

Privacy Policy

20.07.2026

Wenn Sie ein Angebot der HCSB Verlagsgruppe nutzen, verarbeitet die HCS Content GmbH Ihre personenbezogenen Daten. Mit dieser Datenschutzerklärung 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.

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 der Inhalte

- Cookies und ähnliche Technologien
- technische Bereitstellung und Sicherheit
- Unbedingt erforderliche Technologie
- OpenStreetMaps
- Login
- Kerze anzünden
- Kondolieren

Produktoptimierung

- Reichweitenmessung
- Nutzungsanalyse

Kommunikation

■ Kontakt und Kommunikation

Do we share data?

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

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

Do we transfer data to third countries?

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

How do we secure the data?

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

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

When do we delete the data?

We delete or anonymize your personal data as soon as it is no longer required for the purposes for which we collected or used it.

However, we may still need to store your data until the expiry of the retention obligations and periods imposed by the legislator or supervisory authorities, which may arise from the German Commercial Code, the German Fiscal Code, and the German Money Laundering Act (usually 6 to 10 years). In addition, we may retain your data until the expiry of the statutory limitation periods (i.e., usually 3 years, but in individual cases up to 30 years) if this is necessary for the assertion, exercise, or defense of legal claims. After that, the relevant data will be deleted.

What rights do you have?

- Information
- Deletion
- Correction
- Objection

You can contact the data protection officer with your request by mail or by email at swmh-datenschutz@atarax.de.

This privacy policy is updated from time to time. The date of the last update can be found at the beginning of this information.

Privacy Manager

You can obtain an overview of all the tools and cookies we use as well as an option to withdraw your consent by clicking on Privacy settings at the bottom of the website you are visiting.

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.

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

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	Unlimited	Local storage

Cookie	Purpose	Duration	Type
	user's consent status stored in our database if necessary		
_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 the user's UniqueUserID	unlimited	local storage

YouTube

Die Einbettung eines YouTube-Videos erfolgt durch Framing.

Das Ausspielen der Videos und die Analyse sowie Optimierung unseres Videoangebotes erfolgt auf Grundlage Ihrer Einwilligung gem. Art. 6 Abs. 1 S. 1 lit. a) DSGVO.

Hier finden Sie nähere Informationen zu Zweck und Umfang der Datenverarbeitung durch Google und Ihre diesbezüglichen Einstellungsmöglichkeiten zum Schutz Ihrer Privatsphäre.

OpenStreetMaps

Die Geolokalisierung und Darstellung unserer Angebote erfolgt mittels OpenStreetMap - Deutschland. Das dazu verwendete Karten-Plugin wird von deutschen Servern geladen. Die Dazu erforderliche Verarbeitung Ihrer IP-Adresse erfolgt mit unserem überwiegenden berechtigten Interesse (Art.6 Abs.1 S.1 lit.f) DSGVO). Sie können dem Einsatz des Karten-Dienstes

widersprechen, indem Sie in den Datenschutz-Einstellungen die entsprechende Einstellung vornehmen.

Informationen zur Datenverarbeitung durch OpenstreetMap - Deutschland finden Sie [hier](#).

Registration

Wenn Sie sich auf unserer Website registrieren oder anmelden, fragen wir Ihre E-Mail-Adresse sowie ein Passwort, sowie Ihren Namen ab.

Die Verarbeitung dieser Daten erfolgt zur Vertragserfüllung gemäß Art. 6 Abs. 1 S. 1 lit. b) DSGVO. Damit können wir Ihre Berechtigung zur Verwaltung des Benutzerkontos verifizieren, die Nutzungsbedingungen mit allen damit verbundenen Rechten und Pflichten durchsetzen und mit Ihnen in Kontakt treten, um Ihnen technische oder rechtliche Hinweise zu geben, ebenso Updates, Sicherheitsmeldungen oder andere Nachrichten, die etwa die Verwaltung des Nutzeraccounts betreffen (z.B. Anfragen zur Rücksetzung Ihres Passwortes).

Sie haben die Möglichkeit, weitere Angaben auf freiwilliger Basis in einem Profil zu ergänzen. Die Verwendung dieser Informationen beruht auf Ihrer Einwilligung gemäß Art. 6 Abs. 1 S. 1 lit. a) DSGVO.

Kerze anzünden

Sie können eine Kerze anzünden und dabei Ihren Namen zusammen mit einen Text veröffentlichen. Dies erfolgt mit Ihrer Einwilligung (Art. 6 Abs. 1 lit. a) DSGVO). Diese können Sie unter Kerze leserservice@verlagsgruppe-hcsb.de widerrufen.

Kondolieren

Wenn Sie Kondolieren veröffentlichen wir Ihre Namen zusammen mit einem Text. Ihre Email Adresse verarbeiten wir zur Kontaktaufnahme durch die Trauernden. Dies erfolgt mit Ihrer Einwilligung (Art.6 Abs.1 S.1 lit.a)

DSGVO). Diese können Sie unter verlagsgruppe@leserservice-hcsb.de widerrufen.

Informationen zu Neuigkeiten

Wenn Sie auf einer Seite Ihre E-Mail-Adresse hinterlegen, informieren wir Sie zu Neuigkeiten auf dieser Seite. Dies erfolgt mit Ihrer Einwilligung (Art.6 Abs.1 S.1 lit.a) DSGVO). Diese können Sie unter [Kerze leserservice@verlagsgruppe-hcs.de](mailto:leserservice@verlagsgruppe-hcs.de) widerrufen.

Sharing content

You have the option of recommending content on our websites via the buttons placed on the content; on mobile devices via the native sharing function. We provide the social networks with content - and no personal data - that is used exclusively to display content. If you use the buttons, we merely link to the page of the respective social media provider. We do not process any of your personal data.

How we optimize our products

reach measurement

Our website uses the multi-stage measurement method “INFOnline Measurement” from INFOnline GmbH (NFOnline GmbH, Brühler Str. 9, D-53119 Bonn) to determine statistical parameters (page impressions, visits, technical clients) relating to the use of our digital offering. The aim of usage measurement is to statistically determine the number of visits to our website, the number of website visitors, and their surfing behavior—based on a uniform standard procedure—and thus obtain market-wide comparable values. The purpose of data processing is therefore to generate digital

performance values (page impressions, visits, and technical clients) in order to be able to track and verify the use of our offerings.

As a member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW), usage statistics are regularly updated by the IVW with “page impressions” and “visits” in the IVW report.

As a participant in the agof study “daily digital facts,” the usage statistics of our digital offerings are regularly collected by the Arbeitsgemeinschaft Online-Forschung e.V. (Working Group for Online Research) and the Arbeitsgemeinschaft Media-Analyse e.V. (Working Group for Media Analysis) and published with the “unique user” metric.

Due to the nature and volume of the data collected by INFOnline Measurement, it is not possible to clearly assign a user to a specific person. A JavaScript code (known as a “measurement manager”) is used which, when called up via the user's browser or end device (client), automatically integrates and executes the necessary measurement sensors for anonymous and/or pseudonymous data processing to determine the key figures, based on the consent information from our Consent Management Platform (CMP). INFOnline Measurement is designed as an anonymous system (without customer identification) and as a pseudonymous system (with customer identification).

Type of data

Due to the type and volume of data, the data collected with INFOnline Measurement does not allow a user to be clearly assigned to a specific person. A JavaScript code (known as a “measurement manager”) is used which, when called up via the user's browser or end device (client), automatically integrates and executes the necessary measurement sensors for anonymous and/or pseudonymous data processing to determine the key figures based on the consent information from the consent management platform (CMP) used by the provider for the digital offering. INFOnline Measurement is designed as an anonymous system (without customer identification) and as a pseudonymous system (with customer identification).

Anonymes Zensusverfahren (IOMb)

Im anonymen Zählverfahren (IOMb) werden keinerlei personenbezogene Daten verarbeitet, insbesondere nicht die IP-Adresse. Sie wird vollständig

aus der Kommunikation und Verarbeitung herausgenommen. Dazu verhindert eine Kommunikationsschnittstelle, die sogenannte "Serviceplattform", als Messendpunkt den Austausch der IP-Adresse des Nutzers mit den INFOnline-Systemen im Rahmen der INFOnline-Messung. Die IP-Adresse als personenbezogene Daten wird im Zählprozess auf der Serviceplattform verworfen, bevor der Messaufruf an INFOnline weitergeleitet wird. Es findet auch keine Geolokalisierung über die IP-Adresse statt. Der im Zählverfahren erzeugte Datensatz ist eine reine PI-Datenerhebung.

Pseudonymes Messverfahren (IOMp)

Bei der pseudonymisierten Messmethode (IOMp) werden mit dem 3rd Party Cookie 'i00' (ioam.de) und dem 1st Party Cookie 'ioma2018', der einen Personenbezug gemäß GDPR hat, folgende Daten erhoben:

- **IP-Adresse**

Im Internet benötigt jedes Gerät eine eindeutige Adresse für die Übertragung von Daten, die sogenannte IP-Adresse. Die Speicherung der IP-Adresse, zumindest für eine kurze Zeit, ist aufgrund der Funktionsweise des Internets technisch notwendig. Die IP-Adressen werden vor jeder Verarbeitung um 1 Byte gekürzt und nur anonymisiert weiterverarbeitet. Die ungekürzten IP-Adressen werden nicht gespeichert oder verarbeitet.

- **Eine zufällig generierte Client-Kennung**

Die Reichweitenmessung verwendet zur Erkennung von Computersystemen eindeutige Kennungen des Endgerätes, ein "Local Storage Object" (LSO) oder eine "Signatur", die aus verschiedenen automatisch übermittelten Informationen Ihres Browsers erstellt wird. Diese Kennung ist für einen Browser eindeutig, solange das Cookie oder Local Storage Object nicht gelöscht wird. Die Messung der Daten und die anschließende Zuordnung zu der jeweiligen Kennung ist unter Umständen auch möglich, wenn Sie andere Webseiten aufrufen, die ebenfalls das pseudonymisierte Messverfahren der INFOnline GmbH nutzen.

Die folgenden eindeutigen Kennungen können als Hash an die INFOnline GmbH übermittelt werden:

- verkürzte Client-IP oder X-Forwarded-For (XFF)
- Benutzer-Agent (als Hash)

Personenbezogene Daten im Sinne der EU-DSGVO werden für die Messung nur insoweit verwendet, als dass ein JavaScript gegenüber einem Nutzer eingesetzt wird, dem eine individuelle IP-Adresse und eine zufällig generierte Client-Kennung zum Abruf von Webinhalten zugeordnet wurde.

Anonymes Messverfahren (IOMa)

Das anonyme Messverfahren (IOMa) verwendet einen Messsensor (JavaScript), der die Metriken im Browser des Nutzers (LocalStorage (LSO)) berechnet, automatisch verschlüsselt und die aggregierten Nutzungsdaten an eine Kommunikationsschnittstelle, die so genannte "Serviceplattform", überträgt. In der Serviceplattform werden die für die Internetkommunikation notwendigen Identifikatoren (z.B. IP-Adresse des Clients) entfernt und die verschlüsselten, anonymisierten Messdaten um die Geolokalisierung ergänzt und an die zentrale Serverkomponente bei INFOnline übermittelt.

Sofern die erhobenen Messdaten mit einer Geolokation des Browsers angereichert werden, wird eine IP-Adresse ebenfalls nur zum Zweck der Erhebung der Geolokation und der Anreicherung mit den erhobenen Messdaten verwendet. Eine dafür benötigte IP-Adresse wird unmittelbar nach der Anreicherung verworfen.

Während der Implementierungsphase von IOMa wird ein 1st Party Cookie verwendet, um die Zeitstempel (Unix Epoch Timestamp) der letzten Nutzung pro Angebot und pro Seitencode zu speichern. Diese Werte werden als Benchmark für die Bildung zeitbezogener Metriken wie z.B. den Besuch beim Wechsel des HTTP-Ursprungs hinzugefügt. In dem Cookie werden keine weiteren personenbezogenen Daten/IDs gespeichert. Nach der Implementierungsphase sollte es dann gelöscht werden, so dass die Messung dann ganz ohne Cookies erfolgt.

Personenbezogene Daten im Sinne der GDPR werden für die Messung nur insoweit verwendet, als die Nutzung eines JavaScript gegenüber einem Nutzer erfolgt, dem eine individuelle IP-Adresse zum Abruf von Webinhalten zugewiesen wurde.

Insofern verarbeiten wir durch den Einsatz des anonymen Messverfahrens (IOMa) in INFOnline Measurement keine personenbezogenen Daten über Sie dauerhaft.

Datennutzung

Das auf dieser Website eingesetzte Messverfahren der INFOnline GmbH ermittelt Nutzungsdaten. Dies geschieht, um die Leistungswerte Page Impression, Visit und Client zu erheben.

- **Geolokalisierung**

Im pseudonymisierten Messverfahren (IOMp) und im anonymisierten Messverfahren (IOMa) erfolgt die Zuordnung eines Webseitenaufrufs zum Ort des Aufrufs ausschließlich auf Basis der anonymisierten IP-Adresse und nur bis auf die geographische Ebene der Bundesländer/Regionen. Aus den so gewonnenen geografischen Informationen kann in keinem Fall ein Rückschluss auf den konkreten Wohnort eines Nutzers gezogen werden.

- **Angebotsübergreifende Zusammenführung von Nutzungsdaten**

Die Nutzungsdaten eines technischen Clients (z.B. eines Browsers auf einem Gerät) werden im pseudonymisierten Messverfahren (IOMp) erhoben und in einer Datenbank gespeichert.

Dauer der Datenspeicherung

Die vollständige IP-Adresse wird von der INFOnline GmbH nicht gespeichert. Die IP-Adresse wird nur zum Empfang der Datenpakete verwendet und anschließend um 1 Byte gekürzt. Im Zählverfahren (IOMb) wird die gekürzte IP-Adresse verworfen, im pseudonymen (IOMp) und anonymen Verfahren (IOMa) wird die gekürzte IP-Adresse für maximal 60 Tage gespeichert. Im pseudonymen (IOMp) und (IOMa) Verfahren werden die Nutzungsdaten in Verbindung mit der eindeutigen Kennung für maximal 6 Monate gespeichert.

Die Gültigkeit des im pseudonymen Verfahren (IOMp) verwendeten Cookies "i00" und des Cookies "ioma2018" auf dem Endgerät des Nutzers ist auf maximal 1 Jahr begrenzt.

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.

Matomo

We use the Matomo web analytics platform to analyze visitor data. This serves to optimize our products based on our legitimate interest, Art. 6 (1) (f) GDPR. For this purpose, the following usage information is transmitted to our server and stored for analysis purposes:

- User IP address (with 2 bytes anonymized)
- Date and time of retrieval
- URL of the page accessed (Page URL)
- URL of the page that was accessed before the current page (referrer URL)
- Screen resolution used
- Time in the local user's time zone
- User location: country, region, city, approximate latitude and longitude (geolocation)
- User agent of the browser used (user agent header): Based on the user agent, we use our Universal Device Detection Library to identify the browser, operating system, device used (desktop, tablet, mobile phone, TV, car, console, etc.), brand, and model.
- Random unique visitor ID
- Time of this user's first visit
- Time of this user's last visit

- Number of visits by this user
- Site search
- Goals

When you contact us

Contacting us

When you contact us, we only collect personal data (e.g. name, e-mail address, telephone number) if you provide it to us voluntarily. This information is expressly provided on a voluntary basis. The purpose of processing your data is to process and respond to your enquiry. This is also our legitimate interest in data processing in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR.

In the case of a telephone enquiry, your data will also be processed by telephone applications and in some cases also via a voice dialogue system in order to support us in the distribution and processing of enquiries.

We will delete your data that we have received in the course of contacting you as soon as your request has been fully processed and no further communication with you is required or requested by you.

What else you should know

Controller

Verantwortlicher im Sinne der DSGVO ist die

HCS Content GmbH

Steinweg 51
96450 Coburg

Data Protection Officer

atarax group of companies

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

Kontakt für Ihre Datenschutzanfrage

Hier können Sie Ihre Fragen zum Datenschutz stellen.

datenschutz@verlagsgruppe-hcs.de

Your rights

- In accordance with Art. 15 GDPR, you have the right to request **information** about your personal data processed by us. In this context, you also have the right to receive a copy of your personal data processed by us in accordance with Art. 15 para. 3-4 GDPR.
- In accordance with Art. 16 GDPR, you can immediately request the **correction** of incorrect or the completion of your personal data stored by us.
- In accordance with Art. 17 GDPR, you can request the erasure of your personal data stored by us.
- In accordance with Art. 18 GDPR, you can request the **restriction of the processing** of your personal data.
- In accordance with Art. 20 GDPR, you can request to receive your personal data that you have provided to us in a structured, commonly

used and machine-readable format and you can request the **transfer** to another controller.

- In accordance with Art. 7 para. 3 GDPR, you can **revoke** your consent once given to us at any time. This means that the processing carried out on the basis of the consent prior to the revocation was lawful and has the consequence that we may no longer continue the data processing based on this consent in the future.

Right to object

If your personal data is processed on the basis of legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR or Art. 6 para. 1 sentence 1 lit. e) GDPR, you have the right to object to the processing of your personal data in accordance with Art. 21 GDPR. In the event of such an objection, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

In the case of direct marketing, you have the right to object at any time to the processing of personal data concerning you. If you object to processing for direct marketing purposes, the personal data will no longer be processed for these purposes.

Right to lodge a complaint with the supervisory authority

You have the right to lodge a complaint with a data protection supervisory authority against the processing of your personal data if you feel that your rights under the GDPR have been violated. As a rule, you can contact the supervisory authority of your usual place of residence, your workplace or our company headquarters.

Data protection information in the GTC

With this privacy policy, we fulfil the information obligations under the GDPR. Our General Terms and Conditions also contain data protection information. These explain in detail how your personal data, which we require to fulfil contracts and for the purpose of identity and credit checks, is processed.

Links to other websites

We link to websites of other providers or have integrated elements from them into our website. This data protection information does not apply to them - we have no influence on these sites and cannot check that others comply with the applicable data protection regulations.

Changes to the privacy policy

We reserve the right to change or adapt this privacy policy at any time in compliance with the applicable data protection regulations.