



Privacy Policy

28.01.2026

Wenn Sie unsere digitalen Angebote nutzen, verarbeitet die HCS Medienwerk GmbH Ihre personenbezogenen Daten. Mit diesen Datenschutzhinweisen informieren wir Sie, wie und warum wir Ihre Daten verarbeiten und wie wir gewährleisten, dass sie vertraulich bleiben und geschützt sind.

Allgemeines zur Datenverarbeitung

Personenbezogene Daten sind alle Informationen, die sich auf eine identifizierte oder identifizierbare natürliche Person beziehen. Hierzu gehören beispielsweise Informationen wie Ihr Name, Ihr Alter, Ihre Anschrift, Ihre Telefonnummer, Ihr Geburtsdatum, Ihre E-Mail-Adresse, Ihre IP-Adresse oder das Nutzerverhalten. Informationen, bei denen wir keinen (oder nur mit einem unverhältnismäßigen Aufwand einen) Bezug zu

Ihrer Person herstellen können, z.B. durch Anonymisierung der Informationen, sind keine personenbezogenen Daten.

Datenlöschung und Speicherdauer

Wir löschen oder anonymisieren Ihre personenbezogenen Daten, sobald sie für die Zwecke, für die wir sie erhoben oder verwendet haben, nicht mehr erforderlich sind.

Gegebenenfalls müssen wir Ihre Daten jedoch noch bis zum Ablauf der vom Gesetzgeber oder Aufsichtsbehörden erlassenen Aufbewahrungspflichten und -fristen, die sich aus dem Handelsgesetzbuch, der Abgabenordnung und dem Geldwäschegesetz ergeben können (im Regelfall 6 bis 10 Jahre), weiter speichern. Außerdem können wir Ihre Daten bis zum Ablauf der gesetzlichen Verjährungsfristen (d.h. im Regelfall 3 Jahre; im Einzelfall aber auch bis zu 30 Jahre) aufbewahren, soweit dies für die Geltendmachung, Ausübung oder Verteidigung von Rechtsansprüchen erforderlich ist. Danach werden die entsprechenden Daten gelöscht.

Datensicherheit und Sicherungsmaßnahmen

Um Ihre Privatsphäre zu schützen und ein dem Risiko angemessenes Schutzniveau zu gewährleisten, treffen wir nach Maßgabe der gesetzlichen Vorgaben unter Berücksichtigung des Stands der Technik, der Implementierungskosten und der Art, des Umfangs, der Umstände und der Zwecke der Verarbeitung sowie der unterschiedlichen Eintrittswahrscheinlichkeiten und des Ausmaßes der Bedrohung der Rechte und Freiheiten natürlicher Personen technische und organisatorische Maßnahmen, die regelmäßig überprüft und angepasst werden. Die Maßnahmen sichern die Vertraulichkeit, Integrität, Verfügbarkeit und Belastbarkeit Ihrer Daten. Hierzu gehört unter anderem die Verwendung anerkannter Verschlüsselungsverfahren (SSL oder TLS), Pseudonymisierungen und Kürzung der IP-Adressen.

Wir weisen Sie jedoch darauf hin, dass es aufgrund der Struktur des Internets möglich ist, dass die Regeln des Datenschutzes und die o. g. Sicherungsmaßnahmen von anderen, nicht innerhalb unseres Verantwortungsbereichs liegenden Personen oder Institutionen nicht

beachtet werden. Insbesondere können unverschlüsselt preisgegebene Daten – z. B. wenn dies per E-Mail erfolgt – von Dritten mitgelesen werden. Wir haben technisch hierauf keinen Einfluss.

Einsatz von Dienstleistern

Bei der Verarbeitung Ihrer Daten rund um unsere Dienstleistungen und Produkte setzen wir Dienstleister ein oder übermitteln diese Daten an Unternehmen, die uns beispielsweise bei der Abwicklung von Zahlungsaufträgen unterstützen. Die Dienstleister verarbeiten die Daten ausschließlich im Rahmen unserer Weisung und sind zur Einhaltung der geltenden Datenschutzbestimmungen verpflichtet worden. Sämtliche Auftragsverarbeiter wurden sorgfältig ausgewählt und erhalten nur in dem Umfang und für den benötigten Zeitraum Zugang zu Ihren Daten, der für die Erbringung der Leistungen erforderlich ist bzw. in dem Umfang, in dem Sie in die Datenverarbeitung und -nutzung eingewilligt haben.

Dienstleister in Ländern wie den USA oder in anderen Ländern außerhalb der EU oder den Ländern des Europäischen Wirtschaftsraums unterliegen einem Datenschutz, der allgemein personenbezogene Daten nicht in demselben Maße schützt, wie es in den Mitgliedstaaten der Europäischen Union der Fall ist. Soweit Ihre Daten in einem Land außerhalb der EU/des EWR verarbeitet werden, welches nicht über ein anerkannt hohes Datenschutzniveau wie die Europäische Union verfügt, stellen wir über vertragliche Regelungen oder andere anerkannte Instrumente sicher, dass Ihre personenbezogenen Daten angemessen geschützt werden.

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.

Consent management

Um Ihre datenschutzrechtliche Einwilligung einholen und speichern zu können, verwenden wir die Consent Management Plattform von Sourcepoint (Sourcepoint Technologies, Inc., 228 Park Avenue South, #87903, New York, NY 10003-1502, United States). Diese setzt unbedingt erforderliche Cookies, um den Consent-Status abfragen und damit entsprechende Inhalte ausspielen zu können.

Die Cookies werden gespeichert und spätestens nach 13 Monaten gelöscht.

Rechtsgrundlage für die vorgenannten Datenverarbeitungsvorgänge ist unser berechtigtes Interesse gemäß Art. 6 Abs. 1 S. 1 lit. f) DSGVO.

Push notifications

Die Versendung von Push-Nachrichten erfolgt mit Hilfe eines von Ihrem genutzten Betriebssystem bzw. von dem entsprechenden Push-Dienst vergebenen pseudonymen Push-Token. Wir können über den Push-Token keinerlei personenbezogene Daten ableiten oder diesen einem Endgerät zuordnen.

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

Wenn Sie Anzeigen buchen

Wenn Sie Anzeigen buchen, benötigen wir bei Vertragsschluss Ihre Adress-, Kontakt- und Kommunikationsdaten sowie Ihre Bank- und gegebenenfalls Kreditkartendaten.

Die Verarbeitung dieser Daten ist zur Vertragsanbahnung oder Vertragserfüllung erforderlich (Art. 6 Abs. 1 S. 1 lit. b DSGVO).

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

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.

- per Mail an datenschutz@verlagsgruppe-hcs.de

- schriftlich an die HCS Medienwerk GmbH, Steinweg 51, 96450 Coburg (bitte Mailadresse und den Namen von der Registrierung angeben)
- oder telefonisch über 09561 / 850 – 300
- durch einen Klick auf den Abmelde-Link am Ende der Mail

Marketing for own products

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

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

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

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

Google Ads advertising and remarketing

To draw attention to our offers, we place adverts in the Google search network and advertising banners in the Google display network (banners on third-party websites) and use the conversion measurement and remarketing of Google Ads and Analytics. We can combine adverts with search terms or use individual adverts to advertise products and services that you have viewed on our site. With Ads remarketing lists, we can optimise search and display campaigns if you have already visited our site. With conversion measurement, we see the success of interest-based advertising in the Google search network and advertising banners in the Google display network (banners on third-party websites) based on the analysis of user behaviour for more targeted advertising.

For this interest-based advertising, Google analyses your user behaviour with cookies that are set when you click on ads or visit our websites. We and Google then receive information that you have clicked on an advert and have been forwarded to us. Based on these evaluations, we can recognise which of the advertising measures used are particularly effective and can optimise them as a result.

The statistics that Google provides us with include the number of users who have clicked on one of our adverts and show which of our websites you have been redirected to. We can also target you more specifically if you have already visited our website. We can also track which search terms were clicked on particularly often and which adverts lead to the purchase of a subscription, for example.

Due to the marketing tools used, your browser automatically establishes a direct connection with the Google server. We have no influence on the scope and further use of the data collected by Google through the use of this tool and therefore inform you according to our level of knowledge: Through the integration of Ads Advertising, Google receives the information that you have called up the corresponding part of our website or clicked on an advert from us. If you are registered with a Google service, Google can assign the visit to your account. Even if you are not registered with Google or have not logged in, it is possible that the provider will find out your IP address and store it.

You can also find more information on this in the notes on website statistics and in the data protection provisions of Google.

You can prevent this technology by disabling the use of cookies via your browser settings, deselecting individual types of ads in Google's ad settings, disabling interest-based ads on Google or disabling cookies from advertising providers with the help of the respective deactivation help of the network advertising initiative. We and Google will then only receive statistical information on how many users have visited a page and when. This can only be prevented by appropriate browser extensions.

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

Wenn Dritte bei uns für ihre Produkte werben

Um unsere digitalen Angebote zu refinanzieren, vermarkten wir unsere Werbeflächen - über unsere Vermarktungsdienstleister aber auch über Dritte.

Eine Übersicht der Dritten und wie diese Ihre Daten zu welchem Zweck verarbeiten, finden Sie in den Datenschutz-Einstellungen im Footer der Website.

Self-marketing of adverts

Unsere Werbevermarkter unterstützen uns bei der Vermarktung unserer Werbeflächen, indem sie Werbeanzeigen akquirieren und ausspielen.

Folgende Vermarkter setzen wir ein:

- Seeding-Alliance GmbH, c/o Ströer, Gustav-Heinemann-Ufer 74b, 50968 Köln
- RP Digital GmbH, Zülpicher Straße 10, 40549 Düsseldorf
- Taboola Inc., Oneustonsq, 40 Melton Street, 13th Floor, London, NW1 2FD

Wir haben mit diesen und den von ihnen im Rahmen der Vermarktung eingesetzten Dritten im Sinne von Art. 4 Nr. 10 DSGVO entweder eine Vereinbarung i.S.v. Art. 26 DSGVO geschlossen, in der wir die jeweiligen Verantwortlichkeiten für die Erfüllung der Verpflichtungen gemäß der DSGVO hinsichtlich der gemeinsamen Verarbeitung festgelegt haben, oder eine Auftragsverarbeitungsvereinbarung i.S.v. Art. 28 DSGVO.

Bei einer gemeinsamen Verantwortung sind wir verpflichtet, Ihnen die Erteilung und den Widerruf datenschutzrechtlicher Einwilligungen zu ermöglichen. Zudem sind wir die zentrale Anlaufstelle für Sie als betroffene Person. Wir leiten Betroffenenanfragen, die bei uns eingehen und die gemeinsame Verarbeitung betreffen, unverzüglich an unsere Vermarkter zur Beantwortung weiter. Dessen ungeachtet können Sie die Ihnen nach der DSGVO zustehenden Rechte als betroffene Person sowohl bei und gegenüber

uns als auch bei und gegenüber jedem anderen Verantwortlichen geltend machen.

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

External marketing by third parties

When you access our digital offerings, you will also be shown content from third parties who use our advertising space to place adverts. We refinance our offering by displaying these adverts. If such content is loaded, this is done from the servers of the respective third-party providers. This always involves the transmission of certain data to the third-party providers, in many cases including personal data. In addition, cookies or similar technologies are used for most of the third-party services used to load the content.

In order to provide advertising that is relevant and tailored to current interests, an attempt is made to draw conclusions about current interests based on the website visit and surfing behaviour. This user data is used to communicate advertising in the form of banners and other marketing methods - possibly based on the user's interests. For the purpose of retargeting (remarketing) of website visitors, as well as for the purpose of measuring success, cookies from third-party providers (so-called third-party cookies) are used and, if necessary, user profiles are created under a pseudonym. These can be analysed for advertising and monitoring purposes. It is not possible to draw direct conclusions about a person.

An overview of the third parties and how they process your data and for what purpose can be found in the privacy settings.

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

The publisher uses the Transparency and Consent Framework of IAB Europe 2.2 to manage this type of advertising in compliance with data protection regulations. This framework of the Interactive Advertising Bureau Europe ("IAB Europe"), an industry association for online marketing, defines and monitors the data protection-compliant display of advertising.

Advertising via the IAB TCF

IAB Europe has defined the following purposes for the processing of data, including the personal data of users, in order to manage advertising in compliance with data protection regulations:

Saving or accessing information on a terminal device (Purpose 1)

Cookies, terminal device or similar online identifiers (e.g. login-based identifiers, randomly generated identifiers, network-based identifiers) may be stored on or read from your terminal device together with other information (e.g. browser type and browser information, language, screen size, supported technologies, etc.) in order to recognise it each time it accesses an app or a website. This is done for one or more of the processing purposes listed here.

Most of the processing purposes explained in this notice are based on the storage of or access to information on your device when you use an app or visit a website. For example, it may be necessary for a provider or website operator to store a cookie on your device when you first visit a website in order to recognise it on your next visits (by retrieving this cookie each time).

Use of reduced data to select adverts (Purpose 2)

Adverts presented to you on this service may be based on reduced data, such as the website or app you are currently using, your approximate location, your device type or the content you are interacting with (or have interacted with) (e.g. to limit the frequency of adverts displayed to you).

***Examples**

- A car manufacturer wants to advertise its electric vehicles to environmentally conscious users who live in the city after hours. The advert is presented on a page with related content (e.g. an article about climate protection measures) after 6.30pm to users whose vague location suggests that they are in an urban area.
- A major manufacturer of watercolour paints wants to run an online advertising campaign for its latest watercolour range. The aim is to diversify the target audience to reach as many amateur and professional artists as possible and to avoid showing the advert alongside inappropriate content (e.g. articles about painting a house). The number of adverts you are presented with is determined and limited to avoid them being shown too often.

Creation of profiles for personalised advertising (Purpose 3)

Information about your activities on this service (such as completed forms, viewed content) may be stored and combined with other information about you (e.g. information from your previous activity on this service or other websites or apps) or similar users. This is then used to create or improve a profile about you (this may include, for example, possible interests and personal characteristics). Your profile may be used (including at a later date) to enable us to present you with adverts that are likely to be more relevant to you based on your potential interests.

***Examples**

- For example, if you read several articles about the best bicycle accessories in the trade, this information can be used to create a profile about your interest in bicycle accessories. Such a profile can be used or improved at a later stage on the same or another website or app to show you adverts for a specific brand of bicycle accessories. If you are also looking at a configurator for a vehicle on a luxury car manufacturer's website, this information may be combined with your interest in bicycles to refine your profile and lead to the assumption that you are interested in luxury bicycle equipment.
- A clothing company wants to promote its new collection of high-quality baby clothes. It contacts an agency that has a network of high-income customers (e.g. high-end supermarkets) and asks the agency to create profiles of young parents or couples who can be assumed to be affluent and have recently had a baby, so that these can later be used to advertise in partner apps.

Use of profiles to select personalised advertising (Purpose 4)

Advertising displayed to you on this service may be based on your advertising profile. This advertising profile may include your activities (such as completed forms, viewed content) on this service or other websites or apps, possible interests and personal characteristics.

***Examples**

- An online retailer wants to advertise a limited range of running shoes. They want to target adverts to users who have previously viewed running shoes in their mobile app. Tracking technologies could be used to recognise that you have previously used the mobile app to search for running shoes so that you are shown the relevant adverts in the app.

- A profile created for personalised advertising relating to a person who has searched for cycling accessories on a website may be used to present the relevant cycling accessories advertisement on another company's mobile app.

Creating profiles to personalise content (Purpose 5)

Information about your activities on this service (such as: completed forms, non-promotional content viewed) may be stored and combined with other information about you (such as your previous activity on this service or other websites or apps) or similar users.

This is then used to create or complete a profile about you (this may include, for example, possible interests and personal characteristics). Your profile may be used (including at a later date) to show you content that is likely to be more relevant to you based on your potential interests, for example by changing the order in which content is shown to you to make it even easier for you to find content that matches your interests.

***Examples**

- You read several articles on a social media platform about how to build a tree house. This information can be added to a profile to record your interest in content about outdoor activities and do-it-yourself instructions (with the aim of enabling the personalisation of content so that you are presented with more blog posts and articles about treehouses and wooden cabins in the future, for example).
- You watched three videos about space exploration on different TV apps. An independent news platform that you have not previously used creates a profile based on this usage behaviour and identifies space exploration as a topic of potential interest for future videos.

Use of profiles to select personalised content (Purpose 6)

Content presented to you on this service may be based on your personalised content profiles, which include your activities on this or other services (such as forms you submit, content you view), possible interests and personal characteristics, such as the changed order in which content is displayed to you, to make it even easier for you to find (non-advertising) content that matches your interests.

***Examples**

- You read articles about vegetarian food on a social media platform and then use the cooking app of a company that is independent of the

platform. The profile created about you on the social media platform is used to present you with vegetarian recipes on the home page of the cookery app.

- You have watched three rowing videos on various websites. When you use your TV app, a video sharing platform that is independent of the websites recommends five more rowing videos that may be of interest to you, based on a profile that was created about you when you watched the online videos on these websites.

Measurement of advertising performance (Purpose 7)

Information about which adverts are presented to you and how you interact with them can be used to determine how much an advert has appealed to you or other users and whether the objectives of the advertising campaign have been achieved. The information includes, for example, whether you have viewed an advert, whether you have clicked on it, whether it has encouraged you to buy a product or visit a website, etc. This information is helpful in determining the relevance of advertising campaigns.

***Examples**

- You clicked on an advert on a website operator's website about a "Black Friday" discount from an online shop and bought a product. Your click is linked to this purchase. Your interaction and that of other users is measured to find out how many clicks on the advert led to a purchase.
- Sie gehören zu den wenigen, die in der App eines App-Betreibers auf eine Werbung, über einen Rabatt anlässlich eines besonderen Ereignisses (z.B. „internationaler Tag der Anerkennung“), eines Online-Geschenkeshops geklickt haben. Der App-Betreiber möchte Statistiken darüber erhalten, wie oft eine bestimmte Anzeige innerhalb der App, insbesondere die Anzeige zu einem besonderen Ereignis (z.B. „internationaler Tag der Anerkennung“) von Ihnen und anderen Benutzern angesehen oder angeklickt wurde, um dem App-Betreiber und seinen Partnern (wie Agenturen) zu helfen, die Anzeigenschaltung zu optimieren.

Measuring the performance of content (Purpose 8)

Information about what advertising is presented to you and how you interact with it can be used to determine whether (non-advertising) content has reached the intended target group and matched your interests, for example. This includes, for example, information about whether you have read a particular article, watched a particular video, listened to a particular

podcast or looked at a particular product description, how much time you have spent on that service and the websites you have visited, and so on. This information helps to determine the relevance of (non-advertising) content that is displayed to you.

***Examples**

- You have read a blog post about hiking in the mobile app of an app operator and tapped on a link to a recommended similar post. Your interactions are recorded to show that the first post about hiking was useful to you and that it successfully encouraged you to read the similar post. This information is measured to determine whether more posts about hiking should be created in the future and where they should be placed on the home screen of the mobile app.
- You were presented with a video about fashion trends, but you and several other users cancelled it after 30 seconds. This information will be used to evaluate the appropriate length of future fashion trend videos.

Analysing target groups through statistics or combinations of data from different sources (Purpose 9)

Based on the combination of data sets (such as user profiles, statistics, market research, analytics data), reports can be created about your interactions and those of other users with advertising or (non-advertising) content in order to identify common characteristics (e.g. to determine which target groups are receptive to an advertising campaign or to certain content).

***Examples**

- The owner of an online bookstore wants to analyse how many visitors have visited his website without buying anything, or how many have visited the website to buy the latest celebrity biography of the month, as well as the average age of visitors and how many of them are male or female, broken down by category. Data about your navigation on the website and your personal characteristics is then used and combined with other such data to create these statistics.
- An advertiser wants to better understand the type of audience that interacts with their adverts. They commission a research organisation to compare the characteristics of users who have interacted with the ad with typical attributes of users of similar platforms across different devices. This comparison shows the advertiser that their target

audience mainly accesses the advert via mobile devices and is likely to be between the ages of 45-60.

Development and improvement of offers (Purpose 10)

Information about your activities on this website, such as your interaction with adverts or content, can help to improve products and offers and to develop new products and offers based on user interactions, the type of target group, etc. This processing purpose does not include the development, supplementation or improvement of user profiles and identifiers. This processing purpose does not include the development, enhancement or improvement of user profiles and identifiers.

***Examples**

- Information about your activities on this offer, such as your interaction with adverts or content, can help to improve products and offers and to develop new products and offers based on user interactions, the type of target group, etc. This processing purpose does not include the development, enhancement or improvement of user profiles and identifiers.
- An advertiser is looking for a way to display adverts on a new type of device. It collects information about how users interact with this new type of device in order to determine whether it can develop a new mechanism for displaying adverts on this type of device.

Use of reduced data to select content (Purpose 11)

Content presented to you on this service may be based on reduced data, such as the website or app you are using, your approximate location, your device type or information about what content you interact (or have interacted) with (e.g. to limit how often you are shown a video or article).

***Examples**

- A travel magazine has published an article on its website about the new online courses offered by a language school to improve the travelling experience abroad. The travel school's blog posts are inserted directly at the bottom of the page and selected based on your approximate location (e.g. blog posts with the syllabus for the course of a language that is not the language of your country).
- A mobile app for sports news has introduced a new section with articles about the latest football matches. Each article contains videos with highlights of the game hosted by an external streaming platform.

If you fast-forward a video, this information can be used to play a shorter video afterwards.

Special processing purposes

The user has no choice for the following two special processing purposes, as these are absolutely necessary to provide the service.

- **Ensuring security, preventing and detecting fraud and troubleshooting:** Your data may be used to monitor and prevent unusual and potentially fraudulent activities (for example, regarding advertising, advertising clicks by bots) and to ensure that systems and processes function properly and securely. The data may also be used to resolve problems that you, the website or app operator or the advertiser may have in delivering content and adverts and in your interaction with them.

Example

An advertising intermediary delivers adverts from different advertisers to its network of partner websites and apps. The advertising intermediary notices a sharp increase in clicks on adverts from a particular advertiser. He analyses the data regarding the source of the clicks and finds that 80% of the clicks are from bots and not humans.

- **Provision and display of advertising and content:** Certain information (such as IP address or device features) is used to ensure the technical compatibility of the content or advertising and to enable the transfer of the content or advertising to your device.

Example

When you click on a link in an article, you are usually redirected to another page or another part of the article. To this end, 1°) your browser sends a request to a server linked to the website, 2°) the server responds to the request ("here is the article you requested") using technical information contained by default in the request sent by your terminal in order to properly display the information/images that are part of the article you requested. Technically, such an exchange of information is necessary to provide the content that is displayed on your screen.

- **Store and transmit your data protection choices:** The choices you make in relation to the purposes and companies listed in this notice will be stored and made available to the companies concerned in the form of digital signals (e.g. a character string). Only in this way can both this service and the companies concerned respect the respective

decisions.

Example:

If you visit a website and are given the choice of whether or not to consent to the use of profiles for personalised advertising, the decision you make will be stored and transmitted to the advertising providers concerned so that your decision is taken into account in the advertising presented to you.

Functions

For the following functions, personal data will be used for one or more of the above purposes if you consent to these purposes.

- **Matching and combining data from different data sources:__**
Information about your activities on this service may be matched and combined with other information about you from different sources (e.g. your activities on another online service, your use of an in-store loyalty card or your responses to a survey) to support the purposes explained in this framework.
- **Linking of different devices:__** To support the purposes set out in this framework, it may be determined whether it is likely that your device is connected to other devices belonging to you or your household (e.g. because you are logged into the same service on both your mobile phone and your computer or because you use the same internet connection on both devices).
- **Identification of end devices based on automatically transmitted information:** Your end device can be distinguished to support the purposes explained in this framework using information that it automatically transmits when accessing the Internet (e.g. the IP address of your Internet connection or the type of browser you use).

Special functions

For the following special functions, personal data will be used for one or more of the above-mentioned purposes, provided that you consent to these purposes.

- **Use of precise geographical data:** With your consent, your precise location (within a radius of less than 500 metres) may be used to support the above purposes.
- **Active scanning of device characteristics for identification:** With your consent, certain characteristics of your device may be queried and

used to distinguish it from other devices (e.g. the fonts or plugins installed, the resolution of your screen) to support the above purposes.

What else you should know

Controller

HCS Medienwerk 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@hcs-medienwerk.de

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, page previews, likes, recommendations, posts, videos, page subscriptions, including origin and times of day)	Targeted advertising	Art. 6(1)(a) GDPR

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 Meta Platforms

When you visit our Meta Platforms fan page, we are jointly responsible with Meta Platforms for the processing of your personal data. Below we inform you about the associated data processing on our fan page, which does not affect Meta Platforms' terms of use:

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

Joint controllers:

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

and

Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, D2 Dublin, Ireland

According to the European Court of Justice (ECJ), we are jointly responsible with Meta Platforms for the processing of your personal data.

Appearance on the Meta Platforms fan page

Scope of data collection and storage

Data	Purpose	Legal basis
User interactions (posts, likes, etc.)	User communication via social media	Art. 6 para. 1 a GDPR
Meta Platforms cookies	Target group advertising	Art. 6 para. 1 a GDPR
Demographic data (based on age, place of residence, language or gender information)	Target group advertising	Art. 6 para. 1 a GDPR
Statistical data on user interactions in aggregated form, i.e. without personal reference (e.g. page activities, page views, page previews, likes, recommendations, posts, videos, page subscriptions incl. origin, time of day)	Target group advertising	Art. 6 para. 1 a GDPR

The promotional use of your personal data is particularly important for Meta Platforms. We use the statistics function to find out more about the visitors to our fan page. Using this function enables us to customise our content to the respective target group. In this way, we also utilise demographic information on the age and origin of users, for example,

although we are unable to make any personal reference here. In order to provide the social media service in the form of our Meta Platforms fan page and to use the Insight function, Meta Platforms generally stores cookies on the user's end device. These include session cookies, which are deleted when the browser is closed, and persistent cookies, which remain on the end device until they expire or are deleted by the user. As a user, you can use your browser settings to decide for yourself whether and which cookies you wish to allow, block or delete. You can find instructions for your browser here: Internet Explorer, Firefox, Google Chrome, Google Chrome mobile, Microsoft Edge, Safari, Safari mobile (links). Alternatively, you can also install so-called ad blockers, such as Ghostery.

According to Meta Platforms, the cookies used by Meta Platforms are used for authentication, security, website and product integrity, advertising and measurement, website functions and services, performance, analysis and research. Details of the cookies used by Meta Platforms (e.g. names of cookies, duration of function, content collected and purpose) can be viewed [here](#) by following the links provided there. There you will also find the option of deactivating the cookies used by Meta Platforms. You can also change the settings for your advertising preferences there.

You can also object to the collection and storage of data through the use of the above-mentioned cookies by Meta Platforms at any time with effect for the future via [this opt-out link](#).

You can use the aforementioned link to manage your preferences regarding usage-based online advertising. If you object to usage-based online advertising with a specific provider using the preference manager, this only applies to the specific business data collection via the web browser you are currently using. Preference management is cookie-based. If you delete all browser cookies, the preferences you have set with the preference manager will also be removed.

Note on Meta Platforms Insights

We use the Meta Platforms Insights function for statistical analysis purposes. In this context, we receive anonymised data on the users of our Meta Platforms fan page. However, we use the filters provided by Facebook Meta 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.

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.