

Privacy Policy

26.06.2026

When you use a service offered by the Hüthig Jehle Rehm GmbH publishing group and its brands—rehm, jehle, r.v. decker, and Otto Bauer—we process personal data. This privacy notice explains how and why we process your data and how we ensure that it remains confidential and protected.

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?

Content Delivery

- Cookies and Similar Technologies
- Technical Delivery and Security
- Essential Technology
- Embedding External Multimedia Content (video, audio, map services, etc.)
- Comments and Reviews
- Creating a User Account

Product Optimization

- Improving User Experience
- Usage Analysis

Order Processing

- Ordering Products
- Online Products
- E-Book Download
- Online Events
- Provision of Digital Learning Content

Communication

- Contact and Communication

Advertising for Our Own Products

- Direct Advertising
- Direct Mail Advertising
- Marketing for Our Own Products
- Newsletter
- Contests
- Company social media presence

“Der bayrische Bürgermeister” app

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.

App "Der bayrische Bürgermeister"

In addition to our magazine "Der bayerischer Bürgermeister," paid access to the digital edition is also available. Here, you can choose whether you'd like to access it via your desktop or through a mobile app (iOS or Android).

As part of your order, we use the double opt-in (DOI) process to set up your access; that is, you will receive an email with a confirmation link that you can use to confirm your consent. In doing so, we collect the following data from you:

- Time of registration and time of DOI verification: Used as proof of the DOI

- Title, first name, and last name for personalized communication in connection with the use of additional features
- Email address: as part of your future login
- Password: for authentication when you log in

The legal bases are your consent (Art. 6(1)(a) GDPR) and our performance of the contract pursuant to Art. 6(1)(b) GDPR.

With your personal login, you can access the desktop version on our websites (My Account). If you would like to access the online content via a mobile app, download the free app from the appropriate app stores (Apple Store, Google Play Store). To download individual online issues of the magazine, log in to the app using your personal login.

The app was developed in collaboration with SilkCode GmbH, Luisenstraße 62, D-47799 Krefeld. You can find information about SilkCode's privacy policy in the app under "Privacy Policy."

- What permissions does the iOS app require?
Push notifications: If you want to actively receive notifications through the app—even when you're not using it—you must grant us permission to do so. We'll ask for this permission when you first launch the app. You can enable or disable this feature later in the iPhone Settings menu. The legal basis for these data processing activities is Article 6(1)(a) of the GDPR.
- What permissions does the Android app require?
You actively receive push notifications through the app. You can enable or disable these features in the app settings under the Notifications menu. The legal basis for the aforementioned data processing operations is Article 6(1)(a) of the GDPR.

Your personal login will remain active until you cancel or object in writing. If you would like to delete your personal account, you can request this by emailing datenschutz@rehm-verlag.de.

You will find detailed data protection information below.

How we make our content available to you

You can use our digital services at any time, with or without registration, depending on the service. This applies to visiting our websites and using our apps and digital services.

For some/specific services—such as the personal area of the online store (“My Account”), the use of online products, expert forums, and digital magazine archives, as well as the activation of downloads and additional downloads for products or the downloading of e-books—you may be required to log in after completing an initial registration.

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.

Functionality

Cookie	Purpose	Duration
sid, JSESSIONID, mod_auth_openidc_session	Identification number (ID) of the current session, used to recognize multiple related requests from	12 months

Cookie	Purpose	Duration
	a user and assign them to a single session.	
BIGipServerlb-hjr-kv_http, BIGipServerlb-hjr-web-5_http, BIGipServerlb-hjr-web-3_http	The respective cookies ensure that users are redirected to the same server when they refresh a page within a session. This is necessary for the security and stability of data flow during a session, for example, during payments.	12 months
Host-nc_sameSiteCookielax, Host-nc_sameSiteCookiestrict, ubbt_x	Website operation	12 months
PHPSESSID, ubbt_myid, ubbt_hash, ubbt_mysest, oc (dynamically generated string)	ID of the current session, used to identify multiple related requests from a user and assign them to a session.	for the current session
oc_sessionPassphrase	File encryption/decryption	For the current session
sp_helper_cookie	Bot protection	12 months
.AspNet.ApplicationCookie, RequestVerificationToken	User authentication	Session

Your data is shared with our hosting and IT service providers.

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.

AI Disclaimer

We set the ai-consent cookie so that we can display our AI notice to you every month when you use our AI-powered rehm eLine smart assist. This notice is intended to remind you of what you should keep in mind when using the tool.

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	Unlimited	Local storage

Cookie	Purpose	Duration	Type
	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

VG Wort

We use technology from the collecting society VG Wort (VG Wort, legally capable association by virtue of the award, Untere Weidenstraße 5, 81543 Munich) to measure access to texts in order to record the probability of individual texts being copied. Many of our pages are therefore equipped with JavaScript calls, which we use to report access to 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 copyright-protected works in accordance with Section 53 UrhG.

The measurement of access figures is carried out by Kantar Germany GmbH (Landsberger Str. 284, 80687 Munich) according to the Scalable Central Measurement Method (SZM). It uses either a session cookie or a signature, which is created from various automatically transmitted information from your browser, to recognise computer systems. A randomly generated unique identification number, a so-called session ID, is stored in the session cookie. A cookie also contains information about its origin and the storage period. IP addresses are only processed in anonymised form.

Embeds

We use embeds, i.e., embedded content, such as from YouTube and Google Maps. Technically, this is achieved through a process known as “framing,” a display frame in which the content is shown simply by inserting a provided HTML link into the code of our websites. As soon as the page is accessed, the providers of the embeds may send tracking information and set cookies. If the provider offers what is known as “enhanced privacy mode,” we use it.

Data processing is carried out with your consent (Art. 6(1)(a) GDPR).

Social Media Plugins, Social Media Buttons

You can share the content of our websites on social media. To ensure that social media plugins or social media buttons are integrated in a legally compliant manner, we use the following method:

Shariff Solution

The so-called “Shariff” solution provides a legally compliant way to integrate social media plugins or social media buttons. This is a further development of the so-called “2-click” solution. With the Shariff solution, a script retrieves information on how many times a page has already been shared or tweeted. It contacts these services via their application programming interfaces (APIs) and retrieves the data. The request is thus made from the server; instead of the visitor’s IP address, only the server address is transmitted to Meta Platforms, Google, or Twitter. Users are only directly connected to Meta Platforms, Google, or Twitter once they take action. Before that, the social networks cannot collect any data about them. This means that as long as the user does not click on the link to share content, they remain invisible to Meta Platforms, Google, or Twitter—that is, no data is processed by these social networks. However, if the user clicks on the link, the obligation to provide information regarding data collection and processing no longer lies with us but with the operator of the social network.

Eingesetzte Social Media Plugins/Buttons

We use social media plugins from the following providers:

- Meta Platforms (Operator: Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland)
- Twitter (Operator: Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA)

By default, these plugins typically collect data from you and transmit it to the respective provider's servers. To ensure the protection of your privacy, we have implemented technical measures that prevent the providers of the respective plugins from collecting your data without your consent (see Shariff solution). When you visit a page that includes these plugins, they are initially disabled. Only when you click on the respective icon are the plugins activated, and by doing so, you consent to your data being transmitted to the respective provider. Once activated, the plugins also collect personal data such as your IP address and send it to the respective provider's servers, where it is stored. In addition, when you access our digital products, activated social plugins set a cookie with a unique identifier. This allows the providers to create profiles based on your usage behavior. This occurs even if you are not a member of the respective provider's social network. If you are a member of the provider's social network and are logged in to that social network while visiting our digital products, your data and information regarding your visit to this website may be linked to your profile on the social network. We have no control over the exact scope of the data collected from you by the respective provider. For more information about the scope, nature, and purpose of data processing, as well as your rights and privacy settings, please refer to the privacy policy of the respective social network provider.

These are available at the following addresses:

- Meta Platforms: <https://de-de.facebook.com/policy.php>
- Twitter: <https://twitter.com/de/privacy>

The aforementioned data processing activities are carried out only with your consent (Art. 6(1)(a) GDPR).

Comments and Reviews

On our website, you have the option to rate and comment on products or posts. Your data will be shared with our hosting and IT service providers.

■ **Commenting on Posts**

You can post a comment on a post and receive email notifications when new comments are posted. Your information will appear alongside your name to prevent misuse of the comment feature. To provide this feature, we therefore collect your name and email address.

The legal basis for this processing is your consent pursuant to Article 6(1)(a) of the GDPR.

If you would like to object to the publication of your review or comment after the fact, please send us an email at datenschutz@rehm-verlag.de and we will delete your post or comment.

Registration

You can create a personal account (“My Account”) on our website. This is required to use some of our free and paid services.

For example, if you want to manage online products or newsletters through your personal account or access a download using a download code, we need the following information to register you:

- Email address: As part of your future login
- Password: For authentication when you log in

Unless you wish to place an order as a guest, you can also use your personal account to shop in our online store. In this case, we require additional information that is mandatory for online shopping but optional when simply creating an account: street, house number, ZIP code, city, and country for delivery and billing.

You may provide additional information, in particular:

- Title
- First and last name for direct communication in your personal account
- Company
- Title, position, or department
- Phone number
- VAT ID

The legal basis for processing this data is the initiation or performance of a contract pursuant to Article 6(1)(b) of the GDPR. We process voluntary information with your consent; mandatory information (such as, in particular, the title) is processed based on our legitimate interest in addressing you personally.

The data will be deleted when the account is no longer needed or after two years of inactivity.

Your account will remain active until you cancel or object in writing. If you wish to delete your personal account, you can request this by emailing datenschutz@rehm-verlag.de. Once your account is deleted, you will no longer be able to use any online services that require registration.

If you still have subscriptions or ongoing trials for online products, this account cannot be deleted before the end of the agreed-upon (subscription) term for legal reasons.

If you wish to have your personal account deleted, this does not replace the written cancellation of an existing subscription to an online product. If you wish to register for a personal account again at a later time, you may do so at any time.

Testing

You can request a one-time four-week trial of any online product through our store. To do so, you must create a personal account, which requires you to provide your company name (required field: "Institution") and your phone number. During the trial period, we will use your email address and phone number to communicate with you regarding your product trial (pre-contractual processing pursuant to Art. 6(1)(b) of the GDPR or consent pursuant to Art. 6(1)(a) of the GDPR). After the trial period ends, you may object to the use of your required information; your personal account will then be deleted.

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.

Mouseflow

We use Mouseflow, a web analytics tool from Mouseflow ApS, Flaesketoer 68, 1711 Copenhagen, Denmark, to record randomly selected individual visits (only with anonymized IP addresses). The data processing serves the purpose of analyzing this website and its visitors. This creates a log of mouse movements and clicks with the intention of randomly playing back

individual website visits and deriving potential improvements for the website from this. The information is not personal and is not passed on. Processing is based on Art. 6 (1) (f) GDPR from the legitimate interest in direct customer communication and in the needs-based design of the website.

If you do not want to be recorded, you can deactivate this on all websites that use Mouseflow by clicking on the following link:
www.mouseflow.de/opt-out/.

Participate in surveys

To find out how satisfied you are with our products, you can participate in our surveys. For each survey, you decide individually whether you want to participate and what information you want to give us.

To enable participants to interrupt a survey embedded in the website and continue it with the same browser, a session cookie is created when the survey participation starts. This also prevents the same survey from being displayed to you multiple times.

You can delete this cookie at any time in your browser's privacy settings. However, this will remove the option to continue a partially completed survey from the point where you left off and the protection against the survey being displayed again.

If personal data is collected in a survey, it will be deleted at the latest at the end of the year in which the survey and its evaluation were completed.

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

- LamaPoll, provided by our service provider Lamano GmbH & Co. KG, Frankfurter Allee 69, 10247 Berlin. You can find information on data protection [here](<https://www.lamapoll.de/Support/Datenschutz> "LamaPoll Privacy Policy").
- Campanero, a division of DRID Kommunikation und Design GmbH, Arnoldstraße 16, 22765 Hamburg. All data is stored on DRID's servers hosted by Host Europa; you can find information about their privacy policy [here](#).

- Dynamics 365 Customer Voice by Microsoft Corporation, One Microsoft Way
Redmond, WA 98052-6399, USA
- Retresco GmbH, Grünberger Straße 44a, 10245 Berlin; for information on their privacy policy, please visit [here](#).

When you request quotes

Ordering products

We offer you a wide range of services. You can

- order printed and digital products
- register for seminars and events (for a fee)

To do so, you must provide us with your address, contact, and communication information when entering into a contract, as well as your bank and credit card information, if applicable, depending on the payment method you choose.

The legal basis for this processing is the initiation or performance of a contract (Art. 6(1)(b) GDPR).

After the contract ends, we will retain your data for as long as we are legally required to do so. Data is typically deleted after ten years at the latest. No automated decision-making, including profiling, takes place.

You have the option to manage your contract data yourself in your personal area ("My Account"). For more information on this, see the section above titled [Creating a User Account](#).

If you exercise your right of withdrawal (<https://www.rehm-verlag.de/vertrag-widerrufen/>), we will process your data to receive and process your withdrawal and to identify the relevant contract. Providing the order number is mandatory for this purpose, as we cannot otherwise

uniquely identify the contract. In addition, data processing is carried out to fulfill our legal obligations (Section 356a of the German Civil Code (BGB)). The legal basis for the processing is Article 6(1), sentence 1, lit. b) and c) of the General Data Protection Regulation (GDPR). Your data will be stored for as long as necessary to process the cancellation and to fulfill our retention obligations.

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 Unzer

Your bank details or credit card details will be processed for payment processing by Unzer GmbH, Vangerowstraße 18, 69115 Heidelberg, whose privacy policy can be found [here](#). We would like to point out that Unzer 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.

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.

Online-Produkte

Testing

You can request a one-time four-week trial of any online product through our store. To do so, you must create a personal account, which requires you to provide your company name (required field: “Institution”) and your

phone number. During the trial period, we will use your email address and phone number to communicate with you regarding your product trial (pre-contractual measures pursuant to Art. 6(1)(b) of the GDPR). Once the trial period expires, access to the product automatically expires without any further obligation on your part, and you may object to the use of your required information. Your personal account will remain active until revoked or you object.

Activate Online Components for Existing Products

If you have subscribed to paid products that include additional online components, you can activate or register for them.

In doing so, we collect the following information from you:

- Title, first name, and last name for personalized communication in connection with your use of the additional components
- Email address: as part of your future login credentials
- Password: for authentication when you log in
- PIN: to verify your authorization to use the service

The legal basis for this is your consent (Art. 6(1)(a) GDPR) and our performance of the contract pursuant to Art. 6(1)(b) GDPR.

The right to use the additional online features remains in effect as long as your subscription is active. Furthermore, your login (personal account) remains active until you revoke it or object in writing. If you wish to delete your personal account, you can request this by emailing datenschutz@hjr-verlag.de.

Your data will be shared with our customer service team as well as our hosting and IT service providers.

E-Book-Download

You can purchase an e-book from our online store or use a download link printed in the book. To do so, we process the data as described above under “Online Products.”

The e-book is embedded with an encrypted digital watermark containing the download data (email address, date, time, store ID, product ID). The legal basis for this is our legitimate interest in protecting against copyright

infringement (unauthorized copying) pursuant to Article 6(1)(f) of the GDPR.

Your data will remain stored for service purposes (e.g., re-downloads). Withdrawal of consent or objection to the stored data will result in the termination of all services effective as of the date of withdrawal or objection.

Online or hybrid events

We use the tools listed below to offer our events, webinars, etc. online. Details on the data processed in this context can be found in the respective section.

Zoom

We use the Zoom tool (Zoom Video Communications, Inc., 55 Almaden Blvd, Suite 600, San Jose, California, USA) to conduct conference calls, online meetings, video conferences, webinars, or other events. If we intend to record online events, we will inform you of this transparently in advance and—where necessary—request your consent. You will also be notified that the event is being recorded within the Zoom app.

If necessary for the purpose of documenting the results of an online meeting, we will log the chat content. However, this will generally not be the case.

In the case of webinars, we may also process questions asked by webinar participants for the purposes of recording and following up on the webinar.

When using Zoom, various types of data are processed. The scope of the data also depends on what information you provide before or during your participation in an online event.

The following personal data is subject to processing:

- User information: First name, last name, phone number (optional), email address, password (if SSO is not used), profile picture (optional), department (optional)

- Meeting metadata: Topic, description (optional), participant IP addresses, device/hardware information
- For cloud recordings (optional): MP4 files of all video, audio, and presentations; M4A files of all audio recordings; text files of all meeting chats; audio log file
- IM chat logs
- Telephony usage data (optional): Incoming call number, outgoing call number, country name, IP address, 911 address (registered service address), start and end times, host name, host email, MAC address of the device used
- Text, audio, and video data: You may have the option to use the chat, question, or poll features during an “online meeting.” In this regard, the text you enter is processed to display it in the “online meeting” and, if applicable, to log it. To enable video display and audio playback, data from your device’s microphone and, if applicable, its video camera will be processed for the duration of the meeting. You can disable or mute the camera or microphone yourself at any time via the Zoom application
- Location data.

To participate in an online event or enter the “meeting room,” you must at least provide your name.

Data processing is carried out in accordance with Article 6(1), sentence 1, letter b of the GDPR.

Your personal data processed in connection with your participation in our online events will generally not be disclosed to third parties, unless it is specifically intended for disclosure. The service provider Zoom necessarily gains access to the aforementioned data to the extent provided for in our data processing agreement with them. If you are registered as a user with Zoom, reports on online events (meeting metadata, dial-in data, questions and answers in webinars, and survey data from webinars) may be stored by Zoom for up to one month. Furthermore, Zoom reserves the right to share your data with third parties with your consent.

Since Zoom is headquartered in the U.S., we have entered into a data processing agreement with Zoom that complies with the requirements of Article 28 of the GDPR. An adequate level of data protection is guaranteed, in part, by the adoption of the so-called EU Standard Contractual Clauses. As supplementary safeguards, we have also configured Zoom so that only data

centers located in the EU, the EEA, or safe third countries—such as Canada or Japan—are used for conducting “online meetings.”

For more information, please see Zoom’s privacy policy: <https://zoom.us/de-de/privacy.html>

Provision of Digital Learning Content

We use the Totara learning platform (Totara Learning Solutions Limited) to provide online courses, training sessions, learning materials, and other digital learning content, and in doing so, we process the following personal data to enable participation in the courses and training sessions we offer.

- User information: First name, last name, email address, username.
- Usage data: Information about courses taken, learning achievements, learning progress, and answers to tests and quizzes.
- Communication data: Content of forum posts, chat histories, uploaded documents and files, and feedback.
- Metadata: User’s IP address, device and browser information, and date and time of access.
- For online sessions: Video, audio, and text data if you participate in video meetings or chats within the platform. Data from the microphone and video camera is processed for the duration of the session. You can disable the camera and microphone at any time.
- Location data: If authorized by your device, your approximate location may be collected.

The data is processed to provide the platform and its associated features, manage user accounts, conduct courses, and support the learning process. Usage data (active participants) is also collected for billing purposes.

The data is processed for the purpose of fulfilling the contract (Art. 6(1), sentence 1, lit. b) of the GDPR).

The data is stored only for as long as necessary to achieve the stated purposes or as required by statutory retention periods. Once these periods have expired, the data is deleted.

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.

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.

- by clicking the unsubscribe link at the bottom of the email
- by email to datenschutz@rehm-verlag.de
- in writing to Verlagsgruppe Hühlig Jehle Rehm GmbH, Hultschiner Str. 8, D-81677 Munich.

Direct Mail Advertising

For direct marketing, we also use data obtained from the websites of potential customers and thus from publicly available sources. Similarly, for our direct mail campaigns, we sometimes use addresses provided to us by address brokers for one-time or repeated use. We typically receive the following categories of data:

- Last name, first name, and address,
- Industry or business name,
- Academic degrees and titles,
- Position within the company or institution

The respective address broker is the entity responsible for the initial collection of the data and for compliance with data protection law; it processes and transfers your data to us based on a balancing of interests pursuant to Art. 6(1)(f) of the GDPR to safeguard the legitimate interests of the address broker as well as ours as an advertising company. This processing and transfer by the address broker takes place explicitly only if you have not objected to the aforementioned processing by the address broker.

We also process your data based on a balancing of interests pursuant to Article 6(1)(f) of the GDPR to protect our legitimate interests for advertising purposes, and we inform you about our own and similar offers or services by mail. For these processing activities, we are the data controller within the meaning of data protection law. You may object to the use of your data for

advertising purposes at any time, with future effect, both to us and to the respective address broker:

- by email to datenschutz@rehm-verlag.de
- in writing to Verlagsgruppe Hühig Jehle Rehm GmbH, Hultschiner Str. 8, 81677 Munich

In addition, our mailings always include a privacy notice regarding the respective address broker, which provides the relevant contact information for submitting your objection to that broker.

If you exercise your right to object to advertising (Art. 21, para. 3 of the GDPR; see “Right to Object” in this Privacy Policy), the aforementioned data required to implement your objection to advertising will be processed in a block list for this purpose.

Your personal data may be shared with lettershop, printing, and mailing service providers for the advertising purposes mentioned above.

Marketing for own products

In order to show you advertisements for our own products, we use services provided by advertising partners or collaborate with advertising partners and ad networks (remarketing). These partners use cookies, pixels, or similar technical means to display and analyze advertisements.

Ads may be tailored to the individual user by, for example, using browser information regarding usage (such as pages visited, times of visit, and duration of visit). User-specific ads are also possible. In addition, analyses regarding reach or for billing purposes may be conducted in pseudonymized form. We have outlined the details regarding the services used, our partners, and the various options for opting out below.

This advertising is carried out with your consent (Art. 6(1)(a) GDPR).

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.

Google Ads Remarketing

Through Google Ads remarketing, we target users who have already interacted with our digital products. Our ads are served when these target audiences visit a Google website or a website in the Google Display Network.

To draw attention to our offers, we place ads on Google's 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 personalized ads to promote products and services that you've viewed on our site. Ads remarketing lists allow us to 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 they 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 a subscription purchase, for example.

- Display campaigns: Here, display ads are shown to people who have previously visited the site. The comprehensive settings options on the Display Network make it possible to limit advertising to topics, placements (selected sites), or specific mobile apps, for example.
- Search Network campaigns: Text ads are displayed when you've already visited our website and then search on Google and its Search Network partners. These campaigns are managed using keywords.
- Video: With video remarketing, the remarketing list includes people who have interacted with videos or a YouTube channel. The ads are then served within YouTube itself and on partner websites in the Video Advertising Network.

This data processing is carried out with your consent pursuant to Article 6(1)(a) of the GDPR.

Due to the marketing tools used, your browser automatically establishes a direct connection to Google's server. We have no influence over the scope and further use of the data collected by Google through the use of this tool and therefore inform you to the best of our knowledge: Through the integration of Google Ads, Google receives the information that you have accessed the relevant part 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 Privacy Policy.

Push notifications

If you have subscribed to our online products, in some cases you will also receive a free push service via email (based on Art. 6(1)(b) of the GDPR). We use this service to notify you whenever your work has been updated.

To send you this information, we use the email address you provided to us during your purchase. You can unsubscribe from the push service at any time and withdraw your consent to receive these messages by simply clicking the unsubscribe link at the bottom of the respective push message or by emailing your withdrawal of consent to kundenservice@hjr-verlag.de.

As soon as we receive a revocation or objection regarding the push service for an online product, we will add your email address to a block list to prevent further messages from being sent. The push service will be automatically discontinued as soon as you no longer have a paid subscription for an online product or you have your personal account with us deleted (see "[Creating a User Account](#)").

Conversion measurement

To find out whether and how effective our adverts are for our own products, we use conversion measurement by embedding a conversion tracking tag or

code snippet in our digital products. When you view our adverts, a temporary cookie is stored on your computer or mobile device. As soon as you complete an action, our system recognises the cookie and we record a conversion.

Microsoft Advertising Conversion

We use “Microsoft Advertising Conversion” technology, specifically conversion tracking. Microsoft Advertising Conversion Tracking is an analytics service provided by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. If you click on an ad placed by Microsoft, a conversion tracking cookie is stored on your computer. If you visit certain pages on our website while the cookie is still valid, Microsoft and we can determine that you clicked on a specific ad and were redirected to that page.

The data collected using the conversion cookie is used to generate conversion statistics for Microsoft Advertising Conversion customers who use conversion tracking. We are informed of the number of users who clicked on an ad and were subsequently redirected to a page tagged with a conversion tracking tag. We do not receive any information that can be used to personally identify users.

You can view Microsoft’s privacy policy regarding the handling of collected data at [this link](#). You can disable Microsoft Advertising Conversion at any time [here](#).

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

Newsletter

You will receive from us newsletters containing specialist content (“topic newsletters”) if you explicitly subscribe to them (consent pursuant to Art. 6(1)(a) GDPR). For this purpose, we use the double opt-in (DOI) procedure, which means that after registering on one of our registration pages (offered via various websites), you will receive an email with a confirmation link that you can use to confirm your consent. The following data is collected when you register for the newsletter:

- Time of registration and time of DOI verification: serves as proof of the DOI
- Email address: for sending the newsletter and the DOI email
- Form of address, first name, last name, title: voluntary information if you would like to be addressed personally

We process the voluntary information on the basis of our legitimate interest in addressing customers in a personalized way (Art. 6(1)(f) GDPR).

We analyze newsletter opens with the help of so-called tracking pixels, i.e. invisible image files that are linked to the newsletter system. Clicks on links in the newsletter are also evaluated. Both are not evaluated on an individual recipient (personalized) basis, but only for all recipients as a whole. The collection of this anonymized usage profile serves to tailor the newsletter offering to your interests and is carried out on the basis of your consent (Art. 6(1)(a) GDPR). If you do not agree to this, you can unsubscribe from the newsletter at any time (procedure, see the following paragraph).

You can unsubscribe from any topic newsletter at any time and withdraw your consent to its dispatch by simply clicking the corresponding unsubscribe link at the end of the respective newsletter or by emailing your withdrawal/objection to kundenservice@hjr-verlag.de. As soon as a withdrawal/objection has been received for each topic newsletter, or no topic is subscribed to, the recipient and the associated data (see above) are automatically deleted after 14 days. Your data will also be deleted after 14 days if the double opt-in link is not confirmed.

Participation in quizzes

You can test your knowledge of various areas and topics of law on our website if you wish. You decide separately for each quiz whether you would like to take part and whether you wish to answer the questions.

For our quizzes, we use a tool provided by DRID Kommunikation und Design GmbH, Arnoldstraße 16, 22765 Hamburg. All data are stored on DRID's servers at Host Europe. Information on their data protection can be found at <https://www.hosteurope.de/AGB/Datenschutzerklaerung/>.

In order to assign questions and answers to you and to be able to display your results, it is absolutely necessary to store this information in cookies

(small text files) on your end device for a limited period of time.

The following data are processed when you participate in a quiz:

- User ID (automatically generated participant number for all quiz games in order to be able to assign a data record in the database)
- Browser name and operating system (only in general terms, such as “Firefox”, “Windows 7”)
- IP address (this is necessary to detect abuse)
- Referrer URL (also necessary to detect abuse)
- Start and end of participation (date and time)
- User cookie hash (a unique, automatically generated 7-character code that is stored in the user’s browser in order to detect multiple participation by a user and misuse; where applicable for the purpose of providing proof of consent)
- Question ID (per question)
- Answer ID (per question)
- Answer value and/or answer text (per question and depending on the question type)
- Score (points per question)
- Time required (per question)
- Total score
- Number of questions answered
- Number of questions answered correctly

The legal basis for the processing is your consent pursuant to Article 6(1)(1) (a) GDPR. The data are erased after completion of the quiz.

Registration is only required for participation if you wish to save your game progress. For this, a user account is necessary (see above, [Creating a user account](#)).

Participation in prize draws

In the context of prize draws, we collect and process the following data from you:

- Email address, in order to inform you about a win
- First name, last name, address, in order to be able to send prizes by post

When (non-cash) prizes are offered, further personal data are required in particular from the winners after the end of the prize draw, such as their address, so that they can be notified in the event of a win and the prize can be delivered.

The collection and processing of personal data serve the purpose of carrying out the respective prize draw and quizzes and, where applicable, sending out prizes. The data are processed on the basis of your consent (Article 6(1)(1)(a) GDPR) and, in the case of prize draws, pursuant to Article 6(1)(1)(b) GDPR. All data are stored for the purpose and duration of the prize draw and deleted after the end of the promotion, unless statutory retention obligations apply.

Your data may be passed on to our prize draw service providers and sponsors within the framework of the terms and conditions of participation to which you have agreed, and will be deleted insofar as they are no longer required.

For further details in connection with the respective prize draw, please refer to the terms and conditions of participation.

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); weitere Informationen zum Datenschutz finden Sie [hier](#).
- **YouTube** (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, 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](#).
- **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 your consent in accordance with Art. 6 para. 1 sentence 1 lit. a) GDPR.

As we do not have full access to your personal data, you should contact the social media providers directly when asserting your rights as a data subject, as they have access to the personal data of their users and can take appropriate measures and provide information.

Should you nevertheless require assistance, we will of course endeavour to support you. You can find our contact details [here](#).

For a detailed description of the respective processing and the cancellation options, please refer to the information linked below.

- **Meta-Plattformen** [Optout](#)
- **Youtube/Google** [Opt-out](#)

- X Optout
- Xing Optout

What else you should know

Controller

The controller within the meaning of the GDPR is

Verlagsgruppe Hüthig Jehle Rehm GmbH

Hultschiner Str. 8
81677 Munich
Germany

Contact for your data protection inquiry: datenschutz@hjr-verlag.de

Data Protection Officer

atarax group of companies

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

Joint controllers

We are joint controllers in the following cases.

Joint controllership for the product BALVI dRT

This notice concerns the processing of personal data (in particular first name, last name, title, company name, professional position, email address) relating to you as a (potential) user of the BALVI dRT products. This involves cooperation between BALVI GmbH, Isaac-Newton-Straße 11, 23562 Lübeck, and Verlagsgruppe Hüthig Jehle Rehm GmbH, Hultschiner Str. 8, 81677 Munich.

The data processing by these companies is justified by the fact that, within the framework of Article 26(1) GDPR, they have contractually determined the purposes and means of processing jointly as joint controllers. Within the scope of the joint controllership, both controllers are responsible for joint address management for the purpose of sending advertising by post to public bodies and institutions and for carrying out telemarketing activities. The address data of the institutions and contact persons intended as recipients for the campaign are reconciled between the address databases of both controllers. The telemarketing activities are carried out by Hüthig Jehle Rehm GmbH on behalf of BALVI GmbH.

BALVI GmbH is responsible for executing the postal addressing.

The legal basis for these data processing activities is, in each case, Article 6(1)(f) GDPR. The legitimate interest in the data processing lies in presenting our companies, products and services for your information.

Furthermore, we use service providers (processors, e.g. mailing service providers) bound by instructions pursuant to Article 28 GDPR, including in particular for the postal dispatch of advertising materials. All processors are granted access to your data only to the extent and for the period necessary for the provision of the respective services. The necessary data protection agreements have, of course, been concluded with these processors.

Insofar as the contracting parties are joint controllers within the meaning of Article 26 GDPR, they fulfil their data protection obligations as follows:

- BALVI and HJR make the information required under Articles 13 and 14 GDPR available to the data subjects in a concise, transparent, intelligible and easily accessible form, using clear and plain language. For this purpose, each party provides the other party with all information from its area of responsibility that is necessary.
- The parties inform each other without delay of any rights asserted by data subjects. They provide each other with all information necessary to respond to access requests.

- Data protection rights may be exercised with BALVI as well as with HJR. As a rule, data subjects receive the response from the entity with which they have asserted their rights.

We store the above-mentioned data for the above-mentioned purposes until you object, in order to meet the legitimate mutual interest in communication and the provision of information. We will store your objection for a period of three years for the purposes of preserving evidence.

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	Target group advertising	Art. 6 para. 1 a GDPR

Data	Purpose	Legal basis
residence, language or gender information)		
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 Platformstool 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 Instagram

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

Joint controllers and joint responsibility pursuant to Article 26 GDPR

Joint controllers:
the entity responsible for this website (see the introductory information about us)
and
Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland

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

Presence on the Facebook 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)(a) GDPR
Facebook cookies	Targeted advertising	Art. 6(1)(a) GDPR
Demographic data (based on age, location, language, or gender)	Targeted advertising	Art. 6(1)(a) GDPR
Statistical data on user interactions in aggregated form, i.e., without any personal identifiers (e.g., page activities, page views,	Targeted advertising	Art. 6(1)(a) GDPR

Data	Purpose	Legal Basis
page previews, likes, recommendations, posts, videos, page subscriptions, including origin and times of day)		

The advertising use of your personal data is of particular importance to Facebook. 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 Facebook fan page and to use the Insights function, Facebook 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 Facebook, the cookies it uses serve the purposes of authentication, security, site and product integrity, advertising and measurement, site features and services, performance, as well as analysis and research. You can view details of the cookies used by Facebook (e.g. cookie names, duration of function, collected content and purpose) by following the links provided there. You will also find options there for deactivating the cookies used by Facebook. In addition, you can also change your settings regarding your advertising preferences there.

You may object to the collection and storage of data through the use of the aforementioned Facebook cookies 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.

Note on Facebook Insights

For statistical evaluation purposes, we use the Facebook Insights function. In this context, we receive anonymised data on the users of our Facebook fan page. However, by means of the filters provided by Facebook, we specify the categories of data for which Facebook provides anonymised statistics. Facebook makes the following criteria or categories available to us in anonymised form for evaluating the activities on our presence, provided that the corresponding information has been supplied by the user or collected by Facebook:

- Age range
- Gender
- Place of residence (city and country)
- Language
- Mobile or desktop page view (for YouTube, additional individual device types)
- Interactions in connection with posts (e.g. reactions, comments, shares, clicks, views, video usage duration)
- Time of use

These anonymised data are used to analyse user behaviour for statistical purposes so that we can better tailor our offerings to the needs and interests of our audience.

We consider our legitimate interest (Article 6(1)(f) GDPR) in data processing to lie in the presentation of our company and our products and services for your information.

Disclosure and use of personal data

If you interact within Facebook, Facebook naturally also has access to your data. In particular, it is possible that Facebook Inc., 1601 Willow Road, Menlo Park, California 94025, USA, has access to your data. Facebook is located in an unsafe third country in which the level of data protection is lower.

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
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.

Joint controlling with linkedIn

When you visit our LinkedIn page, we are jointly responsible with LinkedIn for the processing of your personal data. Below, we inform you about the data processing associated with our fan page; this does not affect LinkedIn's terms of use.

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

Joint controllers:

the entity responsible for this website (see the information about us mentioned above)

and

LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland

We process your data in accordance with the information set out above when you make it available to us by visiting our company page on LinkedIn.

You can find information on how LinkedIn processes your data [here](#).

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.