

## PRIVACY POLICY<sup>1</sup>

We take the matter of protecting the personal data of our users very seriously and strictly adhere to the relevant provisions of national and European data protection legislation. Furthermore, all collected data is protected to the very best of our ability by the technological and organizational measures put in place in our IT security and privacy policies.

This statement provides you with an overview of the measures designed to assure such protection, together with an outline of the type of data collected and the purposes for which this is used.

### I.

#### NAME AND CONTACT DETAILS OF DATA CONTROLLER AND CONTACT DETAILS OF DATA PROTECTION OFFICER

Name and contact details of persons responsible for data protection: IZ Immobilien Zeitung Verlagsgesellschaft mbH, Luisenstr. 24, 65185 Wiesbaden, Germany.

If you have any questions which have not been answered by reading this privacy policy or if you would like to have more detailed information about a specific topic, please contact us at any time via [info@iz.de](mailto:info@iz.de) or send us a letter to the following address: IZ Immobilien Zeitung Verlagsgesellschaft mbH, Luisenstr. 24, 65185 Wiesbaden, Germany.

You can contact our data protection officer as follows: Deutscher Fachverlag GmbH, Datenschutz, Mainzer Landstraße 251, 60326 Frankfurt am Main, Germany or by e-mail to [datenschutzbeauftragter@iz.de](mailto:datenschutzbeauftragter@iz.de).

### II.

#### AUTOMATIC DATA PROCESSING ON THIS WEBSITE

When you visit our website, the information transferred to us by your browser is automatically stored in our server log files. This includes:

- IP-address of the accessing computer,
- time and date of the server request,
- browser type/ -version, \*
- operating system used, \*
- referrer URL (the website previously visited). \*

\*We will store this data only if your browser transmits it to us.

The server log files can be used for security purposes on the one hand, e.g. to avoid overloading the servers, and on the other hand to ensure the utilization of the servers and their stability. The temporary storage of the IP address by the system is furthermore necessary to enable delivery of the website to your computer altogether. The legal basis for the temporary storage of this data is Section 25 Para. 2 No. 2 TTDSG. The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected.

### III.

#### ESTABLISHING CONTACT

When contacting us (e.g. by contact form, email, telephone or via social media), we process your information for the purpose of processing the contact request and its handling. If you have given us your consent for this, the legal basis for the processing of this data is Art. 6 para. 1 lit. a GDPR. Otherwise, the legal basis for the processing of this data is Art. 6 para. 1 lit. f GDPR, in particular in the event that the data is transmitted to us by you by sending an e-mail. Insofar as you wish to work towards the conclusion of a contract by contacting us, Art. 6 para. 1 lit. b GDPR represents an additional legal basis.

If we provide a contact form on our website, the data you enter in the input mask will be transmitted to us and stored, e.g. name and e-mail address. The data is used exclusively to respond to your inquiries. This is also our legitimate interest in processing your personal data. Unless explicitly stated in the contact form, the data will not be passed on to third parties. In addition, we record your IP address at the time of sending.

Your information may also be temporarily stored in a customer relationship management system ("CRM system") or comparable inquiry organization.

Subject to legal retention periods, the data will be deleted as soon as we have finally processed your inquiry.

#### Services and service providers used:

- **HubSpot:** CRM; service provider: HubSpot, Inc, 25 First St., 2nd floor, Cambridge, Massachusetts 02141, USA; website: <https://www.hubspot.com/>; privacy policy: <https://legal.hubspot.com/privacy-policy>
- **mediaSuite:** CRM and ERP solution, service provider: frevel und fey Software Systeme GmbH, Dachauer Straße 9 a, 80335 Munich, Germany; website: [www.frevelundfey.de](http://www.frevelundfey.de); privacy policy: [www.frevelundfey.de/datenschutz](http://www.frevelundfey.de/datenschutz)

### IV.

#### SERVICES REQUIRING LOG-IN

##### 4.1 General Information

If you would like to access the (personalized and/or paid) content features and services offered on the website, we may require further information from you in order to provide this service and for billing purposes, if necessary.

Most notably, this shall include your name, your (valid) e-mail address, and further particulars (address, telephone number, etc.), which enables us, for example, to check that you are the owner of the e-mail address provided or that the owner thereof agrees to receive the relevant services, in order to be able to supply the desired services and, if applicable, in order to properly render accounts.

<sup>1</sup> The German version of this data privacy policy (<https://www.iz.de/datenschutz>) shall be solely authoritative; the English version is for information purposes only.

Entry of a valid e-mail address is required in order for us to prevent misuse of registration procedures - in the case of newsletters, for example. We therefore rely on the so-called "double opt-in" process, in which you, after entering your e-mail address on our websites, are sent a confirmation e-mail to act as authentication of your registration and in which you are required to verify your e-mail address by clicking a confirmation link. Additionally, you may, when signing up/logging in to our services, provide us with further information - going beyond that required for the rendering of the service (such as sector, occupational group, age, etc.) - on a voluntary basis by entering this in the appropriate fields or boxes.

The legal foundation for processing the data is Art. 6 para. 1 lit. a GDPR, provided you have given your consent. If the registration is required for contractual performance or for taking steps in the precontractual phase, the legal foundation for processing the data is Art. 6 para. 1 lit. b GDPR.

Data processing is furthermore done based on our legitimate interests in accordance with Art. 6 para. 1 lit. f GDPR to efficiently handle and process your orders, process any inquiries, align services more closely to the needs of users, for product information and advertising purposes, and also for customer relations purposes.

The data is deleted as soon as it is no longer required for achieving the purpose for its collection. Statutory or contractual requirements for storage of contract partners' personal data may be in effect also after contract expires. In such case, there is no right to delete the data; limitations on data processing may be in effect.

You can cancel the receipt of our newsletter at any time, i.e. revoke your consent or object to further receipt. You will find a link to cancel the newsletter either at the end of each newsletter or you can use one of the contact options listed above.

#### 4.2 Whitepaper

We provide whitepapers for download on this website. The provision of a whitepaper is associated with a high economic effort. Therefore, you can only obtain a whitepaper in return for providing various personal data in connection with an advertising consent. The specific types of data to be provided can be found in the registration form as well as the scope of the consent that you submit when downloading the corresponding whitepaper.

In this context we also process your data for advertising purposes. The legal basis for the processing of the data is Art. 6 para. 1 lit. a GDPR, if you have given your consent. The provision of your data is not required by law or contract. Failure to provide it means that you will not be able to download the whitepaper.

We may also transfer your data to advertising partners for use for advertising purposes. Please refer to the scope of the declaration of consent that you provide when registering for the webinar to find out whether and to whom such a transfer takes place.

The data will be deleted by us as soon as it is no longer required to achieve the purpose of its processing, but at the latest after revocation of your consent, unless there is a legitimate interest in its continued storage.

#### 4.3 Webinars

You have the option to register for webinars on our website. When you register for a webinar, we collect certain data to enable you to participate in the webinar.

The provision of a webinar is associated with a high economic effort. Therefore, you can only participate in a webinar in return for providing various personal data, possibly combined with an advertising consent. Please refer to the registration form for the specific types of data to be provided, as well as the scope of the declaration of consent that you provide when registering for the relevant webinar.

In this context, we also process your data for advertising purposes. The legal basis for the processing of the data is Art. 6 para. 1 lit. a GDPR if you have given your consent. The provision of your data is neither legally nor contractually required. Not providing it will result in you not being able to participate in the webinar.

We may also transfer your data to advertising partners for use for advertising purposes. Please refer to the scope of the declaration of consent that you provide when registering for the webinar to find out whether and to whom such a transfer takes place.

The data will be deleted by us as soon as it is no longer required to achieve the purpose of its processing, but at the latest after revocation of your consent, unless there is a legitimate interest in its continued storage.

#### Services and service providers used:

- **GoToWebinar:** Conference Software; LogMeIn, Inc., 333 Summer Street, Boston, MA 02210, USA, to record the registration and host the webinar; Website: <https://www.logmeininc.com/>; Privacy Policy: <https://www.logmeininc.com/legal/privacy>
- **Crowdcast:** Conference Software; Crowdcast Inc., 2323 Broadway Oakland, California 94612, USA, to record the registration and host the webinar; Website: <https://www.crowdcast.io/>; Privacy Policy: <https://www.crowdcast.io/privacy-policy>
- **wonder:** Conference Software; Yotribe GmbH, Kommandantenstraße 77, 10117 Berlin, for virtual interaction between participants; Website: <https://www.wonder.me/>; Privacy Policy: <https://www.wonder.me/privacy-policy>
- **Microsoft Teams:** Conference Software; Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399 USA; Website: <https://www.microsoft.com/de-de/microsoft-teams/group-chat-software>; Privacy Policy: <https://privacy.microsoft.com/de-de/privacystatement>

## V.

### IZ JOBS AND IZ RESEARCH

On our job portal "IZ Jobs" we offer you the possibility to use a large part of the services without login or registration, among others

- Job search
- Employer search
- Career news
- Study programmes
- Information on our digital and live career fairs.

In order to get access to individualized job mails, newsletters and an applicant profile, to become visible and contactable for companies registered at "IZ Jobs", it is necessary to create a user account.

Within our research toolkit for the real estate industry, "IZ Research", the landing pages and a demo version of the three individual tools are available without registration. For full access, however, registration is required.

As part of the registration process, you will be provided with the required mandatory data in the registration form. The data you provide (usually login information such as username, password as well as email address or similar) will be processed for purposes of providing the user account on the basis of contract performance and pre-contractual requests pursuant to Art. 6 para. 1 lit. b. GDPR.

We also store your IP address and the time of the respective user action when you use our registration and login functions as well as the user account for "IZ Jobs" and "IZ Research". The storage is based on our legitimate interests as well as those of the users in protection against misuse and other unauthorized use pursuant to Art. 6 para. 1 lit. f. GDPR.

## VI. ONLINE STORE

We operate an online store (e.g. for subscriptions and books) on our website. In the course of an order process, we process your data for the purpose of providing contractual services, billing, delivery of products and customer service.

### 6.1 Order process

When ordering our products in the "IZ Shop", we ask you to register free of charge and create a password-protected user account in which we store your data. This also serves the purpose of providing you with an easier, faster and more personalized purchase transaction when processing your order. For the creation of such a user account, we mandatorily require your first and last name, your valid e-mail address as well as your address and, if applicable, payment data. In your user account you can see and change your stored data at any time.

When concluding a subscription, you can also choose to place your order as a guest. If you order as a guest, you will have to enter your data in full each time you place an order. When ordering our subscriptions via guest access, we mandatorily collect your first and last name, your valid e-mail address as well as your address and, if applicable, payment data.

### 6.2 Purpose of processing, storage period

This data is processed for the purpose of identifying you as our contractual partner and for processing your order. The data processing is carried out in response to your order and is necessary for the stated purposes in accordance with Art. 6 para. 1 lit. b GDPR for the fulfillment of the order and the pre-contractual measures.

The personal data collected by us for the order will be stored until the expiry of the legal warranty obligation and then automatically deleted, unless we are obliged to store it for a longer period of time according to Art. 6 para. 1 lit. c GDPR due to tax and commercial law retention and documentation obligations or you have consented to a storage beyond this according to Art. 6 para. 1 lit. a GDPR.

Furthermore, during both ordering processes, you can voluntarily provide additional data (such as: company, telephone number, etc.) beyond that required for the provision of the order.

The data processing is also carried out on the basis of our legitimate economic interest pursuant to Art. 6 para. 1 lit. f GDPR for the purpose of ensuring a smooth and easy processing of your order, the efficient handling of any requests, for the needs-based design of our offers, for product information and for customer care.

## VII. TRACKING AND ANALYSIS TECHNOLOGIES

### 7.1 Cookies

Our website uses cookies. Cookies are text files that are stored in the Internet browser or by the Internet browser on the computer system. If you call up a website, a cookie may be stored on your operating system. This cookie contains a characteristic string of characters that enables the browser to uniquely identify you when you return to the website.

We use cookies to make our website more user-friendly. These cookies help make a website usable by enabling basic functions such as page navigation and access to secure areas of the website.

The legal basis for the use of technically necessary cookies is Section 25 Para. 2 No. 2 TTDSG. The purpose of the use in these cases is to simplify the use of websites for you. Some functions of our website cannot be offered without the use of cookies. For these, it is necessary that the browser is recognized even after a page change.

By changing the settings in your internet browser, you can deactivate or restrict the transmission of cookies. Cookies that have already been stored can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it may no longer be possible to use all functions of the website in their full scope.

### 7.2 Purposes and legal basis of the data processing for the following tools

We also use services on our website that enable an analysis of your surfing behavior. The legal basis for the processing of personal data by the services listed below is, if you have given us your consent, Section 25 Para. 1 Sentence 1 TTDSG. For some data processing, on the other hand, Section 25 Para. 2 No. 2 TTDSG is the legal basis. This serves the purpose of improving the quality of our website and its content. Through this, we learn how the website is used and can thus continuously optimize our offer. Please refer to the cookie settings on the website for the specific legal basis for the respective data processing. The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected.

You can change your privacy settings or revoke your consent at any time by clicking on the "Cookie settings" link in the footer of the website.

### 7.3 Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Analytics uses cookies to help the website analyze how users use the site. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States.

In case IP-anonymisation is activated on this website, your IP address will be truncated within the area of Member States of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases the whole IP address will be first transferred to a Google server in the USA and truncated there. The IP-anonymisation is active on this website.

Google will use this information on our behalf for the purpose of evaluating your use of the website, compiling reports on website activity for us and providing other services relating to website activity and internet usage.

Privacy Policy: <https://policies.google.com/privacy?hl=en>

Opt-Out: <https://tools.google.com/dlpage/gaoptout?hl=en>. You may also refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

### 7.4 Google Doubleclick

At our website, we use the online marketing service 'Doubleclick' provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. With this service, we can display ads in the Google advertising network, e.g. in the search results, in videos and at websites. These ads are displayed to you in real-time and are based on your potential interests. This enables us to more specifically present our ads in our online services. For this 'remarketing', Google will directly run a code and integrate invisible (re)marketing tags in the website directly when our website and others, at which the Google advertising network is installed, are visited.

(Re)marketing tags are invisible graphics or codes also called 'web beacons'. These are individual cookies stored in your device. They memorize which websites you visited, which contents interested you and which services you clicked. The cookie also registers technical information about your browser and operating system, referring websites, visiting period/time as well as other particulars of using our website.

Your IP address will also be registered. However, your IP address will be truncated within the European Union and the EEC. Only in exceptional cases will the entire IP address be first transferred to a Google server in the USA and truncated there. Google may also amalgamate the aforementioned information with similar information from other sources, so that personalized adverts may be displayed to you when visiting other websites on the basis of your potential interests.

Your data will be pseudonymized in the Google advertising network. Personal data such as e-mail addresses, company names or telephone numbers will not be stored. However, if you have explicitly consented to Google processing your data without pseudonymization, Google will be able to unambiguously identify you. The data collected by Google on your use of this website will be transmitted to a Google server in the USA and will be stored there.

Data privacy policy: <https://policies.google.com/privacy?hl=en>

Opt-Out: You have several options available to exclude participation in this online marketing procedure, however please note that if you do this you may not be able to use the full functionality of this website:

- a) by deactivating the cookies for conversion tracking, by setting your browser to block cookies from the [www.google.de/settings/ads](https://www.google.de/settings/ads) domain:
- b) via the link <http://www.aboutads.info/choices>
- c) by permanent deactivation in your browsers Firefox, Internet Explorer or Google Chrome through the link <https://support.google.com/ads/answer/7395996?hl=en>.

## 7.5 Google Maps

Our website uses Google Maps to display interactive maps. Google Maps is a map service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. By using Google Maps, information about the use of this website, including your IP address, may be transmitted to Google in the USA. When you call up a web page on our website that contains Google Maps, your browser establishes a direct connection with Google's servers. The map content is transmitted by Google directly to your browser, which then integrates it into the website.

Privacy policy: <https://policies.google.com/privacy?hl=en>

Opt-Out: If you do not agree with this processing of your data, you have the option of deactivating the Google Maps service and thus preventing the transfer of data to Google. To do this, you must deactivate the Java Script function in your browser. However, we would like to point out that in this case you will not be able to use Google Maps and possibly also other components, or only to a limited extent.

## 7.6 Google Fonts

We use "Google Fonts" on our website, a service provided by Google Ireland Limited, Gordon House, Barrow St, Dublin 4, Ireland. Google Fonts enables us to use external fonts. For this purpose, the required Google Font is loaded into the browser cache by your web browser when you call up our website. This is necessary so that your browser can display a visually improved representation of our texts. If your browser does not support this function, a standard font is used by your computer for display. The integration of these fonts is done by a request to a server, usually a Google server in the USA. This tells the server which of our websites you have visited. The IP address of your device is also stored by Google.

Further information on data protection can be found in Google's privacy policy: <https://policies.google.com/privacy?hl=en>

Opt-Out: You can set your browser so that the fonts are not loaded from Google servers (for example, by installing add-ons such as NoScript or Ghostery for Firefox). If your browser does not support Google Fonts or you disable access to Google servers, the text will be displayed in the system's default font.

Further information on Google Web Fonts can be found at <https://fonts.google.com/> or <https://developers.google.com/fonts/faq?hl=de-DE&csw=1>.

## 7.7 INFOnline

Our web page uses the measurement procedure ("SZMnG") provided by INFOnline GmbH (<https://www.INFOnline.de>) to measure statistical parameters relating to the use of our site. The reason for collecting these user metrics is to statistically measure the number of visits to our website, the number of visitors and their surfing behaviour using a standardised procedure to allow values to be collected that are comparable across the market.

For all sites that are members of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. [German Audit Bureau of Circulation] (IVW – <http://www.ivw.eu>) or that participate in online research carried out by the Arbeitsgemeinschaft Online-Forschung e.V. [German Online Research Working Group] (AGOF - <http://www.agof.de>), the user metrics will be processed further on a regular basis by the AGOF and the Working Group for Media Analysis (agma – <http://www.agma-mmc.de>) and will be published under the performance indicator "Unique User" as well as by the IVW with the performance indicators "Page Impression" and "Visits". This reach and statistics can be accessed on their respective web pages.

### 7.7.1 Legal Basis for Processing

The measurement by INFOnline GmbH using the SZMnG measurement procedure is carried out upon legitimate interest, under Art. 6 Para.1 lit. f) of the GDPR.

The purpose of processing personal data is to gain statistics and to create user categories. The statistics are used to understand and substantiate the use of our sites. The user categories form the basis for an interest-oriented alignment of advertising material and advertising measures. A usage measurement which guarantees comparability with competitors in the market is essential for the marketing of this web page. Our legitimate interest stems from the economic usability of our findings that we get from the statistics, user categories and the market value of our web page, as well as the direct comparison with third-party web pages, which can be determined from the statistics.

In addition, we have a legitimate interest in making the pseudonymised data of INFOnline, AGOF and IVW available for the purposes of market research (AGOF, agma) and for statistical purposes (INFOnline, IVW). Furthermore, we have a legitimate interest in providing INFOnline's pseudonymised data for the further development and provision of interest-oriented advertising material.

### 7.7.2 Types of Data

INFOnline GmbH collects the following data which, according to EU-GDPR, can be linked to a particular person:

- IP address: On the Internet, each device requires a unique address to transmit information: the IP address. Because of how the Internet functions, it is technically necessary for the IP address to be stored, at least for a short period. IP addresses are truncated to 1 byte before any processing. Further processing is only performed on anonymised IP addresses. No IP addresses that have not been truncated are saved or processed.
- A randomly generated Client ID: To allow computer systems to be recognised, the further processing uses either a third-party cookie, a first-party cookie, a local storage object or a signature that is compiled from diverse information from your browser that is transmitted automatically. This identification is explicit for a browser, as long as the cookie or local storage object is not deleted. It is possible to measure the data and to subsequently assign it to the respective client identifier by accessing other websites that also use the measuring method ("SZMnG") of INFOnline GmbH.

The validity of the cookie is restricted to a maximum of 1 year.

### 7.7.3 Data Use

INFOnline GmbH's measurement process, which is posted on this web page, determines usage data. This is done to collect the performance indicators of page impressions, visits and clients, and to provide additional performance indicators (e.g. qualified clients). In addition, the measured data is used as follows:

- Geolocalisation (web page access being linked to the access location) is performed exclusively on the basis of the anonymised IP addresses and only to the geographical level of federal state/region. The collected geographical information cannot, under any circumstances, be used to determine a user's specific place of residence.
- The usage data from a technical client (e.g. from a device's browser) are amalgamated from all web pages and saved in a database. This information is technically evaluated for age and gender and handed over to the AGOF service providers for further processing. In the course of the AGOF study, random samples for social characteristics are taken for technical evaluation, which are organised into the following categories: Age, Gender, Nationality, Occupation, Marital Status, General Household Information, Household Income, Place of Residence, Internet Use, Online Interests, Place of Use, Type of User.

#### 7.7.4 Data Storage Time

The full IP address will not be saved by INFOnline GmbH. The truncated IP address will be saved for a maximum of 60 days. The usage data in connection with the unique identifier is saved for a maximum of 6 months.

#### 7.7.5 Data Disclosure

Neither the IP address nor the truncated IP address will be disclosed. The data with client IDs will be disclosed to the following AGOF service providers for the creation of the AGOF study:

- Kantar Deutschland GmbH (<https://www.tns-infratest.com/>)
- Ankordata GmbH & Co. KG (<http://www.ankordata.de/homepage/>)
- Interrogare GmbH (<https://www.interrogare.de/>)

#### 7.7.6 Right to Object

If you would rather not take part in the measurement, you can opt out via the following link: <https://optout.ioam.de>.

In order to guarantee exclusion from the measurement, it is a technical requirement to set a cookie. Should you wish to delete your browser's cookies, you must go through the opt-out process using the above-mentioned link.

Further information on data protection in the measurement procedure can be found on the website of INFOnline GmbH (the company that operates the measurement procedure) (<https://www.infonline.de>), AGOF's web page concerning data protection (<http://www.agof.de/datenschutz>) and the IVW's data protection web page (<http://www.ivw.eu>).

#### 7.8 ADITION

At our website, we use the ADITION service provided by ADITION technologies AG, Oststrasse 55, 40211 Düsseldorf. ADITION technologies AG is associated to the virtual minds Gruppe (virtual minds Aktiengesellschaft, Ellen-Gottlieb-Strasse 16, 79106 Freiburg im Breisgau) and makes available to advertisement agencies and publishing companies a technology solution for automated data-based digital marketing across all channels from one central enterprise platform.

ADITION uses cookies to adjust and optimize the display of advertisement messages. This relates, for example, to maximum frequency of advertisement messages displayed to users and to preparation and refinement of reports on advertisement campaigns. The cookie is also used to place and display advertisement relevant to users. In singular cases, ADITION will use the cookie information for elicitation of statistical data.

By installing these cookies, ADITION will not collect data such as names, e-mail addresses or other personal particulars. All information is pseudonymized and contains technical data such as display frequency of advertisement messages, the used browser and the installed operating system. ADITION in all phases of data acquisition acts in strict adherence to German data-privacy legislature. All stored data is stored on servers based in Germany. Moreover, ADITION also meet all P3P requirements (Privacy Preferences Project).

You will find more information on data processing in the data privacy policy to be found at: [ADITION Data Privacy Statement](#).

Your Opt-Out-Option: please follow the link at <https://www.adition.com/en/privacy/>. Under 'III. 2. Right of objection' and then 'b) Advertising', you may place an Opt-Out-Cookie. Moreover, you may use the EDAA preference management to be found at the following link: <http://www.youronlinechoices.com/>.

The following service is integrated and/or used jointly with ADITION at our website:

The Adex GmbH. ADEX is made available by The Adex GmbH, Torstrasse 19, 10119 Berlin and is used among other things as tool for verification, ad fraud detection & viewability. This is a tool for measurement of advertisement visibility, assuring brand safety as well as prevention of invalid traffic. You may object to acquisition and/or evaluation of your data by this tool at <https://www.theadex.com/privacy-opt-out/>.

#### 7.9 ChartBeat

On our website, the web analysis tool "ChartBeat" of Chartbeat, Inc. from 826 Broadway, 6th Floor, New York, NY 10003, USA, is used for real-time evaluation and optimization of our offers. To analyze the use of the website, ChartBeat collects and evaluates certain usage data that your browser transmits. In order to collect this usage data, ChartBeat may use one or more cookies. In addition, the IP address assigned to your device at the relevant time and, in some cases, a device-specific customer number are transmitted. The IP address is required solely for the purpose of session identification and for geolocation (down to city level). We only receive statistical, aggregated data that is used for editorial control of the content and which does not allow any personal identification.

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

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

#### 7.10 YouTube

Videos from the "YouTube" platform of the provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, are embedded on our website.

We use the "extended data protection mode" option provided by YouTube. When you call up a page that has an embedded YouTube video, a connection is established to the YouTube servers. This tells the YouTube server which of our pages you have visited. According to YouTube's information, in "extended data protection mode" your data - in particular device-specific information including the IP address - is only transmitted to the YouTube server in the USA if you actively click on the video.

If you are logged in to YouTube at the same time, this information will be assigned to your YouTube member account. You can prevent this by logging out of your member account before visiting our website.

Data privacy policy: <https://policies.google.com/privacy?hl=en>

Opt-out: <https://adssettings.google.com/authenticated>

#### 7.11 Yieldlab

Yieldlab AG, Colonnaden 41, 20354 Hamburg, a provider of programmatic online advertising, uses cookies or similar technologies on our website to manage and optimize the display of target group-specific or user-oriented advertising materials. This concerns, for example, the maximum display frequency of advertisements that you see.

By setting cookies, Yieldlab does not store any personal data such as name, email addresses or other information by which you would be directly identifiable. Instead, the data processed is, for example, information about your internet connection, your browser, your device, the website/app you visit, your behavior on websites, furthermore information

about advertising materials and, if applicable, location information. Your IP address is used by Yieldlab in its unabbreviated form only to serve ads to your device. Otherwise, Yieldlab uses your IP address only in a highly shortened form that is no longer sufficient to directly identify you or your device.

Yieldlab does not retain personal information longer than is necessary for the purpose for which it was collected, unless Yieldlab is entitled or required by law to continue to retain it. Information that is not stored in connection with the cookie ID assigned to your device is regularly deleted by Yieldlab after three days. Third party cookies used by Yieldlab generally have a term of 30 days, after which time they and the data associated with them are deleted. If the cookie on your device is recognized again by Yieldlab within this period, the term is extended again by 30 days. The information associated with the cookie may be retained for up to 24 months. Such data that Yieldlab receives from a data management platform is deleted after 30 days, regardless of the cookie's duration.

Yieldlab is based in Germany and its servers are also located there. However, some of the partners and customers are located outside the European Union. If Yieldlab transfers your data to a partner or a customer that is based outside the European Union, Yieldlab will ensure that secure processing with an appropriate level of protection is also carried out in this case.

Privacy policy: <https://yieldlab.com/privacy-platform/>

Opt-out: <https://yieldlab.com/privacy-platform/>. This opt-out only applies to the particular device you are using and also loses its validity when you delete your cookies. In this regard, it should be noted that these choices do not mean that you will no longer be shown advertising. However, the advertising that continues to be displayed may be less relevant to you.

### 7.12 Piano

In the context of Digital Subscriptions, your personal data is processed by our service provider Piano Software Inc., One World Trade Center, Suite 46D, New York, NY 10007, USA ("Piano"). For the cooperation with Piano, the so-called EU standard contractual clauses have additionally been signed, which contractually regulate the transfer of personal data to processors in third countries.

Piano's software is used to restrict access to reading-restricted articles on our websites. In order to fully display certain content, a subscription is required, usually for a fee, which can be used to purchase a "digital reading right". The application of the "digital reading right" is controlled by Piano. Since these are person-bound reading rights, the processing of personal data (including IP address) is required.

The privacy policy of Piano Software Inc. can be found here: <https://piano.io/privacy-policy/>.

### 7.13 VG Wort

We use session cookies by the collecting society VG WORT, Untere Weidenstrasse 5, 81543 Munich in order to measure the number of times texts have been clicked and to assess copy probability. Session cookies are small data units which a content provider stores in the user memory of visiting computers. A randomly generated individual identification number, known as a session ID, is stored within the session cookie. The cookie also contains details as to origin and length of storage. Session cookies cannot store any other data.

Measurements are conducted by Kantar GmbH, Landsberger Strasse 284, 80687 Munich according to the "Scalable Centralized Measurement System" (Skalierbares Zentrales Messverfahren, SZM). They help to assess the copy probability of individual texts in order to determine the correct legal remuneration of authors and publishers. Many of our pages therefore contain JavaScript calls via which we report the number of clicks to the collecting society VG WORT. In this way, we enable our authors to participate in the distributions of VG Wort, which ensure the statutory remuneration for the use of copyrighted works in accordance with Section 53 of the German Act of Copyright and Related Rights (§ 53 UrhG). Our website and mobile offers thus use the Scalable Centralized Measurement System (SZM) of Kantar GmbH in order to derive the statistical parameters needed to calculate the copy probability of texts. Anonymous measured values are collected in the process. The access count measurement uses alternatively a session cookie or a signature, which is created from various automatically transmitted information of your browser, to recognize computer systems.

When IP addresses are captured, they are automatically shortened by three digits and encrypted one-way via a state-of-the-art encryption process. This process was developed in strict compliance with data protection regulations. The sole aim of the procedure is to determine the copy probability of individual texts. You will not receive any advertising via the system.

The legal basis for the processing of personal data within the scope of the above services is Section 25 Para. 2 No. 2 TTDSG. The sole purpose of the same is to calculate the royalties-relevant use of our websites so that VG Wort can pay distributions to the authors whose work appears on our webpages.

Privacy Policy of VG Wort: <https://www.vgwort.de/hilfsseiten/datenschutz.html>

Privacy Policy of Kantar GmbH: <https://www.kantardeutschland.de/datenschutz/>

Opt-Out: You can prevent the storage of cookies on your computer by adjusting the settings of your browser software; in this case you may not be able to use all the functions on this website. In addition you can use the preference management system of the EDAA via the following link: <http://www.youronlinechoices.com/>.

### 7.14 Vimeo

Plugins of the video portal Vimeo of Vimeo, Inc., 555 West 18th Street, New York, New York 10011, USA are integrated on our website. Each time you visit a page that offers one or more Vimeo video clips, a direct connection is established between your browser and a Vimeo server in the USA. In the process, information about your visit and your IP address are stored. Through interactions with the Vimeo plugins (e.g. clicking the start button), this information is also transmitted to Vimeo and stored there.

Privacy policy: <https://vimeo.com/privacy>

Opt-Out: You can prevent Vimeo from loading via your browser settings (disabling JavaScript and iFrames). If you have a Vimeo user account and do not want Vimeo to collect data about you via this website and link it to your membership data stored with Vimeo, you must log out of Vimeo before visiting this website.

### 7.15 Piwik PRO

We use the web analytics software PIWIK PRO Analytics Suite from Piwik PRO GmbH, Kurfürstendamm 21, 10719 Berlin ("Piwik PRO") on our website to analyze visitor flows and user behavior. Piwik PRO may use cookies, tags, IP addresses and so-called fingerprinting for this purpose. This may include the collection or processing of the following data:

- IP address (anonymized)
- user ID
- Date and time of the request
- Title or URL of the page visited
- URL of the previously visited page
- Screen resolution
- time zone
- files clicked and downloaded
- links leading to external websites that were clicked on
- page loading speed
- user's geographic data (country, region, city, approximate latitude and longitude)
- browser language
- user agent of the browser used
- randomly assigned unique visitor ID
- Time of a user's first visit
- Time of a user's previous visit

- number of visits of a user

We use Piwik PRO to analyze and regularly improve the use of our website. The statistics obtained allow us to improve our offer and make it more interesting for you as a user. The information collected by the cookies about the use of our website is stored on servers of Piwik PRO or service providers commissioned by them in the EU. The IP address is anonymized immediately after processing and before it is stored.

Privacy policy: <https://piwik.pro/privacy-policy/>

Opt-Out: You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

#### 7.16 Salesforce Marketing Cloud

We use the "Marketing Cloud", an automation and analysis software for email, mobile, social and online marketing, from salesforce.com Germany GmbH, Erika-Mann-Str. 31, 80636 Munich, Germany (parent company: Salesforce.com, Inc., Salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, CA 94105, USA).

We use the "Marketing Cloud" to process contact requests, for reach measurement (e.g. access statistics, recognition of returning visitors), for marketing and remarketing purposes, for conversion measurement (measurement of the effectiveness of marketing measures) and to create profiles with user-related information.

For this purpose, personal data is processed and stored on servers in the EU. This data may include, in particular, inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. entries in online forms), usage data (e.g. websites visited, interest in content, access times) and meta/communication data (e.g. device information, IP addresses).

Privacy policy: <https://www.salesforce.com/company/privacy/>

#### 7.17 Podcasts

In order to offer you our audio content to listen to or download, as well as to be able to statistically measure the requests of the audio content, we use hosting and analysis services of providers on this website, which may process your usage data (e.g. access times, referrer URL or similar) as well as meta data such as device information and IP addresses in this context.

#### Services and service providers used:

- **Apple Podcasts:** Music and podcast hosting; Service provider: Apple, One Apple Park Way, Cupertino, 95014 California, USA; website: <https://www.apple.com/apple-podcasts/>; privacy policy: <https://www.apple.com/privacy/>
- **Deezer:** music and podcast hosting; service provider: 24 rue de Calais, 75009 Paris, France, website: <https://www.deezer.com/de>, privacy policy: <https://www.deezer.com/legal/personal-datas>
- **Google Podcasts:** Music and podcast hosting; service provider: Google LLC, 1600 Amphitheatre Parkway, Mountain View, 94043 California, website: <https://podcasts.google.com/>, privacy policy: <https://policies.google.com/privacy?hl=de>
- **Spotify:** music and podcast hosting; service provider: Spotify AB, Regeringsgatan 19, SE-111 53 Stockholm, Sweden; website: <https://www.spotify.com/de/>; privacy policy: <https://www.spotify.com/de/legal/privacy-policy/>

### VIII. PROVISION OF E-PAPERS

For the provision of our e-papers we use a solution of Visiolink ApS, Børnholms Allé 20, 8260 Viby J, Denmark (hereinafter "Visiolink").

Insofar as content may only be accessed by authorized persons, Visiolink processes your access data in order to check your authorization (e.g. as a subscriber) and subsequently enable you to access the content. In doing so, your data is verified via a secure server connection and the user data is anonymized. The anonymized login information is stored together with a server log on servers in Denmark for a maximum of 30 days, after which it is deleted.

In order to improve your customer experience with the content embedded with Visiolink and the ads contained therein, Visiolink evaluates information about your use of the embedded content (e.g., individual pages viewed) to create reports for us about your use of the content. For this purpose, Visiolink uses Google Analytics. For more information on data processing by Google Analytics, please see the "Google Analytics" section of this Privacy Policy.

Furthermore, we assign a special identification feature to each reader of an e-paper in order to pursue the following legitimate interests:

- Improvement of our offer
- Protection against misuse
- Statistics and error analysis
- Identification of the actual number of readers

The legal basis for processing the data is Art. 6 para. 1 lit. a GDPR if you have given your consent. If the registration serves the fulfillment of a contract or the implementation of pre-contractual measures, the legal basis for the processing of the data is Art. 6 para. 1 lit. b GDPR. In addition, data processing is carried out on the basis of our legitimate economic interest pursuant to Art. 6 para. 1 lit. f GDPR for the purpose of ensuring the smooth provision of our services, the efficient handling of any queries, the needs-based design of our offers, for product information and for customer care.

The data is deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. Even after the end of the contract, there may be a contractual or legal requirement to store personal data of the contractual partner. In this case, there is no claim to deletion, but possibly to restriction of data processing.

A transfer of data occurs, among other things, if this is necessary for the execution of the contract or for the protection of legitimate interests, we commission companies (e.g. technical service providers) with the execution of corresponding services or we are legally obligated to do so (e.g. in the case of official inquiries).

Visiolink Privacy Policy: <https://www.visiolink.com/privacy-policy>

### IX. DATA PROCESSING WHEN USING OUR APPS

When using our apps, we process your data in order to provide the functionalities of our apps and to be able to monitor its security and further develop it.

If the processing of your data is necessary for the provision of the functionalities of the app, this serves the fulfillment of contractual obligations. If the provision of the functions requires your active authorization (e.g. by enabling device functions), this is also necessary for the fulfillment of contract to which the data subject is a party and pre-contractual enquiries. The legal basis is Art. 6 para. 1 lit. b GDPR or Section 25 Para. 2 No. 2 TTDSG. Your authorization for access to certain functions of the device used and to the data stored in the device may be necessary under certain circumstances for the use of the app and its functions. These authorizations can be granted by users and revoked by default in

the settings of the device used. The exact procedure for controlling app permissions depends on the device and the software. By changing the settings in your device (denial or revocation of the respective permissions), it may no longer be possible to fully use all functions of the app.

If you have expressly given us your consent to the processing of the data, the legal basis is Art. 6 para. 1 lit. a. GDPR or Section 25 Para. 1 Sentence 1 TTDSG.

In addition to inventory data (e.g. names, addresses), meta/communication data (e.g. device information, IP addresses), payment data (e.g. bank details, invoices, payment history), contractual data (e.g. subject matter of the contract, term, customer category) may also be processed.

For the purpose of analyzing the use and functionality of the app as well as storing your individual settings, a universal and unique identifier (UUID) is stored. This identifier is generated when this app is installed (but is not connected to the device), remains stored between the launch of the app as well as its updates and is deleted when you remove the app from your device.

Our app is downloaded from online platforms operated by other service providers (so-called "app stores"). Therefore, in addition to our privacy policy, we also refer to the privacy policies of the respective app stores. This applies in particular with regard to the procedures used in the app stores for reach measurement, interest-based marketing and, where applicable, payment obligations.

In addition to inventory data (e.g. names, addresses), payment data (e.g. bank details, invoices, payment history), contact data (e.g. e-mail, telephone numbers), contractual data (e.g. subject matter of contract, term, customer category), the operators of the app stores may also process usage data (e.g. web pages visited, interest in content, access times) and meta/communication data (e.g. device information, IP addresses) for the provision of contractual services and for customer service. The legal basis for this is the fulfillment of the contract and pre-contractual enquiries (Art. 6 para. 1 lit. b. GDPR) and, if applicable, legitimate interests (Art. 6 para. 1 lit. f. GDPR) and Section 25 Para. 2 No. 2 TTDSG.

#### Services and service providers used:

- **Apple App Store:** app and software sales platform; service provider: Apple Inc., Infinite Loop, Cupertino, CA 95014, USA; website: <https://www.apple.com/app-store/>; privacy policy: <https://www.apple.com/legal/privacy/en-ww/>
- **Google Play Store:** App and software sales platform; Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; website: <https://play.google.com/store/apps?hl=de>; privacy policy: <https://policies.google.com/privacy?hl=en-US>

## X. SURVEYS

We conduct surveys on our website. Personal data is only processed insofar as this is necessary for the provision and implementation of the surveys or you have consented to this. This data may include, in particular, inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. entries in forms), usage data (e.g. websites visited, access times) and meta/communication data (e.g. IP addresses). Please refer to the relevant survey forms for the specific types of data to be provided.

The legal basis for the processing of the data is Art. 6 para. 1 lit. a GDPR if you have given your consent. Furthermore, the data processing is based on our legitimate economic interest pursuant to Art. 6 para.1 lit. f GDPR for the purpose of conducting an objective survey. If the survey serves the fulfillment of a contract or the implementation of pre-contractual measures, the legal basis for the processing of the data is Art. 6 para. 1 lit. b GDPR.

#### Services and service providers used:

- **Typeform:** creation of forms and surveys; service provider: TYPEFORM SL, C/Bac de Roda, 163 (Local), 08018 - Barcelona, Spain; Website: <https://www.typeform.com/>; Privacy Policy: <https://admin.typeform.com/to/dwk6gt/>.

## XI. LINKS TO SOCIAL MEDIA

At our platform, we also provide you with the option to communicate our contents via social media. The following options are available:

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube

The virtual buttons with the social media icons are merely links to these external social media websites. Data acquisition / transmission will be done only after you have clicked the pertinent link and have opened the website at issue and/or have registered with the service at issue. The exchange of data between us and the respective service provider is restricted to the extent required for function of this communication channel.

## XII. RIGHTS OF THE DATA SUBJECT

As data subject, you have the following rights against us:

- Right of access, Art. 15 GDPR
- Right to rectification, Art. 16 GDPR
- Right to erasure, Art. 17 GDPR
- Right to restriction of processing, Art. 18 GDPR
- Right to data portability, Art. 20 GDPR
- Right to object, Art. 21 GDPR

If you have given us consent in accordance with art. 6 sec. 1 lit. a or art. 9 sec. 2 lit. a GDPR, you are entitled to revoke this at any time. However, such revocation will not have any effect on the lawfulness of the processing previously done on the basis of the consent up to the time of revocation.

In addition, you are also entitled to file complaints at the competent supervisory agency.

In singular instances, the disclosure of personal data may be required owing to statutory requirements (for example under tax-related laws) or contractual agreement or may be required for conclusion of contract. In such case, you are obligated to make the personal data available, as in other case it might not be possible to conclude contracts.



**XIII.  
CHANGES AND REFERENCE TO DATA PROTECTION POLICY**

Changes to this data protection policy might be required due to changes and adaptations of the services made available, due to statutory and legal amendments and reforms, as well as possible subsequent closures of legal voids. You may open and print the current data protection policy from any website of this Internet service by clicking the *Privacy Policy* link.