



Privacy Policy

27.08.2026

Wenn Sie ein Angebot der DATAKONTEXT GmbH nutzen, verarbeitet die DATAKONTEXT GmbH Ihre personenbezogenen Daten. Mit diesen Datenschutzhinweisen informieren wir Sie, wie und warum wir Ihre Daten verarbeiten und wie wir gewährleisten, dass sie vertraulich bleiben und geschützt sind.

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

Privacy policy for applications

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

Data protection at a glance

What data do we collect?

- 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?

Bereitstellung digitaler Angebote:

- Cookies und ähnliche Technologien
- technische Bereitstellung und Sicherheit
- Unbedingt erforderliche Technologie
- Video- und Livestreams
- Einbindung von Inhalten (Video, Audios, Kartendienste, Twitter, Instagram, etc.)

- Shop-Konto

Produktoptimierung:

- Weiterentwicklung der Nutzerfreundlichkeit
- Nutzungsanalyse

Vertragsabwicklung:

- Bestellen von Produkten
- Merkzettel
- Warenkorb

Kommunikation:

- Kontakt und Kommunikation

Werbung für unsere eigenen Produkte:

- Direktwerbung
- Newsletter
- Marketing für eigene Produkte
- Unternehmensauftritte in den Sozialen Medien

Do we share data?

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

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

Do we transfer data to third countries?

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

How do we secure the data?

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

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

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).

The legal basis for the aforementioned data processing is our legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. 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.

Cookie	Verarbeitungszweck	Rechtsgrundlage	Speicherdauer
BIGipServer	Hosting	Berechtigtes Interesse gemäß	Session

Cookie	Verarbeitungszweck	Rechtsgrundlage	Speicherdauer
		Art. 6 Abs. 1 lit. f) DSGVO	
_ _ csrf_token-1	Schutz vor CSRF-Angriffen (Cross-Site Request Forgery)	Berechtigtes Interesse gemäß Art. 6 Abs. 1 lit. f) DSGVO	Session
session-1	speichert Informationen über den Benutzer und seinen Warenkorb	Berechtigtes Interesse gemäß Art. 6 Abs. 1 lit. f) DSGVO	Session
x-ua-device	Erkennung des Endgeräts des Benutzers	Berechtigtes Interesse gemäß Art. 6 Abs. 1 lit. f) DSGVO	Session
checkoutmarker	Anzeige und Speicherung der Artikel, welche zum Warenkorb hinzugefügt wurden	Vertragsanbahnung oder Vertrag gemäß Art. 6 Abs. 1 lit. b) DSGVO; Berechtigtes Interesse gemäß Art. 6 Abs. 1 lit. f) DSGVO	24 Stunden

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.

Consent management

In order to obtain and store your consent under data protection law, we use the consent management platform from Sourcepoint (Sourcepoint Technologies, Inc., 228 Park Avenue South, #87903, New York, NY 10003-1502, United States). This platform uses strictly necessary cookies to query the consent status and thus display the corresponding content.

The data is stored for a maximum of 13 months.

Cookie	Purpose	Duration	Type
consentUUID	UniqueUserID to store the user's consent status	12 months	Cookie
_sp_su	Identification of users for sampling consent rates reporting	12 months	Cookie
_sp_user_consent	UniqueUserID to retrieve the user's consent status stored in our database if necessary	Unlimited	Local storage
_sp_local_state	Determines whether a user has seen the consent banner so that it is only shown once	unlimited	local storage
_sp_non_keyed_local_state	Information about the metadata and	unlimited	local storage

Cookie	Purpose	Duration	Type
	the user's UniqueUserID		

Video- und Livestreams

Auf unseren Seiten wird ein Player eingebunden, mit dem wir Videostreams und Livestreams direkt auf unserer Webseite darstellen.

Um die Anzahl der Player-Aufrufe messen zu können, setzen wir mit Ihrer Einwilligung einen Cookie. Dieser enthält eine Zufallszahl (im Bereich von 500.000 Möglichkeiten) und die Anzahl der Player-Aufrufe aus diesem Browser. Die Speicherdauer beträgt maximal 24 Stunden.

Für die Bereitstellung und Promotion von Livestreams unserer Events nutzen wir speziell gestaltete Landingpages. Diese Seiten sind optimiert, um eine hohe Benutzerfreundlichkeit zu gewährleisten und gleichzeitig die Privatsphäre der Nutzer zu schützen, indem Daten nur im erforderlichen Umfang verarbeitet werden. Hierzu verwenden wir einen unbedingt erforderlichen Session-Cookie (PHPSESSID).

Embeds

Wir setzen Embeds, also Einbettungen von Inhalten ein, um Ihnen Webinare anzubieten. Wir greifen dazu auf die technische Plattform und die Dienste von YouTube, einem Google Unternehmen, mit Hauptgeschäftssitz in Gordon House, Barrow Street, Dublin 4, Irland zurück. Das heißt, wenn Sie Ihren gewöhnlichen Aufenthalt im Europäischen Wirtschaftsraum oder der Schweiz haben, werden Ihnen, sofern nicht in eventuellen zusätzlichen Bedingungen anders festgelegt, die Dienste von Google Ireland Limited („Google“) zur Verfügung gestellt, einer nach irischem Recht eingetragenen und betriebenen Gesellschaft.

Die Einbettung erfolgt durch das technische Verfahren des sogenannten Framings. Beim Framing wird durch das bloße Einfügen eines von Youtube bereitgestellten HTML-Links in den Code einer Website ein Wiedergaberahmen (Englisch: frame) auf der Drittpräsenz erzeugt und so

ein Abspielen des auf Youtube-Servern gespeicherten Videos ermöglicht. Die von Youtube erzeugten Framing-Codess setzen wir im sogenannten „erweiterten Datenschutzmodus“ ein. Gemäß den Angaben der Youtube Plattform wird dabei die Cookie-Aktivität und die dadurch initiierte Datenerhebung erst an eine Nutzung der Wiedergabefunktion des Videos selbst geknüpft. Die Datensammlung durch eine bloße Nutzung der Website mit geframten Inhalten ist vor diesem Hintergrund unterbunden.

In den vorgenannten Datenverarbeitungsvorgängen und in den damit verfolgten Zwecken liegt unser berechtigtes Interesse. Hierfür bildet Art.6 Abs.1 S.1 lit.f) DSGVO die Rechtsgrundlage.

Entsprechend der Datenschutzerklärung von Google ist es möglich, dass eine Datenübermittlung personenbezogener Daten einschließlich deren Verarbeitung auch an Server der Google LLC in die USA erfolgt.

Der Plattformbetreiber (hier YouTube) und wir als Betreiber eines auf der Plattform befindlichen Channels sind gemeinsam verantwortlich für die Datenverarbeitungen.

Von uns verarbeitete Daten

Die Verarbeitung Ihrer personenbezogenen Daten erfolgt zum Zweck der Marktbeobachtung sowie der Nutzerkommunikation, insbesondere durch Initiieren und Einholen von Nutzer-Feedback. Wir verarbeiten die folgenden Zugriffsdaten zu den vorstehend genannten Zwecken: Zugriffsquelle, Region, Alter, Geschlecht, Abostatus bzgl. YouTube-Kanal, Aboquelle, Playlist, Geräte-typ, YouTube-Produkt, Live/an demand, Ort der Wiedergabe, Betriebssystem, Untertitel, Sprache für Videoinformationen, verwendete Übersetzungen, Elementtyp, Infokartentyp, Infokarte, Wo wurde geteilt. Die vorstehende Datenverarbeitung lässt sich nach Art. 6 Abs. 1 lit. a) DSGVO aufgrund Ihrer Einwilligung legitimieren, die Sie jederzeit unter datenschutz@datakontext.com widerrufen können.

Wenn Sie als Nutzer von YouTube mit uns in direkten Kontakt treten beispielsweise über Anfragen, Kommentare und Feedbacks so erfolgt diese Kontaktaufnahme sowie die Mitteilung Ihrer Angaben ausdrücklich auf freiwilliger Basis und mit Ihrer Einwilligung {Art. 6 Abs. 1 lit. a) DSGVO} oder aufgrund unseres berechtigten Interesses an der Bearbeitung und Beantwortung Ihres Anliegens (Art. 6 Abs. 1 lit. f) DSGVO. Wir leiten Ihre Kommentare gegebenenfalls weiter oder antworten auf diese bzw. verfassen

auch Kommentare, die auf Ihren Account verweisen. Die von Ihnen frei auf unserem YouTube-Channel veröffentlichten und verbreiteten Daten werden so von uns in unser Angebot einbezogen und unseren Followern und sonstigen Nutzern zugänglich gemacht. Zusätzlich verarbeiten wir die Daten, die sie uns im Rahmen einer persönlichen Nachricht freiwillig mitteilen ggf. für die Beantwortung der Nachricht.

Von YouTube verarbeitete Daten

Angaben darüber, welche Daten durch YouTube verarbeitet und zu welchen Zwecken diese Daten genutzt werden, finden Sie in der [Datenschutzrichtlinie von YouTube](#). Mit der Verwendung von YouTube werden Ihre personenbezogenen Daten von YouTube erfasst, übertragen, gespeichert, offengelegt und verwendet und dabei unabhängig von Ihrem Wohnsitz in die Vereinigten Staaten und jedes andere Land, in dem YouTube geschäftlich tätig wird, übertragen und dort gespeichert und genutzt.

YouTube verarbeitet dabei zum einen Ihre freiwillig eingegebenen personenbezogenen Daten wie beispielsweise Name und Nutzernamen, E-Mail-Adresse, Telefonnummer oder die Kontakte Ihres Adressbuches, wenn Sie dieses hochladen oder synchronisieren. Zum anderen wertet YouTube aber auch die von Ihnen geteilten Inhalte daraufhin aus, an welchen Themen Sie interessiert sind, speichert und verarbeitet vertrauliche Nachrichten, die Sie direkt an andere Nutzer schicken und kann Ihren Standort anhand von GPS-Daten, Informationen zu Drahtlosnetzwerken oder über Ihre IP-Adresse bestimmen, um Ihnen Werbung oder andere Inhalte zukommen zu lassen. Zur Auswertung benutzt YouTube unter Umständen Analyse-Tools wie Google-Analytics. Sollten Tools dieser Art von YouTube für den Channel von uns eingesetzt werden, geschieht dies nicht in unserem Auftrag. Auch werden uns die bei der Analyse gewonnenen Daten nicht zur Verfügung gestellt. Lediglich die unter Ziffer 1 aufgelisteten Informationen über die Zugriffs-Aktivitäten können wir einsehen. Schließlich erhält YouTube auch Informationen, wenn Sie z. B. Inhalte ansehen, auch wenn Sie keinen eigenen Account erstellt haben. Bei diesen sog. „Log-Daten“ kann es sich um die IP-Adresse, den Browsertyp, das Betriebssystem, Informationen zu der zuvor aufgerufenen Website und den von Ihnen aufgerufenen Seiten, Ihrem Standort, Ihrem Mobilfunkanbieter, dem von Ihnen genutzten Endgerät (einschließlich Geräte-ID und Anwendungs-ID), die von Ihnen verwendeten Suchbegriffe und Cookie-Informationen handeln.

Möglichkeiten, die Verarbeitung Ihrer Daten zu beschränken, haben Sie bei den Einstellungen Ihres YouTube-Kontos sowie Hinweise zu diesen Möglichkeiten unter dem Punkt <https://support.google.com/accounts?hl=de#topic=3382296>. Darüber hinaus können Sie bei Mobilgeräten (Smartphones, Tablet-Computer) in den dortigen Einstellmöglichkeiten den Zugriff von YouTube auf Kontakt- und Kalenderdaten, Fotos, Standortdaten etc. beschränken. Dies ist jedoch abhängig vom genutzten Betriebssystem.

Weiterhin haben Sie die Möglichkeit über die YouTube-Datenschutzerklärung oder die YouTubeNutzungsbedingungen oder über die YouTube's Community-Richtlinien und Sicherheit Informationen anzufordern unter: <https://www.youtube.de/t/privacy>
<https://www.youtube.com/t/terms>

https://www.youtube.de/t/community_guidelines Weitere Hinweise zum Datenschutz von YouTube finden sich unter <https://www.youtube.com/?gl=DE&hl=de>

Shop-Konto

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

Die Löschung Ihres digitalen Kontos können Sie unter fachverlag@datakontext.com beauftragen. Sie können dann keine anmeldepflichtigen digitalen Dienste mehr nutzen. Wenn Sie noch digitale Abonnements bei uns haben, für die ein digitales Konto erforderlich ist, kann dieses Konto aus rechtlichen Gründen nicht vor Ende der vereinbarten Abo-Laufzeit gelöscht werden. Wenn Sie Ihr digitales Konto löschen, ersetzt das nicht die schriftliche Kündigung eines digitalen Abos. Wenn Sie als Abonnent der gedruckten Ausgabe ein digitales Konto bei uns haben, können Sie Ihr digitales Konto löschen oder dies beauftragen, verzichten dann aber auf die damit verbundenen Funktionen wie den Online-Aboservice. Wenn Sie sich später wieder für ein digitales Konto registrieren wollen, ist dies jederzeit möglich.

Data processing in detail

Beim Anlegen eines digitalen Kontos werden folgende Daten verarbeitet:

Daten	Zweck der Verarbeitung	Speicherdauer
Benutzername	Erstellung des Kundenkontos	2 Jahre nach letztem Login
E-Mail-Adresse	Erstellung des Kundenkontos	2 Jahre nach letztem Login
Passwort	Erstellung des Kundenkontos	2 Jahre nach letztem Login
IP-Adresse	Datenübertragung bei Registrierung an Webserver	Bis Ende Verbindungsaufbau
Anrede	Direkte Ansprache	Bis Widerruf
Name	Direkte Ansprache / Stellung ordnungsgemäßer Rechnungen und Nachweis erhobener Steuern	Bis Ablauf handels- und steuerrechtlicher Aufbewahrungsfristen
Telefonnummer*	Kommunikation	Bis Widerruf
Anschrift	Direkte Ansprache / Stellung ordnungsgemäßer Rechnungen und Nachweis erhobener Steuern	Bis Ablauf handels- und steuerrechtlicher Aufbewahrungsfristen
Firmenanschrift*	Direkte Ansprache / Stellung ordnungsgemäßer Rechnungen und Nachweis erhobener Steuern	Bis Ablauf handels- und steuerrechtlicher Aufbewahrungsfristen

■ freiwillige Angaben

The legal basis for the aforementioned data processing is Art. 6 para. 1 lit. b) GDPR.

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

Google Analytics

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

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

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

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

Privacy Manager

Eine Übersicht aller von uns eingesetzten Tools und Cookies inkl. Speicherdauer sowie eine Widerrufsmöglichkeit erhalten Sie in den Datenschutz-Einstellungen im Footer der jeweiligen Website.

When you request quotes

Ordering products

Sie können

- die Fachzeitschriften abonnieren
- Veranstaltungen buchen
- in unseren Online-Shops einkaufen
- Dokumente wie Whitepaper und eMagazine downloaden
- Anzeigen in unseren Zeitschriften und auf unseren Webseiten schalten

Sie können bei uns als Gast bestellen oder sich ein Kundenkonto anlegen, indem Sie sich registrieren.

Dazu müssen Sie uns bei Vertragsschluss Ihre Adress-, Kontakt- und Kommunikationsdaten geben sowie Ihre Bank- und gegebenenfalls Kreditkartendaten. Diese benötigen wir zur Vertragsanbahnung oder zur Vertragserfüllung (Art. 6 Abs. 1 lit. b DSGVO).

Nach Beendigung des Vertrages löschen wir Ihre Daten oder sperren sie, sofern wir nicht gesetzlich verpflichtet sind, diese Daten aufzubewahren. Die Löschung erfolgt in der Regel spätestens nach zehn Jahren.

Payment

In order to offer you various payment functions, we use software from service providers who support us in processing the payment transaction. The software also manages transactions and controls access control, billing, the checkout process, invoice dispatch, and payment transactions. It also supports our user, product, and price management. In doing so, we process your personal master data (e.g., name, address data), your communication data (e.g., email), order data, contract billing and payment data, and our planning and control data.

The legal basis for this is the fulfillment of the contract (Art. 6 (1) (b) GDPR) and our legitimate interest in proper and functioning payment processing (Art. 6 (1) (f) GDPR).

Payment processing Unser

Your bank details or credit card details will be processed for payment processing by Unser GmbH, Vangerowstraße 18, 69115 Heidelberg, whose privacy policy can be found [here](#). We would like to point out that Unser GmbH will transmit your personal data to other parties necessary for processing the transaction, in particular to the credit institutions, banks, credit card institutions involved, HPC GmbH, Vangerowstraße 18, 69115 Heidelberg, PAY.ON AG, Lucile-Grahn-Straße 37, 81675 Munich and HUELLEMANN & STRAUSS ONLINESERVICES S.à r.l. 1, Place du Marché, L-6755 Grevenmacher, R.C.S. Luxembourg B 144133, where your personal data will also be processed.

Billing data may be transmitted to debt collection service providers if this is necessary for the purpose of debt collection. In this context, we reserve the right in particular to assign our claim to a debt collection company or to instruct such a company to collect our claim. We also reserve the right to transmit information about outstanding payments to credit agencies. Of course, this will always be done in strict compliance with the statutory provisions.

Payment processing PayPal

At your request, you can use the services of PayPal (PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg) for payment. For this purpose, we pass on your payment data (total amount of the order, reference on the PayPal account) to PayPal on the basis of Art. 6 para. 1

sentence 1 lit. b) GDPR. The processing of data for payment with PayPal is necessary for the fulfilment of the contract.

PayPal collects information about the transaction as well as other information associated with the transaction, such as the amount sent or requested, the amount paid for products or services, information about the merchant, including information about the means of payment used to carry out the transaction, device information, technical usage data and location data. In the case of a PayPal payment, we may see your data in our PayPal account.

With PayPal Express Checkout, you do not have to re-enter order information or credit card or address details, as these are transferred directly by PayPal.

PayPal reserves the right to carry out an identity and credit check via credit agencies under certain circumstances. Further information on PayPal's data protection can be found [here](#).

Credit assessment

For first-time orders in our online store with a total order value of 150 euros or more and payment by invoice, we obtain a credit report based on mathematical and statistical methods to protect our legitimate interests (Art. 6(1), sentence 1, lit. f GDPR). The credit check is obtained from the following credit reporting agency:

EURO-PRO Ges. für Data Processing mbH
Lindenhof 1-3
D-61279 Grävenwiesbach
Phone 06086 3988-0
info@europro.de
www.europro.de

To this end, we transmit the personal data required for a credit check (first and last name, address information) to the aforementioned credit bureau and use the information received regarding the statistical probability of default to make a balanced decision regarding the establishment, execution, or termination of the contractual relationship. The credit report may contain probability values (scores) that are calculated using scientifically recognized mathematical and statistical methods and that incorporate, among other factors, address data. This constitutes a decision based on

automated processing within the meaning of Article 22 of the GDPR, although it is not made exclusively by automated means. Since the decision is necessary for the conclusion or performance of a contract between the data subject and the controller, the exception provided for in Article 22(2)(a) of the GDPR applies, thereby permitting this type of credit check.

Merkzettel

Sie können bei uns den Merkmittel nutzen, wenn Sie sich Produkte merken möchten. Durch den Merken-Klick setzen wir ein Cookie, um die gemerkten Produkte auf Ihrem Merkmittel anzeigen und für Ihren nächsten Besuch in unserem Shop speichern zu können. Diese Datenverarbeitung erfolgt mit Ihrer Einwilligung (Art. 6 Abs. 1 lit. a) DSGVO), die Sie jederzeit durch Löschen der Markierung widerrufen können.

Wenn Sie bei uns eingeloggt sind und seit einiger Zeit Produkte auf Ihrem Merkmittel haben, erinnern wir Sie an diese Produkte per E-Mail. Dies erfolgt aufgrund unseres überwiegenden berechtigten Interesses an Direktwerbung (Art. 6 Abs. 1 lit. f) DSGVO). Wenn Sie keine Erinnerung wünschen, klicken Sie bitte auf den Abmeldelink in der E-Mail.

Warenkorb

Wenn Sie Produkte in den Warenkorb legen, setzen wir ein Cookie, um die Produkte in Ihrem Warenkorb anzeigen und für Ihren nächsten Besuch in unserem Shop speichern zu können. Diese Datenverarbeitung erfolgt mit Ihrer Einwilligung (Art. 6 Abs. 1 S.1 lit. a) DSGVO), die Sie jederzeit durch Löschen der Produkte im Warenkorb widerrufen können sowie aufgrund unseres berechtigten Interesses an einer reibungslosen Abwicklung einer von Ihnen gewünschten Bestellung (Art. 6 Abs. 1 S.1 lit. f) DSGVO).

Wenn Sie bei uns eingeloggt sind und seit einiger Zeit Produkte im Warenkorb haben, erinnern wir Sie an diese Produkte per E-Mail. Dies erfolgt aufgrund unseres überwiegenden berechtigten Interesses an Direktwerbung, insbesondere als Erinnerung an die von Ihnen ausgewählten Produkte (Art. 6 Abs. 1 lit. f) DSGVO). Wenn Sie keine Erinnerung wünschen, klicken Sie bitte auf den Abmeldelink in der E-Mail.

Wenn Sie mit uns kommunizieren

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.

- durch einen Klick auf den Abmelde-Link am Ende der Mail
- per Mail an datenschutz@datakontext.com
- schriftlich an die DATAKONTEXT GmbH, Augustinusstr. 11a, 50226 Frechen-Königsdorf (bitte Mailadresse und den Namen von der Registrierung angeben)

Newsletter

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

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

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

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

Newsletter - Data processing in detail

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

*Voluntary information

Marketing for own products

In order to show you adverts for our own products, we use the services of advertising partners or cooperate with advertising partners and advertising networks (remarketing). These use cookies, pixels or similar technical means to display and analyse advertisements.

Adverts can be adapted to the respective user, for example by using information from the browser on usage (such as pages visited, visiting times, length of stay). User-specific adverts are also possible. In addition, analyses of reach or for billing purposes can be carried out in pseudonymised form. The details of the services used, co-operation partners and individual objection options are presented below.

You can obtain an overview of all the tools and cookies we use as well as a cancellation option by clicking on Data protection settings.

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 a presence on social media. Insofar as we have control over the processing of your data, we ensure that the applicable data protection regulations are complied with. Below you will find the most important information on data protection law in relation to our company websites.

In addition to us, we are responsible for the company websites within the meaning of the EU General Data Protection Regulation (GDPR) and other data protection regulations:

- **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](#).

We process the data for statistical purposes in order to further develop and optimise the content and to make our offer more attractive. This data includes the total number of page views, page activities and data and interactions provided by visitors. This data is processed and made available

by the social networks. We have no influence on the generation and presentation of this data.

Your personal data is also processed for market research and advertising purposes. For example, it is possible that user profiles are created based on your usage behaviour and the resulting interests. This allows, among other things, adverts to be placed within and outside the platforms that presumably correspond to your interests. Cookies are usually stored on your computer for this purpose. Irrespective of this, data that is not collected directly from your end devices may also be stored in your user profiles. Data is also stored and analysed across devices; this applies in particular, but not exclusively, if you are registered as a member and logged in to the respective platforms.

We do not collect or process any other personal data.

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.

If you are asked to give your consent to data processing, i.e. if you declare your agreement by confirming a button or similar (opt-in), the legal basis for the processing is Article 6 (1) sentence 1 (a) and Article 7 GDPR.

If you are a member of a social network and do not want the network to collect data about you via our presence and link it to your stored member data with the respective network, you must

- log out of the respective network before visiting our fan page,
- delete the cookies stored on your device, and
- close and restart your browser.

After you log in again, however, you will once more be recognisable to the network as a specific user.

In total, you have the following rights in relation to the processing of your personal data:

right of access; right to rectification; right to erasure; right to restriction of processing; right to object; right to data portability; right to lodge a complaint with the competent data protection authority about unlawful processing of your personal data.

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. You can find our contact details [here](#).

For a detailed description of the respective processing activities and the options for withdrawing consent, we refer you to the information linked below.

- **Meta-Plattformen** [Optout](#)
- **X** [Optout](#)
- **LinkedIn** [Optout](#)
- **Xing** [Optout](#)

What else you should know

Controller

Verantwortlicher im Sinne der DSGVO ist die

DATAKONTEXT GmbH

Augustinusstraße 11a
50226 Frechen

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@datakontext.com

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.

Joint controllers

We are joint controllers in the following cases.

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 FacebookMeta Platforms to specify the categories of data according to which Meta Platforms provides anonymised statistics. Meta Platforms provides us with the following criteria or categories for analysing the activities of the website in anonymised form, provided that the corresponding information has been provided by the user or is collected by Meta Platforms:

- Age range
- Gender
- Place of residence (city and country)
- language

- Mobile or stationary page views (YouTube additionally individual device types)
 - Interactions in the context of posts (e.g. reactions, comments, shares, clicks, views, video usage time)
 - Time of use
- This anonymised data is used to analyse user behaviour for statistical purposes so that we can better tailor our offers to the needs and interests of our audience.

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

Disclosure and use of personal data

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

Joint controlling with X

When you visit us on X, we are jointly responsible with X for the processing of your personal data. Below, we inform you about the data processing associated with our fan page:

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

Joint controllers:

SZ GmbH (see the introductory information about us)

and

Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA

According to the view of the Court of Justice of the European Union (CJEU), we are jointly responsible for the processing of your personal data.

Presence on the X fan page

Scope of data collection and storage

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

Data	Purpose	Legal Basis
X-Cookies	Targeted advertising	Art. 6(1)(f) GDPR
Demographic data (based on age, location, language, or gender)	Targeted advertising	Art. 6(1)(f) GDPR
Statistical data on user interactions in aggregated form, i.e., without any personal identifiers (e.g., page activities, page views, page previews, likes, recommendations, posts, videos, page subscriptions, including origin and times of day)	Targeted advertising	Art. 6(1)(f) GDPR

The advertising use of your personal data is of particular importance to X. We use the statistics function to learn more about the visitors to our fan page. Using this function enables us to tailor our content to the respective target group. For example, we also use demographic information on users' age and origin, whereby no personal reference is possible for us. In order to provide the social media service in the form of our X fan page and to use the Insights function, X 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 decide via your browser settings 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 X, the cookies it uses serve the purposes of authentication, security, website and product integrity, advertising and measurement, website features and services, performance, as well as analysis and research. You can view details of the cookies used by X (e.g. cookie names,

duration of function, collected content and purpose) there. You will also find options there for deactivating the cookies used by X.

You may object to the collection and storage of data through the use of the aforementioned cookies from X at any time with effect for the future via this opt-out link.

Under the aforementioned link, you can manage your preferences regarding usage-based online advertising. If you use the preference manager to object to usage-based online advertising for a particular provider, this only applies to the specific data collection carried out via the web browser currently in use. The preference management is cookie-based. Deleting all browser cookies will also remove the preferences you set using the preference manager.

Disclosure and use of personal data

If you interact within X, X naturally also has access to your data.

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.