protection regulations.

Further information can be found in the Podigee privacy policy.

How we optimize our products

Further development of user-friendliness

We use cookies and tracking tools to optimize our digital offerings based on your usage. To do this, we measure the development of reach and the use of content and functions, and use A/B testing to determine which variants users prefer.

Usage analysis

We want to continuously develop and improve our products. To do this, we need to analyze usage. This serves to evaluate visitor traffic to our digital offerings and may include behavior, interests, or demographic information about visitors, such as age or gender, as pseudonymous values. With its help, we can see, for example, when our digital offerings are used most frequently or which functions are popular. This enables us to identify areas that need optimization.

In addition to usage analysis, we also use testing procedures to test different versions of our digital offerings or their components, for example, and to increase certain user actions or reactions if necessary.
For these purposes, profiles, i.e., data summarized for a usage process, are created and information is stored in a browser or on a terminal device and read from it. The information collected includes, in particular, websites visited and elements used there, as well as technical information such as the browser used, the computer system used, and information on usage times.

The IP addresses of users are also stored. We use an IP masking procedure (i.e., pseudonymization by shortening the IP address) for your protection. In general, no clear data of users (such as email addresses or names) is stored in the context of web analysis, A/B testing, and optimization, but rather pseudonyms, so that neither we nor the providers of the software used, who act as processors for us, know the actual identity of the users.

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 is used to assign analysis information to a terminal device in order to identify which content users have accessed within one or more usage processes, which search terms they have used, which they have accessed 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 terminal devices and browsers. Pseudonymous user profiles are created using information from the use of various devices, whereby cookies may be used. Google Analytics does not log or store individual IP addresses for EU users. However, Analytics provides rough geographical 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 data traffic, IP address data is used exclusively for this derivation of geolocation data before being deleted immediately. It is not logged, is not accessible, and is not used for any other purpose. When Google Analytics collects measurement data, all IP queries are performed on EU-based servers before the traffic is forwarded to Analytics servers for processing.

The data is stored for 14 months (applies to user-level and event-level data). Aggregated data is anonymized and is not deleted.

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

If you have consented to Google and linked your devices to your Google account, Google may be able to track your usage behavior across multiple devices ("Google Signals"). Google uses logins to the Google network for these statistics and thus performs cross-device tracking. Cross-device tracking is intended to enable different visits to a website to be assigned to a visitor, even if they access the content via different devices. With Signals, Google provides reports on cross-device user numbers and on different groups of users based on the different device combinations used. To do this, Google uses data from users who have enabled the "personalized advertising" option in their Google account settings. This means that interest-based advertising can also be displayed to you when you switch devices.

For more information on terms of use and data protection, please visit

- Terms of Use,
- Privacy Overview,
- Privacy Policy.

You can prevent the storage of cookies by adjusting your browser software settings accordingly; however, we would like to point out that in this case you may not be able to use all functions of this website to their full extent. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by downloading and installing the browser plug-in available under the following link: http://tools.google.com/dlpage/gaoptout?hl=de.

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

Participate in surveys

To find out how satisfied you are with our products, you can participate in our surveys. For each survey, you decide individually whether you want to participate and what information you want to give us.

To enable participants to interrupt a survey embedded in the website and continue it with the same browser, a session cookie is created when the survey participation starts. This also prevents the same survey from being displayed to you multiple times.

You can delete this cookie at any time in your browser's privacy settings. However, this will remove the option to continue a partially completed survey from the point where you left off and the protection against the survey being displayed again.

If personal data is collected in a survey, it will be deleted at the latest at the end of the year in which the survey and its evaluation were completed.

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

We use the online survey tool Happy Contests for our surveys. Information on data protection can be found here. All data is stored on the Happy Contests servers.

When you participate in events

Ordering tickets for events

When you purchase tickets for events, you must provide us with your address, contact, and communication details, as well as your credit card details, if applicable, when concluding the contract. We require this information to initiate or fulfill the contract, meaning that Art. 6 (1) (b) GDPR is the legal basis for this processing.

After termination of the contract, we will delete your data or block it, unless we are legally obliged to retain this data. Deletion usually takes place after ten years.

Payment processing Payone

We transfer your data (name, address, and, if applicable, date of birth) to infoscore Consumer Data GmbH ("ICD"), Rheinstr. 99, 76532 Baden-Baden, Germany, for the purpose of credit assessment, obtaining information for assessing the risk of payment default based on mathematical-statistical methods using address data, and verifying your address (deliverability check). 76532 Baden-Baden.

The legal basis for these transfers is Art. 6 (1) (f) GDPR, because only by transferring and checking the data can we assess whether payment obligations can be met, enabling us to carry out the contractual activities in a secure manner. Transfers based on these provisions may only be made if this is necessary to safeguard the legitimate interests of our company or third parties and does not outweigh the interests or fundamental rights and freedoms of the data subject requiring the protection of personal data.

Detailed information on ICD within the meaning of Art. 14 GDPR, i.e. information on the business purpose, the purposes of data storage, the data recipients, the right to self-disclosure, the right to erasure or rectification, etc., can be found at [this link](https://finance.arvato.com/icdinfoblatt "Data protection BS Payone").

Online or hybrid events

We use the tools listed below to offer our events, webinars, etc. online. Details on the data processed in this context can be found in the respective section.

Calendly

We use the Calendly tool (Calendly, LLC, BB&T, Tower 271 17th St NW, Atlanta, GA 30363) to arrange appointments for technical checks at digital events, among other things.

When using Calendly, various types of data are processed. The scope of the data also depends on the information you provide before or when responding to an appointment request for which we use Calendly.
The following personal data is subject to processing:

- Appointment data: A Calendly user, invitee, or third party may voluntarily provide Calendly with certain information. This may include names, email addresses and telephone numbers, email addresses of other people, the subject of the meeting, and any other information.
- Calendar information: For Calendly users, the duration and free/busy status of events in the calendar are checked.

Data processing is carried out in accordance with Art. 6 (1) (b) GDPR.

Your personal data processed in connection with responding to an appointment request via Calendly will not be disclosed to third parties unless it is intended for disclosure. The service provider Calendly necessarily obtains knowledge of the above-mentioned data to the extent that this is provided for in our data processing agreement with them. If you are registered as a user with Calendly, reports on your scheduling (duration and free/booked status) may be stored by Calendly.

Further information can be found in Calendly's privacy policy:
https://calendly.com/de/pages/privacy

Clickmeeting

We use the Clickmeeting tool (ClickMeeting Sp. z o.o., Arkonska 6/A4, 80-387 Gdansk, Poland) to conduct webinars or other events.

We log the chat content in order to optimize our webinars. To this end, we process the questions asked by webinar participants for follow-up purposes. You will also be notified that the webinar is being recorded.

The following personal data is subject to processing:

- User details: first name, last name, telephone number (optional), email address
- Meeting metadata: topic, description (optional), participant IP addresses, device/hardware information

- For cloud recordings (optional): MP4 of all video, audio, and presentations, M4A of all audio recordings, text file of all meeting chats, audio log file
- IM chat logs
- Telephony usage data (optional): call-in number, call-out number, country name, IP address, start and end time, host name, host email, MAC address of the device used
- Text, audio, and video data: You may have the option to use the chat, question, or survey functions in an "online meeting." The text entries you make there will be logged. To enable the display of video and the playback of audio, the data from the microphone of your end device and from any video camera of the end device will be processed for the duration of the meeting. You can switch off or mute the camera or microphone yourself at any time via ClickMeeting.
- Location data.

Data processing is carried out in accordance with Art. 6 (1) (b) GDPR; any recording will only take place with prior consent.

Your personal data processed in connection with your participation in our online events will not be disclosed to third parties unless it is specifically intended for disclosure. The service provider ClickMeeting necessarily obtains knowledge of the above-mentioned data to the extent provided for in our data processing agreement with them. If you are registered as a user with ClickMeeting, reports on online events (meeting metadata, telephone dial-in data, questions and answers in webinars, survey function in webinars) may be stored by ClickMeeting for up to one month.

Your personal data will be deleted at the latest at the end of the year in which the webinar and its evaluation were completed.

Doo

You can register for events on our website. When you register for and participate in an event, we process the data you provide during registration and collect during your participation in the respective event for the purpose of processing your registration and participation in the event.

The personal data processed during registration belongs to the following data categories:

- Name

- Address
- Email address
- Movement data at events (“session tracking”)
- Payment data (for paid events)
- Response behavior for invitee data
- Other data that is transferred to the event management platform or requested when registering for an event

The personal data processed on behalf of the client does not normally include any special categories of data, unless special categories of data are transferred to the event management platform or requested when registering for an event.

As part of the registration and participation in an event, we send information by post and/or email to the contact details you have provided. The legal basis for this is Art. 6 (1) lit. b GDPR, i.e. the fulfillment of the contract for participation in the respective event or the implementation of pre-contractual measures that are carried out at your request. We use the service provider doo GmbH, Hultschiner Str. 8, 81677 Munich, for the registration and management of events. Detailed information on data processing and data protection at doo can be found in doo's privacy policy at the following link: https://doo.net/de/about/datenschutzerklaerung.html

ExpoIP

We use the EXPO-IP tool (EXPO-IP GmbH, Robert-Bosch-Str. 7, 64293 Darmstadt) to conduct digital events and trade fairs. If we intend to record such an online event, we will inform you of this transparently in advance and – where required – ask for your consent.

Various types of data are processed when using EXPO-IP. The scope of the data also depends on which details you provide before or during participation in an online event.

The following personal data are subject to processing:

- Authentication data
- Usage data, e.g. log files (in particular names of users of IT systems or applications, IP addresses)
- Master data
- System access data

The data are processed on the basis of Article 6 (1) sentence 1 (b) GDPR. A recording of the online event will only take place if we have informed you of this in advance and you have consented to the recording. In this case, the legal basis is Article 6 (1) (a) GDPR.

Your personal data that are processed in connection with your participation in our online events are generally not passed on to third parties, unless they are specifically intended to be shared. The service provider EXPO-IP necessarily becomes aware of the aforementioned data to the extent that this is provided for under our data processing agreement with them. If you are registered with EXPO-IP as a user, reports on online events (meeting metadata, questions and answers in webinars, survey functions in webinars, chat histories) may be stored by EXPO-IP.

Your data are deleted as soon as they are no longer required for the purpose for which they were collected.

We have concluded a data processing agreement with EXPO-IP that complies with the requirements of Article 28 GDPR.

Further information can be found in the EXPO-IP privacy notice.

GoTo Webinar

We use the GoTo Webinar tool (GoTo Technologies Ireland Unlimited Company, Ireland) to conduct webinars and other events.

We log the chat content in order to improve our webinars. For this purpose, we process the questions submitted by webinar participants as part of the follow-up to the webinars. You will also be notified that the session is being recorded.

The following personal data are subject to processing:

- User information: first name, last name, telephone number (optional), email address
- Meeting metadata: topic, description (optional), participants' IP addresses, device / hardware information
- For cloud recordings (optional): MP4 files of all video, audio and presentations, M4A files of all audio recordings, text file of all in-meeting chats, audio log file
- IM chat logs

- Telephony usage data (optional): call-in number, call-out number, country name, IP address, start and end time, host name, host email address, MAC address of the device used
- Text, audio and video data: in an “online meeting” you may have the option to use the chat, Q&A or survey functions. The text entries you make there are logged. To enable the display of video and the playback of audio, data from the microphone of your end device and from any video camera of your end device are processed for the duration of the meeting. You can switch off or mute the camera or microphone yourself at any time via GoTo.
- Location data.

The data are processed on the basis of Article 6 (1) sentence 1 (b) GDPR.

Your personal data that are processed in connection with your participation in our online events are generally not passed on to third parties, unless they are specifically intended to be shared. The service provider GoTo necessarily becomes aware of the aforementioned data to the extent that this is provided for under our data processing agreement with them. If you are registered with GoTo as a user, reports on online events (meeting metadata, data relating to dial-in by telephone, questions and answers in webinars, survey functions in webinars) may be stored by GoTo for up to one month.

Your personal data are deleted no later than at the end of the year in which the webinar and its evaluation have been completed.

Hopin

We use the online event platform Hopin (Hopin Ltd, Seedcamp Office, 5 Bonhill Street, Shoreditch, London, England), operated via the website hopin.to, for the purpose of handling the registration process, organising, running and, where applicable, billing the event.

The following personal data are subject to processing:

- User details: first name, last name, telephone number (optional), email address, password (if SSO is not used), profile picture (optional), department (optional)
- Meeting metadata: topic, description (optional), participants’ IP addresses, device / hardware information

- For cloud recordings (optional): MP4 files of all video, audio and presentations, M4A files of all audio recordings, text file of all in-meeting chats, audio log file
- IM chat logs
- Telephony usage data (optional): call-in number, call-out number, country name, IP address, 911 address (registered service address), start and end time, host name, host email address, MAC address of the device used
- Text, audio and video data: in an “event” you may have the option of using the chat, Q&A or survey functions. Any text entries you make there will be processed in order to display them in the “event” and, where applicable, to log them. To enable the display of video and the playback of audio, data from the microphone of your end device and from any video camera of your end device will be processed for the duration of the event. You can switch off or mute the camera or microphone yourself at any time via the Zoom applications.

In these cases, we process your personal data on the basis of the consent you gave as part of registering to participate in an event (Article 6 (1) sentence 1 (a) GDPR) or on the basis of the event contract concluded with you (Article 6 (1) sentence 1 (b) GDPR).

We store your data until the event has been fully completed and settled and until no claims can be asserted under the participant contract, i.e. until the expiry of the limitation period. As a rule, the limitation period begins at the end of the event and expires after three years, starting on 31 December of the relevant year.

If you have given your consent, we store the data until you withdraw this consent, which you can do informally at any time with effect for the future. As a rule, however, we delete such data after a maximum of three years if there has been no further contact between us during this period.

The following data may be processed when using Hopin:

- Contact details: address, email address, telephone number
- Identity data: first name, last name, username, date of birth, gender and marital status
- Transaction data: product information and payments relating to other Hopin products and services
- Technical data: IP address, login data, browser type and version, browser plug-ins, hardware information, time zone, location,

operating system, start and end time
- Profile data: username and password
- Usage data: user behaviour

Hopin may also process your data in third countries. The transfer is based on the EU standard contractual clauses.

You can find Hopin's privacy policy here.

MS Teams

We use the "Microsoft Teams" tool to conduct conference calls, online meetings, video conferences, and/or web conferences (hereinafter: "online meetings").

"Microsoft Teams" is a service provided by Microsoft Corporation (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). If we intend to record online events, we will inform you of this transparently in advance and—where necessary—request your consent. You will also be notified of the recording in the Microsoft Teams app.

Note: When you access the "Microsoft Teams" website, the provider of "Microsoft Teams" is responsible for data processing. However, accessing the website is only necessary for using "Microsoft Teams" in order to download the software required to use "Microsoft Teams." If you do not want to or cannot use the "Microsoft Teams" app, you can also use "Microsoft Teams" via your browser. In this case, the service is also provided via the "Microsoft Teams" website.

Data

The scope of the data depends on what information you provide before or during your participation in an "online meeting." The following personal data is subject to processing:

- User information: e.g., display name, email address (if applicable), profile picture (optional), preferred language
- Meeting metadata: e.g., date, time, meeting ID, phone numbers, location
- Text, audio, and video data: You may have the option to use the chat feature during an "online meeting." In this regard, the text you enter is processed in order to display it during the "online meeting." To enable

video display and audio playback, data from your device's microphone and, if applicable, its video camera will be processed for the duration of the meeting. You can turn off or mute the camera or microphone yourself at any time via the "Microsoft Teams" application.

Chat content is logged when using Microsoft Teams. Files that users share in chats are stored in the OneDrive for Business account of the user who shared the file. Files that team members share in a channel are stored on the team's SharePoint site.

Legal Basis for Data Processing

To the extent that personal data of employees is processed, Section 26 of the German Federal Data Protection Act (BDSG) serves as the legal basis for data processing.

If, in connection with the use of "Microsoft Teams," personal data is not necessary for the establishment, performance, or termination of the employment relationship but is nonetheless an essential component of using "Microsoft Teams," then Article 6(1)(f) of the GDPR serves as the legal basis for data processing. In these cases, our interest lies in the effective conduct of "online meetings."

Furthermore, the legal basis for data processing in connection with the conduct of "online meetings" is Article 6(1)(b) of the GDPR.

Online meetings are recorded only if we have informed you of this in advance and you have consented to the recording. In this case, the legal basis is Article 6(1)(a) of the GDPR.

Retention Period

We generally delete personal data when there is no longer a need for further storage. A need may exist, in particular, if the data is still required to fulfill contractual obligations or to assess, grant, or defend against warranty and, where applicable, guarantee claims. In the case of statutory retention obligations, deletion will only be considered after the respective retention period has expired.

Data Disclosure

Personal data processed in connection with participation in "online meetings" is generally not disclosed to third parties, unless it is specifically

intended for disclosure. Please note that, as with in-person meetings, content from “online meetings” often serves precisely to communicate information to customers, prospective customers, or third parties and is therefore intended for disclosure.

Other Recipients

The provider of “Microsoft Teams” necessarily gains access to the aforementioned data to the extent provided for in our data processing agreement with “Microsoft Teams.” As a general rule, data is not processed outside the European Union (EU), as we have limited our data storage to data centers located within the European Union. However, we cannot rule out the possibility that data may be routed through Internet servers located outside the EU. This may be the case, in particular, if participants in an “online meeting” are located in a third country.

Data Transfer Outside the EU/EEA

Since Microsoft is headquartered in the United States, we have entered into a data processing agreement with Microsoft that complies with the requirements of Article 28 of the GDPR. An adequate level of data protection is guaranteed, on the one hand, by the adoption of the so-called EU Standard Contractual Clauses. As supplementary safeguards, we have also configured our system so that only data centers located in the EU, the EEA, or safe third countries—such as Canada or Japan—are used for conducting “online meetings.”

For more information, please see Microsoft’s privacy notice:
https://privacy.microsoft.com/de-de/privacystatement
https://www.microsoft.com/de-de/trust-center

The data is encrypted during transmission over the Internet and is therefore protected against unauthorized access by third parties.

Slido

We use the tool Slido (sli.do s.r.o., Vajnorská 100/A, 831 04 Bratislava, Slovakia (European Union)) to conduct surveys and Q&A sessions during digital events. If we intend to record online events, we will inform you of this transparently in advance and, where required, ask for your consent.

If it is necessary for the purpose of documenting the results of an online meeting, we will record the content. As a rule, however, this will not be the case.

Various types of data are processed when using Slido. The scope of the data also depends on which details you provide before or during participation in an online event at which we use Slido.
The following personal data are subject to processing:

- User information: user name (optional)
- Text data: you have the option to use the chat, Q&A, or survey functions. In this context, the text entries you make are processed in order to display them in the “online meeting” and, where applicable, to record them.

The data are processed on the basis of Article 6 (1) sentence 1 (b) GDPR.

Your personal data that are processed in connection with your participation in our online events are generally not passed on to third parties, unless they are specifically intended to be shared. The service provider Slido necessarily becomes aware of the aforementioned data to the extent that this is provided for under our data processing agreement with them. If you are registered with Slido as a user, reports on online events (meeting metadata, questions and answers during events, survey functions during events) may be stored by Slido.

For further information, please refer to Slido’s privacy notice:
https://www.sli.do/terms#privacy-policy

Wonder.me

We use the tool Wonder (Yotribe GmbH, Kommandantenstraße 77, 10117 Berlin, Germany) to conduct conference calls, online meetings, video conferences, webinars, or other events. If we intend to record online events, we will inform you of this transparently in advance and, where required, ask for your consent.

If it is necessary for the purpose of documenting the results of an online meeting, we will log the chat content. As a rule, however, this will not be the case.

In the case of webinars, we may also process the questions submitted by webinar participants for the purposes of recording and following up on the webinars. Various types of data are processed when using Wonder. The scope of the data also depends on which details you provide before or during participation in an online event.

The following personal data are subject to processing:

- User information: user name, profile picture, email address (optional)
- Room metadata: room name, description (optional), participants' IP addresses, device / hardware information
- IM chat logs
- Text, audio, and video data: in an "online meeting" you may have the option to use the chat, Q&A, or survey functions. In this context, the text entries you make are processed in order to display them in the "online meeting" and, where applicable, to record them. To enable the display of video and the playback of audio, data from the microphone of your end device and from any video camera of your end device are processed for the duration of the meeting. You can switch off or mute the camera or microphone yourself at any time via the Wonder applications
- Location data.

To participate in an online event or to enter the "meeting room", you must at least provide your name.
The data are processed on the basis of Article 6 (1) sentence 1 (b) GDPR.

We store your personal data in a form that permits identification only for as long as is necessary for the business purposes for which they were collected, or as required to comply with our legal obligations, resolve disputes, and enforce our agreements.

Your personal data that are processed in connection with your participation in our online events are generally not passed on to third parties, unless they are specifically intended to be shared. The service provider Wonder necessarily becomes aware of the aforementioned data to the extent that this is provided for under our data processing agreement with them. If you are registered with Wonder as a user, reports on online events (meeting metadata, questions and answers in webinars, survey functions in webinars, chat histories) may be stored by Wonder.
We have concluded a data processing agreement with Wonder that complies with the requirements of Article 28 GDPR.

For further information, please refer to Wonder's privacy notice.

Zoom

We use the Zoom tool (Zoom Video Communications, Inc., 55 Almaden Blvd, Suite 600, San Jose, California, USA) to conduct conference calls, online meetings, video conferences, webinars, or other events. If we intend to record online events, we will inform you of this transparently in advance and—where necessary—request your consent. You will also be notified that the event is being recorded within the Zoom app.

If necessary for the purpose of documenting the results of an online meeting, we will log the chat content. However, this will generally not be the case.

In the case of webinars, we may also process questions asked by webinar participants for the purposes of recording and following up on the webinar.

When using Zoom, various types of data are processed. The scope of the data also depends on what information you provide before or during your participation in an online event.

The following personal data is subject to processing:

- User information: First name, last name, phone number (optional), email address, password (if SSO is not used), profile picture (optional), department (optional)
- Meeting metadata: Topic, description (optional), participant IP addresses, device/hardware information
- For cloud recordings (optional): MP4 files of all video, audio, and presentations; M4A files of all audio recordings; text files of all meeting chats; audio log file
- IM chat logs
- Telephony usage data (optional): Incoming call number, outgoing call number, country name, IP address, 911 address (registered service address), start and end times, host name, host email, MAC address of the device used
- Text, audio, and video data: You may have the option to use the chat, question, or poll features during an "online meeting." In this regard, the text you enter is processed to display it in the "online meeting" and, if applicable, to log it. To enable video display and audio playback, data from your device's microphone and, if applicable, its video camera will

be processed for the duration of the meeting. You can disable or mute the camera or microphone yourself at any time via the Zoom application
- Location data.

To participate in an online event or enter the “meeting room,” you must at least provide your name.

Data processing is carried out in accordance with Article 6(1), sentence 1, letter b of the GDPR.

Your personal data processed in connection with your participation in our online events will generally not be disclosed to third parties, unless it is specifically intended for disclosure. The service provider Zoom necessarily gains access to the aforementioned data to the extent provided for in our data processing agreement with them. If you are registered as a user with Zoom, reports on online events (meeting metadata, dial-in data, questions and answers in webinars, and survey data from webinars) may be stored by Zoom for up to one month. Furthermore, Zoom reserves the right to share your data with third parties with your consent.

Since Zoom is headquartered in the U.S., we have entered into a data processing agreement with Zoom that complies with the requirements of Article 28 of the GDPR. An adequate level of data protection is guaranteed, in part, by the adoption of the so-called EU Standard Contractual Clauses. As supplementary safeguards, we have also configured Zoom so that only data centers located in the EU, the EEA, or safe third countries—such as Canada or Japan—are used for conducting “online meetings.”

For more information, please see Zoom’s privacy policy: https://zoom.us/de-de/privacy.html

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.

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@huethig-medien.de

- in writing to Hüthig Medien GmbH, Aboservice, Im Weiher 10, 69121 Heidelberg (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

Data	Purpose of processing	Legal basis for processing	Storage period
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.

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 third parties advertise their products with us

In order to refinance our digital services, we market our advertising space – via our marketing service providers, but also via third parties.

You can find an overview of these third parties and how they process your data and for which purposes in the data protection settings.

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

External marketing by third parties

When you access our digital offerings, you will also be shown content from third parties who use our advertising space to place adverts. We refinance our offering by displaying these adverts. If such content is loaded, this is done from the servers of the respective third-party providers. This always involves the transmission of certain data to the third-party providers, in many cases including personal data. In addition, cookies or similar technologies are used for most of the third-party services used to load the content.

In order to provide advertising that is relevant and tailored to current interests, an attempt is made to draw conclusions about current interests based on the website visit and surfing behaviour. This user data is used to

communicate advertising in the form of banners and other marketing methods - possibly based on the user's interests. For the purpose of retargeting (remarketing) of website visitors, as well as for the purpose of measuring success, cookies from third-party providers (so-called third-party cookies) are used and, if necessary, user profiles are created under a pseudonym. These can be analysed for advertising and monitoring purposes. It is not possible to draw direct conclusions about a person.

An overview of the third parties and how they process your data and for what purpose can be found in the privacy settings.

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

In this context, data may also be transferred to third countries outside the EU with your consent in accordance with Art. 49 para. 1 lit. a) GDPR.

The publisher uses the Transparency and Consent Framework of IAB Europe 2.2 to manage this type of advertising in compliance with data protection regulations. This framework of the Interactive Advertising Bureau Europe ("IAB Europe"), an industry association for online marketing, defines and monitors the data protection-compliant display of advertising.

Advertising via the IAB TCF

IAB Europe has defined the following purposes for the processing of data, including the personal data of users, in order to manage advertising in compliance with data protection regulations:

Saving or accessing information on a terminal device (Purpose 1)
Cookies, terminal device or similar online identifiers (e.g. login-based identifiers, randomly generated identifiers, network-based identifiers) may be stored on or read from your terminal device together with other information (e.g. browser type and browser information, language, screen size, supported technologies, etc.) in order to recognise it each time it accesses an app or a website. This is done for one or more of the processing purposes listed here.
Most of the processing purposes explained in this notice are based on the storage of or access to information on your device when you use an app or visit a website. For example, it may be necessary for a provider or website operator to store a cookie on your device when you first visit a website in order to recognise it on your next visits (by retrieving this cookie each time).

Use of reduced data to select adverts (Purpose 2)
Adverts presented to you on this service may be based on reduced data, such as the website or app you are currently using, your approximate location, your device type or the content you are interacting with (or have interacted with) (e.g. to limit the frequency of adverts displayed to you).

*Examples

- A car manufacturer wants to advertise its electric vehicles to environmentally conscious users who live in the city after hours. The advert is presented on a page with related content (e.g. an article about climate protection measures) after 6.30pm to users whose vague location suggests that they are in an urban area.
- A major manufacturer of watercolour paints wants to run an online advertising campaign for its latest watercolour range. The aim is to diversify the target audience to reach as many amateur and professional artists as possible and to avoid showing the advert alongside inappropriate content (e.g. articles about painting a house). The number of adverts you are presented with is determined and limited to avoid them being shown too often.

Creation of profiles for personalised advertising (Purpose 3)
Information about your activities on this service (such as completed forms, viewed content) may be stored and combined with other information about you (e.g. information from your previous activity on this service or other websites or apps) or similar users. This is then used to create or improve a profile about you (this may include, for example, possible interests and personal characteristics). Your profile may be used (including at a later date) to enable us to present you with adverts that are likely to be more relevant to you based on your potential interests.

*Examples

- For example, if you read several articles about the best bicycle accessories in the trade, this information can be used to create a profile about your interest in bicycle accessories. Such a profile can be used or improved at a later stage on the same or another website or app to show you adverts for a specific brand of bicycle accessories. If you are also looking at a configurator for a vehicle on a luxury car manufacturer's website, this information may be combined with your interest in bicycles to refine your profile and lead to the assumption that you are interested in luxury bicycle equipment.

- A clothing company wants to promote its new collection of high-quality baby clothes. It contacts an agency that has a network of high-income customers (e.g. high-end supermarkets) and asks the agency to create profiles of young parents or couples who can be assumed to be affluent and have recently had a baby, so that these can later be used to advertise in partner apps.

Use of profiles to select personalised advertising (Purpose 4)
Advertising displayed to you on this service may be based on your advertising profile. This advertising profile may include your activities (such as completed forms, viewed content) on this service or other websites or apps, possible interests and personal characteristics.

*Examples

- An online retailer wants to advertise a limited range of running shoes. They want to target adverts to users who have previously viewed running shoes in their mobile app. Tracking technologies could be used to recognise that you have previously used the mobile app to search for running shoes so that you are shown the relevant adverts in the app.
- A profile created for personalised advertising relating to a person who has searched for cycling accessories on a website may be used to present the relevant cycling accessories advertisement on another company's mobile app.

Creating profiles to personalise content (Purpose 5)
Information about your activities on this service (such as: completed forms, non-promotional content viewed) may be stored and combined with other information about you (such as your previous activity on this service or other websites or apps) or similar users.
This is then used to create or complete a profile about you (this may include, for example, possible interests and personal characteristics). Your profile may be used (including at a later date) to show you content that is likely to be more relevant to you based on your potential interests, for example by changing the order in which content is shown to you to make it even easier for you to find content that matches your interests.

*Examples

- You read several articles on a social media platform about how to build a tree house. This information can be added to a profile to record your

interest in content about outdoor activities and do-it-yourself instructions (with the aim of enabling the personalisation of content so that you are presented with more blog posts and articles about treehouses and wooden cabins in the future, for example).
- You watched three videos about space exploration on different TV apps. An independent news platform that you have not previously used creates a profile based on this usage behaviour and identifies space exploration as a topic of potential interest for future videos.

Use of profiles to select personalised content (Purpose 6)
Content presented to you on this service may be based on your personalised content profiles, which include your activities on this or other services (such as forms you submit, content you view), possible interests and personal characteristics, such as the changed order in which content is displayed to you, to make it even easier for you to find (non-advertising) content that matches your interests.

*Examples

- You read articles about vegetarian food on a social media platform and then use the cooking app of a company that is independent of the platform. The profile created about you on the social media platform is used to present you with vegetarian recipes on the home page of the cookery app.
- You have watched three rowing videos on various websites. When you use your TV app, a video sharing platform that is independent of the websites recommends five more rowing videos that may be of interest to you, based on a profile that was created about you when you watched the online videos on these websites.

Measurement of advertising performance (Purpose 7)
Information about which adverts are presented to you and how you interact with them can be used to determine how much an advert has appealed to you or other users and whether the objectives of the advertising campaign have been achieved. The information includes, for example, whether you have viewed an advert, whether you have clicked on it, whether it has encouraged you to buy a product or visit a website, etc. This information is helpful in determining the relevance of advertising campaigns.

*Examples

- You clicked on an advert on a website operator's website about a "Black Friday" discount from an online shop and bought a product. Your click is linked to this purchase. Your interaction and that of other users is measured to find out how many clicks on the advert led to a purchase.
- Sie gehören zu den wenigen, die in der App eines App-Betreibers auf eine Werbung, über einen Rabatt anlässlich eines besonderen Ereignisses (z.B. „internationaler Tag der Anerkennung“), eines Online-Geschenkeshops geklickt haben. Der App-Betreiber möchte Statistiken darüber erhalten, wie oft eine bestimmte Anzeige innerhalb der App, insbesondere die Anzeige zu einem besonderen Ereignis (z.B. „internationaler Tag der Anerkennung“) von Ihnen und anderen Benutzern angesehen oder angeklickt wurde, um dem App-Betreiber und seinen Partnern (wie Agenturen) zu helfen, die Anzeigenschaltung zu optimieren.

Measuring the performance of content (Purpose 8)
Information about what advertising is presented to you and how you interact with it can be used to determine whether (non-advertising) content has reached the intended target group and matched your interests, for example. This includes, for example, information about whether you have read a particular article, watched a particular video, listened to a particular podcast or looked at a particular product description, how much time you have spent on that service and the websites you have visited, and so on. This information helps to determine the relevance of (non-advertising) content that is displayed to you.

*Examples

- You have read a blog post about hiking in the mobile app of an app operator and tapped on a link to a recommended similar post. Your interactions are recorded to show that the first post about hiking was useful to you and that it successfully encouraged you to read the similar post. This information is measured to determine whether more posts about hiking should be created in the future and where they should be placed on the home screen of the mobile app.
- You were presented with a video about fashion trends, but you and several other users cancelled it after 30 seconds. This information will be used to evaluate the appropriate length of future fashion trend videos.

Analysing target groups through statistics or combinations of data from different sources (Purpose 9)
Based on the combination of data sets (such as user profiles, statistics, market research, analytics data), reports can be created about your interactions and those of other users with advertising or (non-advertising) content in order to identify common characteristics (e.g. to determine which target groups are receptive to an advertising campaign or to certain content).

*Examples

- The owner of an online bookstore wants to analyse how many visitors have visited his website without buying anything, or how many have visited the website to buy the latest celebrity biography of the month, as well as the average age of visitors and how many of them are male or female, broken down by category. Data about your navigation on the website and your personal characteristics is then used and combined with other such data to create these statistics.
- An advertiser wants to better understand the type of audience that interacts with their adverts. They commission a research organisation to compare the characteristics of users who have interacted with the ad with typical attributes of users of similar platforms across different devices. This comparison shows the advertiser that their target audience mainly accesses the advert via mobile devices and is likely to be between the ages of 45-60.

Development and improvement of offers (Purpose 10)
Information about your activities on this website, such as your interaction with adverts or content, can help to improve products and offers and to develop new products and offers based on user interactions, the type of target group, etc. This processing purpose does not include the development, supplementation or improvement of user profiles and identifiers. This processing purpose does not include the development, enhancement or improvement of user profiles and identifiers.

*Examples

- Information about your activities on this offer, such as your interaction with adverts or content, can help to improve products and offers and to develop new products and offers based on user interactions, the type of target group, etc. This processing purpose does not include the

development, enhancement or improvement of user profiles and identifiers.
- An advertiser is looking for a way to display adverts on a new type of device. It collects information about how users interact with this new type of device in order to determine whether it can develop a new mechanism for displaying adverts on this type of device.

Use of reduced data to select content (Purpose 11)
Content presented to you on this service may be based on reduced data, such as the website or app you are using, your approximate location, your device type or information about what content you interact (or have interacted) with (e.g. to limit how often you are shown a video or article).

*Examples

- A travel magazine has published an article on its website about the new online courses offered by a language school to improve the travelling experience abroad. The travel school's blog posts are inserted directly at the bottom of the page and selected based on your approximate location (e.g. blog posts with the syllabus for the course of a language that is not the language of your country).
- A mobile app for sports news has introduced a new section with articles about the latest football matches. Each article contains videos with highlights of the game hosted by an external streaming platform. If you fast-forward a video, this information can be used to play a shorter video afterwards.

Special processing purposes
The user has no choice for the following two special processing purposes, as these are absolutely necessary to provide the service.

- **Ensuring security, preventing and detecting fraud and troubleshooting:** Your data may be used to monitor and prevent unusual and potentially fraudulent activities (for example, regarding advertising, advertising clicks by bots) and to ensure that systems and processes function properly and securely. The data may also be used to resolve problems that you, the website or app operator or the advertiser may have in delivering content and adverts and in your interaction with them.
  Example
  An advertising intermediary delivers adverts from different advertisers to its network of partner websites and apps. The

advertising intermediary notices a sharp increase in clicks on adverts from a particular advertiser. He analyses the data regarding the source of the clicks and finds that 80% of the clicks are from bots and not humans.

- **Provision and display of advertising and content:** Certain information (such as IP address or device features) is used to ensure the technical compatibility of the content or advertising and to enable the transfer of the content or advertising to your device.
  Example
  When you click on a link in an article, you are usually redirected to another page or another part of the article. To this end, 1°) your browser sends a request to a server linked to the website, 2°) the server responds to the request ("here is the article you requested") using technical information contained by default in the request sent by your terminal in order to properly display the information/images that are part of the article you requested. Technically, such an exchange of information is necessary to provide the content that is displayed on your screen.
- **Store and transmit your data protection choices:** The choices you make in relation to the purposes and companies listed in this notice will be stored and made available to the companies concerned in the form of digital signals (e.g. a character string). Only in this way can both this service and the companies concerned respect the respective decisions.
  Example:
  If you visit a website and are given the choice of whether or not to consent to the use of profiles for personalised advertising, the decision you make will be stored and transmitted to the advertising providers concerned so that your decision is taken into account in the advertising presented to you.

Functions
For the following functions, personal data will be used for one or more of the above purposes if you consent to these purposes.

- Matching and combining data from different data sources:__
  Information about your activities on this service may be matched and combined with other information about you from different sources (e.g. your activities on another online service, your use of an in-store loyalty card or your responses to a survey) to support the purposes explained in this framework.

- Linking of different devices:__ To support the purposes set out in this framework, it may be determined whether it is likely that your device is connected to other devices belonging to you or your household (e.g. because you are logged into the same service on both your mobile phone and your computer or because you use the same internet connection on both devices).
- **Identification of end devices based on automatically transmitted information:** Your end device can be distinguished to support the purposes explained in this framework using information that it automatically transmits when accessing the Internet (e.g. the IP address of your Internet connection or the type of browser you use).

Special functions
For the following special functions, personal data will be used for one or more of the above-mentioned purposes, provided that you consent to these purposes.

- **Use of precise geographical data:** With your consent, your precise location (within a radius of less than 500 metres) may be used to support the above purposes.
- **Active scanning of device characteristics for identification:** With your consent, certain characteristics of your device may be queried and used to distinguish it from other devices (e.g. the fonts or plugins installed, the resolution of your screen) to support the above purposes.

Scalooper ABM-Campaign Targeting

Our online offering uses services provided by MBmedien Group GmbH ("MBmedien"). When a connection is established to MBmedien's servers, the standard information is transmitted, namely: the website visited including URL and path, date and time of access, time zone difference to Greenwich Mean Time (GMT), content of the request for the specific page, access status / HTTP status code, volume of data transmitted in each case, the website from which you arrived at this website, the browser type used, language and version of the browser software, the operating system and user interface used, and the IP address used. The transmission takes place exclusively to servers within the EU. MBmedien compares the transmitted data with its own database of non-personal IP addresses. As a result of this comparison, personal data are discarded and not processed. The subsequent processing relates exclusively to non-personal information and serves to optimise the display of our website. The transfer of information to MBmedien serves to

safeguard our overriding legitimate interests in an optimised presentation of our online services within the framework of a balancing of interests pursuant to Article 6 (1) sentence 1 (f) GDPR.

Details of the data protection provisions of MBmedien Group GmbH can be found here: https://mbmedien.group/datenschutz-dsgvo

What else you should know

Controller

Hüthig Medien GmbH

Im Weiher 10
D-69121 Heidelberg
Germany

Data Protection Officer

atarax group of companies

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

Kontakt für Ihre Datenschutzanfrage

Hier können Sie Ihre Fragen zum Datenschutz stellen.

datenschutz@huethig-medien.de

Joint controllers

We are joint controllers in the following cases.

Joint controllership in the industrial media network

The companies

- Hüthig 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
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 FacebMeta Platformsook 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.