

Süddeutsche Zeitung

Privacy Policy

28.07.2026

Wenn Sie die Website www.sz-gipfel.de besuchen, verarbeitet die Süddeutsche Zeitung GmbH Ihre personenbezogenen Daten. Mit diesen Datenschutzhinweisen informieren wir Sie, wie und warum wir Ihre Daten verarbeiten und wie wir gewährleisten, dass sie vertraulich bleiben und geschützt sind.

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

Privacy policy for applications

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

Data protection at a glance

What data do we collect?

- Inventory data (e.g., names, addresses)
- Contact details (e.g., email, phone numbers)
- Content data (e.g., entries in online forms)
- Payment data (e.g., bank details, invoices, payment history)
- Contract data (e.g., subject matter of the contract, term)
- Usage data (e.g., websites visited, interest in content, access times)
- Meta/communication data (e.g., device information, IP addresses, ID)

How do we collect the data?

We collect the data that is generated when you access our digital offers automatically. Otherwise, we collect data based on your entries or messages or through the use of cookies or similar technologies.

What do we use the data for?

Bereitstellung digitaler Angebote:

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

Produktoptimierung:

- Weiterentwicklung der Nutzerfreundlichkeit
- Nutzungsanalyse
- Umfragen

Veranstaltungen:

- Buchen von Veranstaltungen
- Anmeldung zu Veranstaltungen
- Online-Veranstaltungen

Kommunikation:

- Kontakt: Verwaltung und Beantwortung von Anfragen und Kommunikation

Werbung:

für unsere eigenen Produkte

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

Do we share data?

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

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

Do we transfer data to third countries?

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

How do we secure the data?

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

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

When do we delete the data?

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

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

What rights do you have?

- Information
- Deletion
- Correction
- Objection

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

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

Privacy Manager

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

You will find detailed data protection information below.

How we make our content available to you

Cookies and similar technologies

If cookies, device identifiers, or other personal data are stored or accessed on your device for processing purposes, this is done on one of the legal bases of Art. 6 GDPR.

In order to be able to provide the telemedia service you have expressly requested, we also take into account the provisions of Section 25 of the German Telecommunications Digital Services Data Protection Act (TDDDG), in particular the requirement under Section 25 (2) No. 2 TDDDG.

You can find an overview of the technologies used under Privacy settings.

Types and functions of cookies

Cookies are text files that contain data from visited websites or domains and are stored by a browser on users' devices. A cookie primarily serves to store information about a user during or after their visit to an online offering. The stored information may include, for example, language settings on a website, login status, a shopping cart, or video interactions. The term “cookies” also includes other technologies that perform the same functions as cookies (e.g., when user information is stored using pseudonymous online identifiers, also known as “user IDs”).

There are the following types of cookies and functions:

- **Temporary cookies (also known as session cookies):** Temporary cookies are deleted at the latest after a user leaves an online offering and closes their browser.
- **Permanent cookies:** Permanent cookies remain stored even after the browser is closed. This allows, for example, the login status to be saved

or preferred content to be displayed directly when the user visits a website again. Similarly, the interests of users, which are used for reach measurement or marketing purposes, can be stored in such a cookie.

- **First-party cookies:** First-party cookies are set and used by us to process user information.
- **Third-party cookies:** Third-party cookies are mainly used by advertisers (so-called third parties) or other partners to process user information.
- **Strictly necessary (also: essential or necessary) cookies:** These cookies ensure functions without which these digital offerings could not be used as desired. They may be absolutely necessary for the operation of a website, for example to store logins or other user entries, or for security reasons.
- **Analysis and statistics cookies:** These cookies enable us to analyze the use of our digital offerings, in particular to measure reach—i.e., clicks, visits, and visitor numbers. The aim is to statistically determine the number of visits and visitors and their surfing behavior (duration, origin) and thus obtain market-wide comparable values. The information collected is evaluated in aggregate form in order to derive improvements and optimizations for our products.
- **Marketing and personalization cookies:** Cookies are also used to store a user's interests or behavior (e.g., viewing certain content, using functions, etc.) in a user profile. Such profiles are used, for example, to display content to users that corresponds to their potential interests. This process is also referred to as “tracking,” i.e., tracking the potential interests of users. If we use cookies or tracking technologies, we will provide separate information about this in our privacy policy or when obtaining consent.

Technical provision and security

When our offer is used, we automatically employ essential technologies and process the following information:

- Information about the accessing device and the software used
- Date and time of access
- Websites from which the user accesses our website or which the user visits via our website

- IP address

The collection of these logs and their temporary storage and processing are necessary to ensure system security and integrity (in particular to ward off and defend against attempts at attack or damage) and are carried out in accordance with our legitimate interest (§ 25 (2) No. 2 TDDDG, Art. 6 (1) f GDPR).

The storage period for this log data is usually seven days; for reliable detection of AI bots, it is 30 days. From this point on, this specific server log data is anonymized based on our legitimate interest in statistical evaluation to assess AI bots and their impact on our content (Art. 6 (1) f GDPR).

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

Liveblog

Wir setzen auf einigen unseren Veranstaltungsseiten einen eingebundenen Liveblog von storytile UG (haftungsbeschränkt, Gollierstraße 70, 80339 München) ein. Durch das Aufrufen der Seite mit einem Liveblog werden von uns keine Cookies auf Ihrem Rechner gesetzt. Allerdings führen Informationen durch das Aufrufen der Seite mit einem Liveblog dazu, dass Cookies auf Ihrem Rechner seitens storytile gesetzt werden können, auf die wir keinen Einfluss haben. Es werden von storytile keine personenbezogenen Daten von Webseitenbesuchern erhoben, jenseits der üblichen Logfiles/Protokolldateien für Analysezwecke, wie sie bereits oben dargestellt sind.

Die Verarbeitung dieser Daten erfolgt aufgrund unseres berechtigten Interesses an den dargestellten Zwecken (Art. 6 Abs. 1 S. 1 lit. f DSGVO).

Die Daten werden in der Regel nach 3 Monaten gelöscht, bei besonderen Vorkommnissen werden sie bis zu 24 Monate gespeichert.

Essential technology

The following tools and cookies are strictly necessary technologies, i.e., essential for providing our services as requested by the user.

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

Google Tag Manager

The Google Tag Manager service is an organizational tool that enables us to control services. The tool only uses the IP address to establish a connection to the server and to function technically. Otherwise, no personal data is processed by the tool itself. Tag Manager ensures that other services are only executed if the conditions (tags) specified in Tag Manager are met. This allows us to ensure, for example, that tools requiring consent are only loaded after you have given your consent. Tag Manager does not access the data processed by the tools.

Consent management

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

The data is stored for a maximum of 13 months.

Cookie	Purpose	Duration	Type
consentUUID	UniqueUserID to store the user's consent status	12 months	Cookie
_sp_su	Identification of users for sampling consent rates reporting	12 months	Cookie
_sp_user_consent	UniqueUserID to retrieve the user's consent status stored in	Unlimited	Local storage

Cookie	Purpose	Duration	Type
	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

CMS Wordpress

Zum Betrieb unserer Website nutzen wir die Content Management und Blogging Software Wordpress. Wordpress nutzt Security-Cookies (bis zu vier Cookies mit zufälligen Namen), um den Schutz dieser Website zu gewährleisten und automatisierte Angriffsversuche erkennen zu können. Es handelt sich um zufallsgenerierte, anonyme Cookies (Cookie Name: zufallsgeneriert bspw. „gmeOcJaRJ“, bis zu vier verschiedene Cookies).

Embeds

We use embeds, i.e., embedded content, to offer you interesting content. The respective embedding is carried out using a technical process known as framing. Framing involves simply inserting a provided HTML link into the code of a website to create a display frame on our pages, enabling the content stored on the servers of the third-party platform to be played.

This third-party content is displayed to you with your consent (Art. 6 (1) (a) GDPR).

Some of this content comes from social networks or other companies, including those in the USA. By integrating their content, cookies and similar

technologies may be used by them and data may be transferred to them, including to the USA (e.g., your IP address, browser information, cookie ID, pixel ID, page accessed, date and time of access). Details on the integrated content of the individual networks or these companies, which is stored on their servers and for the provision of which your IP address is transmitted to these companies, as well as on the data processing carried out by these companies, which may also include advertising purposes, can be found in the following lines.

- **Vimeo** Vimeo Inc., 555 West 18th Street, New York 10011, USA; further information on data protection can be found [here](#).
- **YouTube** (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland). Further information on data protection can be found [here](#).

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.

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

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.

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

When you participate in events

Ordering tickets for events

When you purchase tickets for events, you must provide us with your address, contact and communication details as well as, where applicable, your credit card details at the time the contract is concluded. We require this data for the initiation or performance of the contract, so that Article 6(1)(b) GDPR constitutes the legal basis for this processing.

We collect your date and place of birth in the event that a federal politician attends the event. In this case, we are required to transmit this data to the

Federal Criminal Police Office. The necessity of the security screening and the verification of protected areas is justified on the basis of Article 6(1)(e) and (3) GDPR (performance of a task carried out in the public interest) in conjunction with the mutual assistance and security provisions under federal law, as the organiser must cooperate with the security authorities to ensure the protection of the premises and the protected person.

We process your form of address on the basis of our legitimate interest in a personalised form of customer communication (Article 6(1)(f) GDPR).

After termination of the contract, we delete your data or restrict its processing/block it, unless we are legally obliged to retain this data. As a rule, the data will be deleted no later than ten years after the end of the contract.

Payment processing Payone

We transfer your data (name, address, and, if applicable, date of birth) to infoscore Consumer Data GmbH (“ICD”), Rheinstr. 99, 76532 Baden-Baden, Germany, for the purpose of credit assessment, obtaining information for assessing the risk of payment default based on mathematical-statistical methods using address data, and verifying your address (deliverability check). 76532 Baden-Baden.

The legal basis for these transfers is Art. 6 (1) (f) GDPR, because only by transferring and checking the data can we assess whether payment obligations can be met, enabling us to carry out the contractual activities in a secure manner. Transfers based on these provisions may only be made if this is necessary to safeguard the legitimate interests of our company or third parties and does not outweigh the interests or fundamental rights and freedoms of the data subject requiring the protection of personal data.

Detailed information on ICD within the meaning of Art. 14 GDPR, i.e. information on the business purpose, the purposes of data storage, the data recipients, the right to self-disclosure, the right to erasure or rectification, etc., can be found at [this link](<https://finance.arvato.com/icdinfoblatt> “Data protection BS Payone”).

Anmeldung

Wenn Sie sich für eine Teilnahme an einer Veranstaltung anmelden, verarbeiten wir die von Ihnen angegebenen Daten für die Durchführung der Anmeldung und ggf. Erstellen eines Benutzerkontos, für die Teilnahme an der Veranstaltung sowie zum Versand von Informationen, die für die Veranstaltung erforderlich sind. Diese Datenverarbeitung erfolgt zur Vertragsanbahnung bzw. -erfüllung (Art.6 Abs.1 lit.b) DSGVO).

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.

MS Teams

We use the “Microsoft Teams” tool to conduct conference calls, online meetings, video conferences, and/or web conferences (hereinafter: “online meetings”).

“Microsoft Teams” is a service provided by Microsoft Corporation (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). 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 of the recording in the Microsoft Teams app.

Note: When you access the “Microsoft Teams” website, the provider of “Microsoft Teams” is responsible for data processing. However, accessing the website is only necessary for using “Microsoft Teams” in order to download the software required to use “Microsoft Teams.” If you do not want to or cannot use the “Microsoft Teams” app, you can also use “Microsoft Teams” via your browser. In this case, the service is also provided via the “Microsoft Teams” website.

Data

The scope of the data depends on what information you provide before or during your participation in an “online meeting.” The following personal data is subject to processing:

- User information: e.g., display name, email address (if applicable), profile picture (optional), preferred language
- Meeting metadata: e.g., date, time, meeting ID, phone numbers, location
- Text, audio, and video data: You may have the option to use the chat feature during an “online meeting.” In this regard, the text you enter is processed in order to display it during the “online meeting.” 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 turn off or mute the camera or microphone yourself at any time via the “Microsoft Teams” application.

Chat content is logged when using Microsoft Teams. Files that users share in chats are stored in the OneDrive for Business account of the user who shared the file. Files that team members share in a channel are stored on the team’s SharePoint site.

Legal Basis for Data Processing

To the extent that personal data of employees is processed, Section 26 of the German Federal Data Protection Act (BDSG) serves as the legal basis for data processing.

If, in connection with the use of “Microsoft Teams,” personal data is not necessary for the establishment, performance, or termination of the employment relationship but is nonetheless an essential component of using “Microsoft Teams,” then Article 6(1)(f) of the GDPR serves as the legal basis for data processing. In these cases, our interest lies in the effective conduct of “online meetings.”

Furthermore, the legal basis for data processing in connection with the conduct of “online meetings” is Article 6(1)(b) of the GDPR.

Online meetings are recorded only if we have informed you of this in advance and you have consented to the recording. In this case, the legal basis is Article 6(1)(a) of the GDPR.

Retention Period

We generally delete personal data when there is no longer a need for further storage. A need may exist, in particular, if the data is still required to fulfill contractual obligations or to assess, grant, or defend against warranty and, where applicable, guarantee claims. In the case of statutory retention

obligations, deletion will only be considered after the respective retention period has expired.

Data Disclosure

Personal data processed in connection with participation in “online meetings” is generally not disclosed to third parties, unless it is specifically intended for disclosure. Please note that, as with in-person meetings, content from “online meetings” often serves precisely to communicate information to customers, prospective customers, or third parties and is therefore intended for disclosure.

Other Recipients

The provider of “Microsoft Teams” necessarily gains access to the aforementioned data to the extent provided for in our data processing agreement with “Microsoft Teams.” As a general rule, data is not processed outside the European Union (EU), as we have limited our data storage to data centers located within the European Union. However, we cannot rule out the possibility that data may be routed through Internet servers located outside the EU. This may be the case, in particular, if participants in an “online meeting” are located in a third country.

Data Transfer Outside the EU/EEA

Since Microsoft is headquartered in the United States, we have entered into a data processing agreement with Microsoft that complies with the requirements of Article 28 of the GDPR. An adequate level of data protection is guaranteed, on the one hand, by the adoption of the so-called EU Standard Contractual Clauses. As supplementary safeguards, we have also configured our system 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 Microsoft’s privacy notice:

<https://privacy.microsoft.com/de-de/privacystatement>

<https://www.microsoft.com/de-de/trust-center>

The data is encrypted during transmission over the Internet and is therefore protected against unauthorized access by third parties.

Slido

Wir nutzen das Tool Slido (sli.do s.r.o., Vajnorská 100/A, 831 04 Bratislava, Slowakei (Europäische Union)), um Umfragen und Fragestellungen bei digitalen Veranstaltungen durchzuführen. Wenn wir Online-Veranstaltungen aufzeichnen wollen, werden wir Ihnen das im Vorwege transparent mitteilen und – soweit erforderlich – um eine Zustimmung bitten.

Wenn es für die Zwecke der Protokollierung von Ergebnissen eines Online-Meetings erforderlich ist, werden wir die Inhalte protokollieren. Das wird jedoch in der Regel nicht der Fall sein.

Bei der Nutzung von Slido werden verschiedene Datenarten verarbeitet. Der Umfang der Daten hängt dabei auch davon ab, welche Angaben zu Daten Sie vor bzw. bei der Teilnahme an einer Online-Veranstaltung, bei der wir Slido einsetzen, machen.

Folgende personenbezogene Daten sind Gegenstand der Verarbeitung:

- Benutzerangaben: Benutzername (optional)
- Textdaten: Sie haben die Möglichkeit die Chat-, Fragen- oder Umfragefunktionen zu nutzen. Insoweit werden die von Ihnen gemachten Texteingaben verarbeitet, um diese im „Online-Meeting“ anzuzeigen und ggf. zu protokollieren.
- Die Datenverarbeitung erfolgt nach Art. 6 Abs. 1 S. 1 lit. b DSGVO.

Ihre personenbezogenen Daten, die im Zusammenhang mit der Teilnahme an unseren Online-Veranstaltungen verarbeitet werden, werden grundsätzlich nicht an Dritte weitergegeben, sofern sie nicht gerade zur Weitergabe bestimmt sind. Der Dienstleister Slido erhält notwendigerweise Kenntnis von den o.g. Daten, soweit dies im Rahmen unseres Auftragsverarbeitungsvertrages mit ihm vorgesehen ist. Wenn Sie bei Slido als Benutzer registriert sind, dann können Berichte über Online-Veranstaltungen (Meeting-Metadaten, Fragen und Antworten bei Veranstaltungen, Umfragefunktion bei Veranstaltungen) bei Slido gespeichert werden.

Weitere Informationen finden Sie im Datenschutzhinweis von Slido:

<https://www.sli.do/terms#privacy-policy>

Wonder.me

Wir nutzen das Tool Wonder (Yotribe GmbH, Kommandantenstraße 77, 10117 Berlin, Deutschland) um Telefonkonferenzen, Online-Meetings,

Videokonferenzen, Webinare oder andere Veranstaltungen durchzuführen. Wenn wir Online-Veranstaltungen aufzeichnen wollen, werden wir Ihnen das im Vorwege transparent mitteilen und – soweit erforderlich – um eine Zustimmung bitten.

Wenn es für die Zwecke der Protokollierung von Ergebnissen eines Online-Meetings erforderlich ist, werden wir die Chatinhalte protokollieren. Das wird jedoch in der Regel nicht der Fall sein.

Im Falle von Webinaren können wir für Zwecke der Aufzeichnung und Nachbereitung von Webinaren auch die gestellten Fragen von Webinar-Teilnehmenden verarbeiten.

Bei der Nutzung von Wonder werden verschiedene Datenarten verarbeitet. Der Umfang der Daten hängt dabei auch davon ab, welche Angaben zu Daten Sie vor bzw. bei der Teilnahme an einer Online-Veranstaltung machen.

Folgende personenbezogene Daten sind Gegenstand der Verarbeitung:

- Benutzerangaben: Benutzername, Profilbild, E-Mail (optional),
- Raum-Metadaten: Raumname, Beschreibung (optional), Teilnehmer-IP-Adressen, Geräte-/Hardware-Informationen
- IM-Chat-Protokolle
- Text-, Audio- und Videodaten: Sie haben ggf. die Möglichkeit, in einem „Online-Meeting“ die Chat-, Fragen- oder Umfragefunktionen zu nutzen. Insoweit werden die von Ihnen gemachten Texteingaben verarbeitet, um diese im „Online-Meeting“ anzuzeigen und ggf. zu protokollieren. Um die Anzeige von Video und die Wiedergabe von Audio zu ermöglichen, werden entsprechend während der Dauer des Meetings die Daten vom Mikrofon Ihres Endgeräts sowie von einer etwaigen Videokamera des Endgeräts verarbeitet. Sie können die Kamera oder das Mikrofon jederzeit selbst über die Wonder-Applikationen abschalten bzw. stummstellen
- Standortdaten.

Um an einer Online-Veranstaltung teilzunehmen bzw. den „Meeting-Raum“ zu betreten, müssen Sie zumindest Angaben zu Ihrem Namen machen. Die Datenverarbeitung erfolgt nach Art. 6 Abs. 1 S. 1 lit. b DSGVO.

Wir speichern Ihre personenbezogenen Daten in einer Form, die eine Identifikation nur so lange gestattet, wie diese für diejenigen Geschäftszwecke benötigt werden, für die sie erfasst wurden, oder zur

Einhaltung unserer rechtlichen Verpflichtungen, zur Beilegung von Streitigkeiten und zur Durchsetzung unserer Vereinbarungen benötigt werden.

Ihre personenbezogenen Daten, die im Zusammenhang mit der Teilnahme an unseren Online-Veranstaltungen verarbeitet werden, werden grundsätzlich nicht an Dritte weitergegeben, sofern sie nicht gerade zur Weitergabe bestimmt sind. Der Dienstleister Wonder erhält notwendigerweise Kenntnis von den o.g. Daten, soweit dies im Rahmen unseres Auftragsverarbeitungsvertrages mit ihm vorgesehen ist. Wenn Sie bei Wonder als Benutzer registriert sind, dann können Berichte über Online-Veranstaltungen (Meeting-Metadaten, Fragen und Antworten in Webinaren, Umfragefunktion in Webinaren, Chatverläufe) bei Wonder gespeichert werden.

Wir haben mit Wonder einen Auftragsverarbeitungsvertrag geschlossen, der den Anforderungen von Art. 28 DSGVO entspricht.

Weitere Informationen finden Sie im [Datenschutzhinweis von Wonder](#).

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>

Wenn Sie mit uns kommunizieren

Contacting us

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

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

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

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.

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 on the unsubscribe link at the end of the e-mail

- by e-mail to werbewiderspruch@sz.de
- in writing to Süddeutsche Zeitung GmbH, Aboservice, Hultschiner Str. 8, 81677 Munich (please include your e-mail address or telephone number and the name from your registration)
- or by phone on +49 89 2183-0.

Newsletter

You will receive newsletters from us if you explicitly order them by providing your e-mail address. We will check the e-mail address you have provided by sending a confirmation e-mail to it ("double opt-in procedure") to ensure that you are really the owner of the e-mail address.

We process the email address to send and analyse the newsletter (Art. 6 (1) (b) GDPR). We analyse your clicks in newsletters with the help of so-called tracking pixels, i.e. invisible image files. These are assigned to your email address and are linked to a unique ID so that clicks in the newsletter can be clearly assigned to you. The purpose of the user profile is to be able to tailor the newsletter offer to your interests. We record when you read newsletters and which links you click on and use this information to create an interest profile.

You can unsubscribe from any newsletter at any time. There is a corresponding link in every newsletter for this purpose.

Your data will be deleted after cancellation of the newsletter at the end of the year in which you unsubscribed from the newsletter.

Newsletter - Data processing in detail

Data	Purpose of processing	Legal basis for processing	Storage period
E-mail address	Sending the newsletter	Consent	until cancellation
IP address for opt-in	Proof of double opt-in	Consent	until cancellation
Time of DOI verification	Proof of double opt-in In	Consent	until revocation

Data	Purpose of processing	Legal basis for processing	Storage period
Salutation*	Direct address	Consent	until revocation
First name*	Direct address	Consent	until revocation
Last name*	Direct address	Consent	until revocation
Usage data	Further development and improvement of the service	Consent	until revocation
End devices	Correct delivery of the newsletter	Consent	until revocation

*Voluntary information

Marketing for own products

In order to show you 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).

LinkedIn Insight-Tag

Wir setzen den Insight-Tag des sozialen Netzwerkes LinkedIn ein (LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA, bzw. falls Sie in der EU ansässig sind, LinkedIn Ireland Unlimited Company, Wilton

Plaza, Wilton Place, Dublin 2, Ireland), um unser Onlineangebotes zu analysieren, zu optimieren und damit wirtschaftlich betreiben zu können (Art. 6 Abs. 1 S. 1 lit. a DSGVO).

Mit Hilfe des LinkedIn Insight-Tag ist es uns möglich, Abschlüsse, die nach einem Klick auf eine unserer Werbeanzeigen getätigt worden sind, nachzuverfolgen und ein Retargeting unserer Webseitenbesucher vorzunehmen. Dabei werden User angesprochen, die bereits auf unseren Websites waren und somit Interesse an unseren Produkten gezeigt haben. Diese Funktion hilft uns, unsere Werbemaßnahmen zu bewerten und auszuwerten. Des Weiteren ermöglicht das Pixel das Sammeln von Daten zu den Besuchen auf unserer Webseite, einschließlich URL, Referrer-URL, IP-Adresse, Geräte- und Browsereigenschaften, sowie Zeitstempel. Alle diese Daten werden verschlüsselt bzw. gekürzt und die direkten IDs der Mitglieder werden innerhalb von sieben Tagen entfernt, um die Daten zu pseudonymisieren. Diese pseudonymisierten Daten werden dann innerhalb von 90 Tagen gelöscht. In Auswertungen und Berichten können wir keine personenbezogenen Daten, sondern nur Zusammenfassungen über Webseiten-Zielgruppen und die Anzeigenleistungen sehen.

Die Verarbeitung der Daten durch LinkedIn erfolgt im Rahmen von LinkedIns Datenverwendungsrichtlinie. Spezielle Informationen und Details zum LinkedIn Insight-Tags und seiner Funktionsweise erhalten Sie im Hilfereich von LinkedIn.

Sie können die Erfassung durch den LinkedIn Insight-Tag und die Verwendung Ihrer Daten zur Darstellung von LinkedIn-Anzeigen in Ihren Kontoeinstellungen steuern.

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:

- **LinkedIn** (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland); 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.

- **LinkedIn** [Optout](#)

What else you should know

Controller

Süddeutsche Zeitung GmbH

Hultschiner Str. 8
D-81677 Munich

Data Protection Officer

atarax group of companies

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

Contact for your data protection enquiry

You can ask your questions about data protection here.

datenschutz@sz.de

Joint controlling with YouTube

We use the technical platform and services of YouTube, a Google company, with its principal place of business at Gordon House, Barrow Street, Dublin 4, Ireland. This means that if you are habitually resident in the European Economic Area or Switzerland, unless otherwise specified in any additional terms, you will be provided with the services of Google Ireland Limited ("Google"), a company incorporated and operated under the laws of Ireland.

In accordance with the [Google Privacy Policy](#), we assume that personal data, including its processing, will also be transferred to servers of Google LLC in the USA.

In its judgement in case C-210/16, the CJEU ruled that platform operators (in this case YouTube) and the operator of a channel located on the platform are jointly responsible for the data processing carried out via the respective channel. In this respect, platform operators and channel operators are to be regarded as joint controllers pursuant to Art. 26 GDPR.

Data processed by us__

Your personal data is processed for the purpose of market observation and user communication, in particular by initiating and obtaining user feedback. We process the following access data for the aforementioned purposes:

Access source, region, age, gender, subscription status regarding YouTube channel, subscription source, playlist, device type, YouTube product, live/on demand, playback location, operating system, subtitles, language for video information, translations used, element type, info card type, info card, where was shared.

The above data processing can be legitimised in accordance with Art. 6 para. 1 lit. f GDPR and our "legitimate interest". We have pointed out the right to object in accordance with Art. 21 GDPR (see below). Our legitimate interest lies in playing video content on YouTube with the widest possible reach. With the help of the data collected, the topics, design, length and playback time of the videos can be better tailored to user behaviour.

If you contact us directly as a YouTube user, for example via enquiries, comments and feedback, this contact and the communication of your details is expressly on a voluntary basis and with your consent (Art. 6 para. 1 sentence 1 lit. a) GDPR). We may forward your comments or reply to them or write comments that refer to your account. The data you freely publish and disseminate on our YouTube channel is thus included by us in our offering and made accessible to our followers and other users. In addition, we process the data that you voluntarily provide to us as part of a personal message, if necessary for the purpose of replying to the message.

Data processed by YouTube__

Information about what data is processed by YouTube and for what purposes this data is used can be found in the [YouTube Privacy Policy](#). By using YouTube, your personal data will be collected, transferred, stored, disclosed and used by YouTube and transferred to, stored and used in the United States and any other country in which YouTube does business, regardless of your place of residence.

On the one hand, YouTube processes your voluntarily entered personal data such as your name and user name, email address, telephone number or the contacts in your address book when you upload or synchronise it. On the other hand, YouTube also analyses the content you share to determine which topics you are interested in, stores and processes confidential messages that you send directly to other users and can determine your location using GPS data, information on wireless networks or your IP address in order to send you advertising or other content. YouTube may use analysis tools such as Google Analytics for evaluation purposes. If tools of this type are used by YouTube for our channel, this is not done on our behalf. The data obtained during the analysis is also not made available to us. We can only view the information on access activities listed under point 1. This so-called "log data" can be the IP address, the browser type, the operating system, information about the previously accessed website and the pages you have accessed, your location, your mobile phone provider, the end device you are using (including device ID and application ID), the search terms you have used and cookie information.

You have the option of restricting the processing of your data in the settings of your YouTube account as well as information on these options at <https://support.google.com/accounts?hl=de#topic=3382296>. In addition, you can restrict YouTube's access to contact and calendar data, photos, location data, etc. on mobile devices (smartphones, tablet computers) in the settings options there. However, this depends on the operating system used.

You also have the option of requesting information via the YouTube privacy policy or the YouTube terms of use or via YouTube's community guidelines and security at:

<https://www.youtube.de/t/privacy>

<https://www.youtube.com/t/terms>

https://www.youtube.de/t/community_guidelines

Further information on YouTube's data protection can be found at

<https://www.youtube.com/?gl=DE&hl=de>

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.