

# Süddeutsche Zeitung

## Less advertising for digital subscribers

12.12.2024

When you use SZ services as a logged-in digital subscriber, you gain access to a more pleasant user experience, characterised by fewer advertisements and reduced data collection. In concrete terms, digital subscribers benefit from the following advantages:

### No data collection by unvetted third parties

By reducing advertising in this way, we ensure that the data we collect from digital subscribers are processed exclusively by us and by partners vetted by us. We require these partners to adhere to data minimisation in accordance with European data protection regulations. Data collection by our vetted advertising partners is therefore reduced to the necessary minimum, for example in order to carry out reach measurements and

quality improvements. Through these measures, we prevent unknown and unvetted third parties from creating individual profiles of our digital subscribers based on their usage behaviour and using them for their own purposes.

## Data minimisation in data collection

The limited collection of personal data, combined with the selective choice of advertising clients, significantly reduces data processing. As Süddeutsche Zeitung, we ensure that you as a subscriber automatically benefit from these advantages.

## You decide how we track

If you nevertheless wish to configure and customise your settings personally, you can do so at any time in our data protection settings – which can be found at the bottom of the website or in the app menu.