

DATA PRIVACY POLICY

Status: May 2020

We take the protection of the personal data of our users very seriously and adhere strictly to the rules of the data protection laws (including GDPR – General Data Protection Regulation and the BDSG – German Federal Data Protection Act). Accordingly, the data collected is protected to the best of our ability by technical and organisational measures in our IT security policy. Your data will not be passed on to third parties. Exceptions to this rule only apply in the event of a legal or statutory obligation or if you have expressly consented to or requested such a transfer.

This declaration is intended to give you an overview of how we guarantee this protection and what kind of data is collected for what purpose. Should you require further information or have any questions about the use of your data on these Internet pages which are not answered by this Data Privacy Policy, please contact us at any time. You will find our contact details in the [Legal Notice](#).

I. AUTOMATIC DATA PROCESSING

When you visit our website, information that your browser transmits to us is automatically stored in our server log files. These are:

- Browser type / version
- Operating system used
- Referrer URL (previously visited page)
- Host name of the accessing computer (IP address)
- Time of the server request

This data is technically not attributable to specific persons. A consolidation of this data with other data sources (e.g. possible registration data) is not carried out. Furthermore, the data is deleted after a statistical evaluation and is not kept as a single data record. The purpose of the temporary storage of the data at the beginning is to ensure the connection as well as accessibility and correct presentation of our website. The IP address and the technical data already mentioned are required to display the website, to avoid display problems for visitors and to correct error messages. The legal basis is the so-called legitimate interest, which has been verified in the context of the above-mentioned protective measures and in accordance with the European data protection requirements from Article 6(1) lit. f GDPR.

II. ANALYSIS & TRACKING

1. GOOGLE ANALYTICS & Google Tag Manager

This website uses Google Analytics, a web analysis service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). In addition, the Google Tag Manager of the same company is used to centrally manage and categorise the various functions offered by Google. Google Analytics uses cookies to analyse our website with regard to your user behaviour. The information generated by cookies regarding the use of this website is transferred to a Google server in the USA and stored there. However, your IP address is shortened before the usage statistics are evaluated, so that no conclusions can be drawn about your identity. For this purpose, Google Analytics has been extended on our website by the code "anonymizelp" to ensure anonymous recording of IP addresses.

Google uses the information gained from the cookies to evaluate your use of the website, to compile reports on website activities for the website operator and to provide further services associated with website and internet use. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

You can configure your browser to reject cookies as shown below, or you can prevent the collection of data generated by the cookie and related to your use of this website (including your IP address) and the processing of this data by Google by downloading and installing the browser plugin. As an alternative to the browser add-on or within browsers on mobile devices, you can set an [opt-out-cookie](#) to prevent detection by Google Analytics in the future (the opt-out only works in the browser and only for this domain). If you delete your cookies in this browser, you will then need to click this link again. For more information about Google and data protection, please see the [overview of the privacy policy](#) and the privacy statement. In order to protect your data, we use the anonymisation procedure offered by Google, whereby a subsequent evaluation of the data is not based on your person, but only on a statistical basis. In addition, the high security standards of the Google platform and the associated data protection declaration of Google apply (<https://www.google.com/intl/de-DE/privacy>). We have also concluded a special data protection agreement with Google, which prescribes the protection of your data through technical and organisational protective measures. As Google is based in the USA and thus a so-called third country, further guarantees are required to ensure an adequate European level of data protection. Google has committed itself to common model contract clauses which are part of the common framework agreement and has provided evidence of a corresponding level of data protection (<https://www.google.de/policies/privacy/frameworks/>). The purpose of using Google Analytics is the anonymous analysis of your usage behaviour on our websites. The knowledge gained from this helps us to improve our offer. The legal basis is the so-called legitimate interest, which has been verified to pursue this purpose within the scope of the aforementioned protective measures and in accordance with the European data protection requirements from Article 6(1) lit. f GDPR.

2. Google Remarketing

The IZ Research website uses the remarketing function of Google Inc. ("Google"). This function is used to present visitors to the website with interest-related advertisements within the Google advertising network. The website visitor's browser stores so-called "cookies", text files that are stored on your computer and that make it possible to recognise the visitor when they visit websites that belong to the Google advertising network. These pages may then display ads to the visitor that relate to content that the visitor has previously viewed on websites that use Google's remarketing feature. According to its own statements, Google does not collect any personal data during this process. If you still do not wish to use Google's remarketing function, you can deactivate this function by changing the corresponding settings under <http://www.google.com/settings/ads>

Further information about Google Remarketing and Google's privacy policy can be found at: <http://www.google.com/privacy/ads>

3. Facebook Custom Audience

Our website uses a pixel from Facebook, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") to measure conversion. This process allows us to track the behaviour of site visitors after they have clicked on a Facebook advertisement to be directed to the provider's website. This allows the effectiveness of the Facebook Ads to be evaluated for statistical and market research purposes and to optimise future advertising measures. The Facebook pixel ensures that those visitors to our website are shown Facebook advertisements that fulfil certain characteristics (interest in certain products or news etc.). Facebook calls the grouping of users according to certain characteristics

"custom audiences". The advertising is to be shown on Facebook to potential interested parties and not to visitors who are unlikely to be interested in our product. Our Custom Audience consists of the function "Custom Audience through websites", i.e. the Facebook pixel compares visitors to our website with people on Facebook. So-called context data can be transmitted to Facebook, such as the forwarding URL and browser information with a user ID. This data is hashed or encrypted to ensure secure transmission.

The data collected is anonymous to us as operators of this website. We cannot draw any conclusions about the identity of the users. However, the data is stored and processed by Facebook so that a connection to the respective user profile - if a user account exists - is possible and Facebook can use the data for its own advertising purposes, in accordance with Facebook guidelines. This enables Facebook to place advertisements on Facebook pages as well as outside of Facebook. This use of the data cannot be influenced by us as a site operator. You will find further information on the protection of your privacy in the Facebook data protection information: <https://www.facebook.com/about/privacy/>. If you wish to revoke your consent to this data processing, you can deactivate the remarketing function "Custom Audiences" in the advertising settings section at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. You must be logged in to Facebook to do this. If you do not have a Facebook account, you can deactivate usage-based advertising from Facebook on the European Interactive Digital Advertising Alliance website: <http://www.youronlinechoices.com/de/prferenzmanagement/>.

4. ADITION

This website uses ADITION, an analysis service of ADITION TECHNOLOGIES AG, Düsseldorf, DE (www.adition.com), in order to control statistical data on the use of the web offer and to optimise the offer. The data is collected on a statistical and anonymous basis, so that no personal data is required. In terms of data protection-friendly settings, the anonymous analysis for statistical purposes can also be revoked with a so-called opt-out cookie: <https://www.adition.com/datenschutz-opted-out/>

The purpose of using Adition is the anonymous analysis of the advertising campaigns we run and the preparation of related reports. The knowledge gained from this helps to improve our offer. The legal basis is the so-called legitimate interest, which has been verified to pursue this purpose within the scope of the aforementioned protective measures and in accordance with the European data protection requirements from Article 6(1) lit. f GDPR.

5. IOAM / infonline / IVW

This website uses INFOnline, an analysis service of INFOnline GmbH, Bonn, DE (www.infonline.de) and Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V. (IVW), Berlin, DE. INFOnline and IVW serve to determine statistical parameters for the use of an Internet page and to determine anonymous user profiles for advertising media. Only anonymous measured values are collected. In terms of data protection-friendly settings, anonymous analysis for statistical purposes can also be revoked with a so-called opt-out cookie <https://optout.ioam.de>

The purpose of the measurement is to statistically evaluate the use of websites. The suitability and performance of an internet offer as an advertising medium is recorded. This information is used in market research and media planning. At no time are individual users identified. IP addresses are shortened before each processing, so that it is not possible to identify an individual website visitor. The legal basis is the so-called legitimate interest, which has been verified to pursue this purpose within the scope of the aforementioned protective measures and in accordance with the European data protection requirements from Article 6(1) lit. f GDPR.

6. Chartbeat

In addition, our website uses the web analysis service "Chartbeat" to optimise the content. Chartbeat, Inc. is located at 826 Broadway, 6th Floor, New York, NY 10003, USA. During your visit to our website, Chartbeat uses cookies to collect and evaluate certain usage data, which is transmitted by your browser. In addition, the IP address currently assigned to your device and, in some cases, a device-specific customer number is transmitted. This information is used solely for session recognition and geolocation (up to city level). We only receive statistical, aggregated data. We use this data for editorial control of the articles presented on the individual overview pages.

Privacy Policy: <https://chartbeat.com/privacy>

Opt-Out: <https://static.chartbeat.com/opt-out.html>

Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt00000004EA4AAM>

The purpose of using Chartbeat is to control the articles we provide on the respective overview pages for website visitors. The anonymous information gained from this helps to improve our offer. The legal basis is the so-called legitimate interest, which has been verified to pursue this purpose within the scope of the aforementioned protective measures and in accordance with the European data protection requirements from Article 6(1) lit. f GDPR.

III.

SERVICES SUBJECT TO REGISTRATION - NEWSLETTER ETC.

If you would like to use the offers and services offered on the website (personalised and/or subject to a charge), we may need further information from you in order to provide these services and for billing purposes.

This information/data will be used by us until revoked to customise our offers, for product information as well as for advertising and customer care.

This includes notably your name, your (valid) e-mail address as well as further information (address, telephone number, IP address, etc.), which enable us to check for misuse and to verify that you are the owner of the e-mail address provided or that the owner of the e-mail address agrees to receive the services in question, in order to provide the services requested by you accordingly and ultimately enable us to provide you with a correct invoice.

The entry of a valid e-mail address is required so that we can prevent improper registrations - for example for newsletters. Accordingly, we use the so-called double opt-in procedure, in which you will receive a so-called confirmation e-mail to confirm your registration after entering your e-mail address on our websites and must verify your e-mail address by clicking on a corresponding link.

The above-mentioned data are so-called personal data, i.e. data that can be used to determine your identity. In principle, however, it is possible for you to use our access-free Internet offer as such without having to disclose your identity in whole or in part.

Furthermore, you may voluntarily provide us with further data - beyond the data required for the provision of services, e.g. industry, occupational group, age, etc. - by filling in the appropriate form fields during registration/login. This data is used by us to tailor our offers to meet your needs, for product information for advertising purposes and also for customer care.

Your personal data will be used by Immobilien Zeitung Verlagsgesellschaft mbH and affiliated companies (including Heuer Dialog) and the dfv media group and will not be passed on to third parties. Access within the respective companies is only possible for an authorised group of employees and is limited to the data required to fulfil the respective task. Exceptions to this rule only apply if you have expressly consented to such a disclosure or wish to do so.

When ordering electronic documents free of charge, the consent of the purchaser shall be obtained separately in the ordering process in case of a possible transfer of data to the publisher of the document.

The download of electronic documents in the IZ Shop is generally only possible after successful registration. The data provided in the registration form in the IZ Shop, such as first and last name, e-mail address and any further personal and company data, are stored in the database system of Immobilien Zeitung and used for the purposes of market research, for the needs-oriented design of the publisher's own offers, for product information, for advertising and also for customer care. In addition, the information provided in the registration

form is passed on to the respective provider of the document and used for market research purposes and direct marketing. The purpose of the required data is to make the requested documents available via your user account, to enable the use of extended functions on the website and to provide you with the newsletter. You can unsubscribe at any time. In addition to your consent (Article 6(1) lit. a GDPR), the legal basis is the implementation and fulfilment of the contract (Article 6(1) lit. b GDPR).

IV. SOCIAL BOOKMARKS

Our website uses social plugins ("plugins") from the social network facebook.com, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The plugins can be recognised by one of the Facebook logos (white "f" on blue tile or a "thumbs up" sign) or are marked with the addition "Facebook Social Plugin". The list and appearance of the Facebook Social Plugins can be viewed here: <https://developers.facebook.com/plugins>.

If you visit a website of our online representation that contains such a plugin, your browser establishes a direct connection with the Facebook servers. The content of the plugin is transmitted by Facebook directly to your browser, which integrates it into the website. We therefore have no influence on the extent of the data that Facebook collects with the help of this plugin and therefore inform you according to our best knowledge.

By integrating the plugins, Facebook receives the information that you have visited the corresponding page of our website. If you are logged in to Facebook, Facebook can assign the visit to your Facebook account. If you interact with the plugins, for example by pressing the Like button or making a comment, the corresponding information is transmitted directly from your browser to Facebook and stored there. If you are not a member of Facebook, there is still the possibility that Facebook may find out your IP address and save it.

For the purpose and scope of data collection and the further processing and use of the data by Facebook, as well as your rights and setting options for the protection of your privacy, please refer to Facebook's privacy policy: <https://www.facebook.com/policy.php>.

If you are a member of Facebook and do not want Facebook to collect data about you via our website and link it with your data stored on Facebook, you must log out of Facebook before visiting our website. The purpose of the data transfer is to integrate the plugins so that our visitors can share content via popular social networks. The legal basis is the so-called legitimate interest, which has been verified to pursue this purpose within the scope of the aforementioned protective measures and in accordance with the European data protection requirements from Article 6(1) 1 lit. f GDPR.

V. COOKIES

1. Cookies

The Internet pages use so-called cookies in several places. These serve to make our offer more user-friendly, effective and secure. Cookies are small text files that are stored on your computer and saved by your browser. You may reject the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. Cookies do not damage your computer and do not contain viruses. Personal data is not stored by us in connection with cookies.

1.1. Management of your cookie settings

The following link opens a dialog that allows you to adjust and save your settings.
[Manage your cookie settings](#)

2. Web Bugs in "Premium Newsletters"

In certain premium newsletters, so-called web bugs (also known as counting pixels or clear gifs) are used to count the number of times the newsletter is accessed in order to prevent misuse/breach of contract and to be able to detect license violations. This is a 1x1 pixel, invisible graphic which is associated with the user ID of the respective newsletter subscriber and thus provides information about the number of times the respective user accesses the contents of the premium newsletter. This so-called newsletter tracking is used for the proper billing of the services concerned.

VI. OBJECTION OPTIONS

You can revoke the consent you have given us to store your personal data and use it to provide the respective services at any time. Please note that even after your objection to the use and/or storage of your data, we may still process your data for billing purposes to the extent necessary. In addition, your objection to any further use of your data will of course result in the fact that you may no longer be able to receive the services you have subscribed to (newsletter etc.) and that the provision of the respective service by us will be discontinued immediately. In this context, your personal data will be deleted immediately and no longer held in our database.

VII. YOUR RIGHTS

You can also contact us at any time if you have questions about your other rights in data protection or wish to assert one of your following rights:

- Right of withdrawal according to Article 7(3) GDPR (e.g. you can contact us as described above if you wish to revoke your consent to receive a newsletter)
- Right to information in accordance with Article 15 GDPR (e.g. you can contact us if you want to know what data we have stored about you)
- Amendment in accordance with Article 16 GDPR (e.g. you can contact us if your email address has changed and you would like us to replace the old email)
- Deletion in accordance with Article 17 GDPR (e.g. you can contact us if you want us to delete certain data that we have stored about you)
- Restriction of data processing in accordance with Article 18 GDPR (e.g. you can contact us if you do not want us to delete your email address, but only use it to send you emails that are absolutely necessary)
- Data transferability in accordance with Article 20 GDPR (e.g. you can contact us to obtain your data stored with us in a compressed form e.g. because you want to make the data available to another website)
- Objection in accordance with Article 21 GDPR (e.g. you can contact us if you do not agree with one of the advertising or analysis methods stated here)
- Right to complain to the relevant supervisory authority in accordance with Article 77(1) GDPR (e.g. you can also contact the data protection supervisory authority directly in the event of complaints)

RESPONSIBLE SUPERVISORY AUTHORITY:

Der Hessische Beauftragte für Datenschutz und Informationsfreiheit

(The Hessian Commissioner for Data Protection and Freedom of Information)
Postfach 3163
65021 Wiesbaden
Germany

**VIII.
YOUR FURTHER INFORMATION**

Your trust is of utmost importance to us. Therefore, we are always available to answer your questions regarding the processing of your personal data. If you have any questions which this data protection declaration could not answer or if you wish to receive more detailed information on a specific point, please contact us at any time at info@iz.de or by post. On request, we will of course be happy to answer your enquiries or requests for information in written form/by post for your extra security.

**IX.
AMENDMENTS AND AVAILABILITY**

Due to changes and adjustments of the offer, legal and statutory amendments and, if applicable, subsequently identified regulatory loopholes, changes to these data protection provisions may become necessary. We will inform you about such changes - if applicable - by email to your email address provided to us. Furthermore, you can view and print out this data privacy policy from any page of this website by clicking on the [Data Privacy Policy](#) link.

**X.
CONTACT DETAILS**

If you have any questions that this data protection declaration could not answer or if you would like more detailed information on a particular point, please feel free to contact us at any time. Please use the contact data provided in the [Legal Notice](#) or contact Mr Vittorio Loparco at datenschutzbeauftragter@iz.de.

**XI.
IMMOBILIEN ZEITUNG APP**

The data protection regulations for the Immobilien Zeitung app can be found [here](#).

**XII.
DATA PROTECTION FOR APPLICANTS**

If you use our career portal or respond to one of our job advertisements, we collect and process the personal applicant data for the purpose of the application process. Such processing may also be carried out electronically. This is particularly the case if an applicant submits relevant application documents electronically, for example by email or via a web form on the website to the persons responsible for the processing. If the persons responsible for handling the application conclude an employment contract with an applicant, the transmitted data will be stored for the purpose of handling the employment relationship in compliance with the statutory provisions. If a contract of employment is not concluded with the applicant, the application files will be automatically deleted two months after notification of the rejection decision, unless deletion is contrary to any other legitimate interests of the persons responsible for its processing. Other legitimate interests in this sense include, for example, a duty to provide evidence in proceedings under the General Law on Equal Treatment (AGG - Allgemeines Gleichbehandlungsgesetz).